

# Jewellery Design & Technology Institute

(A DIVISION OF SILVER SMITH INDIA LIMITED)



## JDTI Updates

- JDTI launches Comprehensive Jewellery Design course in Noida
- Complimentary Studies in 2year Diploma Programme covering topics like Industrial Terminology, Quality Control etc.
- JDTI opens its doors to existing and prospective students for career counselling. Our Counsellors will be available on Tuesdays and Thursdays between 3:00pm-5:00pm with prior appointment at Noida branch. The counselling sessions will also be held every fortnight in Delhi Campus.
- JDTI's Online placement cell brings in an overwhelming response. It is a platform for bringing job seekers and prospective employers together. All Diploma holders from JDTI can avail this service. Students as well as Employers need to log on to our website [www.jdtiindia.com](http://www.jdtiindia.com) and click on Opportunities/ Placements icon and fill Job seeker's form and Employer's form respectively.
- JDTI introduces a new Computer Software-Coral Draw in its 2 year Diploma Course.
- JDTI introduces Industrial Jewellery Design Certificate Course for aspiring Jewellery professionals which is a 1 year weekend course. For details see Page 2.



The students of current batch of Long Term Jewellery Designing course of Jewellery Design & Technology Institute, Noida had organised an Exhibition on 25th and 26th August 2006 for showcasing the Jewellery designed by them. The Exhibition was conducted at JDTI Campus in Noida.



Spark 2006 got an overwhelming response which was quite evident from the number of people who visited the exhibition. Dignitaries who attended the exhibition were very appreciative about the works of students and wish them all the best for their future.

This event was totally conceived and implemented by students of JDTI. This had given them vast experience of interacting with people and team spirit which is very important in today's world.

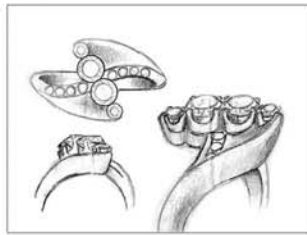
Turn to  **Page 3**

## Industrial Jewellery Design Certificate Course

This Certificate Programme has been exclusively designed and conceptualized by Jewellery Design & Technology Institute (JDTI) to give all aspiring jewellery professionals the much needed combination of creating both, an aesthetic foundation as well as gaining practical and industrial based design input.

This course has been formulated for all aspiring jewellery professionals, professionals of varied fields and entrepreneurs to gain more creative and practical insight into the jewellery industry. Keeping this criterion in mind, the course has been specifically designed as a weekend course.

Students will be taught both thematic as well as industrial based market design. Lectures will be given by well established Jewellery professionals to understand Industrial Terminology and Product. This will expose the student to various design possibilities as well as help them understand international and domestic trends.



To further enhance their knowledge, students can attend a one week complimentary workshop, demonstrating different manufacturing techniques, which includes two sessions of introductory workshop on Diamond and Gemmology also.

**Duration of Course** : 1 year  
**Timing** : 10:00 am - 4:00 pm  
**Day** : Saturday  
**Eligibility** : 10+2  
**Course Fee** : Rs.75,000  
**Commencement Date:** 6th January 2007

### Course Contents:

1. Introduction to Design.
2. Object Drawing, Introduction and Basic
3. Observational Drawing, Application
4. Visual Memory, Exercise and Study
5. Light and Shade
6. Design Principle, Theory and Exercise
7. Design Project, Application
8. Professional mounting and Presentation Technique
9. Interactive Mixed and Multi-Media Sessions
10. Industrial Terminology-I and II, Process Cycle, Overview, Terms
11. Introduction to International Market, Terminology
12. International Market I-American Market
13. Design Project-American Market
14. Technical Drawing: Introduction
15. Technical Drawing: Application
16. Advanced Rendering
17. International Market II-European Market
18. Design Project-European Market
19. International Market III-Middle East Market
20. Design Project-Middle East Market
21. One Week Manufacturing workshop on below mentioned topics:-
  - (a) Techniques, Exercises
  - (b) Introductory 1 day workshop on Diamonds
  - (c) Introductory 1 day workshop on Gemmology
22. Price Determination
23. Market based Final Design Project
24. Market Based Commercial Fabrication Project
25. Formulation of Portfolio & Resume Construction
26. Presentation of Final Project
27. Jury for Final Project





This Exhibition was unique as the Jewellery on display were designed and manufactured by the students in their first year of the Jewellery Designing course. The metaphors from an aspiring Jewellery Designer to confident and innovative Designers was evident from the Jewellery pieces on display.



The faculty at JDTI made great efforts to understand the importance and strong point of each student and gave valuable inputs to make their strong point their advantage.

JDTI has given guidance and every possible support to their students to realize their dream.

As a part of their curriculum under Crafts based design Project, students have attended workshop on Filigree conducted by Master Craftsman Mr. Ramesh Behera from Orissa as well as on Kundan work. Costume Jewellery designing is also taught in the first year.

In the Costume Jewellery segment, Students have made neckpieces, sash, earrings, rings and other accessories using materials like mirrors, glass,



feathers, beads, cloth, stocking, plastics, brass etc. One can be amazed as to how beautifully and creatively the students have made the Jewellery.

Students have designed trendy Jewellery like Chandelier Earrings, rings, chokers, necklaces, brooches, Bangles, Tiepins, Jura Pin in Sterling Silver using Filigree technique.



The Jewellery pieces were not only stylish, wearable and trendy but it also reflected amalgamation of new thoughts of designing and ancient traditions of

Jewellery making. The Kundan jewellery on display were very innovative in designs.



Costume jewellery pieces made of glass were highly appreciated. Some of the jewellery designs which really caught the attention of the visitors were of Jay Choudhury,

Kanak Parashar, Paridhi Bajaj, Shazmin A. Premji to name a few.

The Students had invited dignitaries from Fashion world, Jewellery designers, renowned Jewellers, Media fraternity in order to get their valuable feedback and they were present in full force to laud the efforts of young designers. Parents and well wishers of students too attended the exhibition and were very proud and satisfied to see their work.



Mr. B. K. Narula, CMD of JDTI said, "Spark 2006 was a great success and this kind of event sets us apart from other Jewellery Designing Institutes. The amount of effort we put in our students to make them a good designer is incomparable. We believe in providing students all possible platforms to unleash their talents and provide commercial and practical exposure".

JDTI students have lot to cherish with these memorable experiences. The quality of training imparted to the students was clearly evident by the fact that they made these beautiful Jewellery in the first year of their course curriculum and they still have to complete

their second year in which they will learn about advanced designing skills.

In all it was a great learning experience for Students of JDTI and they have started a tradition for their juniors to follow.





**"Now, India's a hub for design outsourcing"**

Times of India, Aug' 2006



As manufacturers look at reducing costs and product development cycles, India is fast emerging as the new-age design board for manufacturers worldwide.

An initiative started by Silver Smith India Ltd., through Design Development Centre (DDC) to help jewellery companies to outsource their day-to-day designs and design-related requirements is now fast emerging as the trend for the future .

Our team of renowned designers is supported by our infrastructure comprising of modern workshops that are fully equipped with the latest machines, tools and accessories, an updated gem lab with a large collection of gemstones and a resource centre with an extensive array of reference books, manuals and cd's covering all aspects of jewellery designing and manufacturing.

DDC follows an efficient design methodology that results in unique designs that are easily manufactured and technically sound.

DDC excels in the following areas:-

- Initial Ideas and concepts
- Sketching and 3-D Illustrations
- Realistic Renderings
- Orthographic Views
- Technical Specifications
- Prototyping (precise silver masters and rubber molds)

Since its inception, DDC has worked successfully with various clients for both domestic and international clients. DDC comprises of a team of designers and model makers who work together to create new innovative product.

DDC also offers consultancy services for various aspects of jewellery design and manufacture.

"We innovate, so you get empowered, We create valued designs, so you profit from it"

For more information please get in touch with Ms. Ritu Malik, General Manager, DDC.

**Contact details**

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**ADMISSIONS OPEN**

**JDTI**

**Jewellery Design & Technology Institute**

Division of SILVER SMITH INDIA LTD.

A multi-dimensional jewellery solutions company

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World Gold Council

**COURSES OFFERED**

- **JDTI Comprehensive Jewellery Designing** (6 months)  
Commencing 9th Oct 2006 & 9th April 2007 (Noida)  
Commencing 10th Jan 2007 (New Delhi)
- **JDTI Basic Jewellery Designing** (3 months)  
Commencing 9th Oct 2006 & 9th April 2007 (Noida)  
Commencing 10th Jan 2007 (New Delhi)
- **JDTI Gemmology Course** (3 months)  
Commencing 2nd Nov 2006 (New Delhi)  
Commencing 3rd Nov 2006 (Noida)
- **JDTI Diamond Grading** (45 days)  
Commencing 2nd Nov 2006 (New Delhi)  
Commencing 3rd Nov 2006 (Noida)
- **JDTI Custom Made Jewellery Manufacturing** (6 months)  
Commences 1st of every month
- **JDTI Jewel CAD** (1 month)  
Commences 1st & 16th of every month
- **JDTI Industrial Jewellery Design Certificate Course**  
(1 year - Weekend Course) Commencing 6th Jan 2007
- **JDTI Jewellery Design & Technology (1 & 2 year)**  
Commencing 11th April, 10th & 11th July 2007
- **JDTI Jewellery Designing - Distance Learning Course**  
(6 months) Commences 1st of every month
- **JDTI Short term Specialised Courses (2 weeks each)**
  - a) Casting
  - b) Stone Setting
  - c) Engraving & Enamelling
  - d) Finishing, Polishing & Electroplating

Commences 1st of every month

We also conduct Integrated Certificate Courses along with Individually Customised Programmes.

**How to apply:**

Prospectus and application form can be obtained from either Noida or Delhi campus on payment of Rs.500/- or by sending a draft of Rs.500/- in favour of Jewellery Design & Technology Institute, payable at New Delhi to either of the campuses.

**ADVISORY BOARD MEMBERS**

- Ms. Nafisa Ali, Social Worker and Film Personality
- Ms. Ritu Beri, Fashion Designer
- Mrs. Aruna Oswal, Social Worker
- Dr. Dietrich Keschull, Director - Indo German Export Promotion Project
- Dr. Guglielmo Gali, Italian Trade Commissioner
- Mr. Mahesh Prasad, IAS (Retd.), Former CMD (I.T.P.O.)
- Mr. Joginder Singh, IPS (Retd.), Former Director General, CBI
- Mr. Krishna B. Goyal, Managing Director - Dwarka Gems
- Ms. Divya Gurwara, CEO, Bridal Asia
- Mr. B. K. Narula, CMD, Silver Smith India Ltd.

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