

# Jewellery Design & Technology Institute

(A DIVISION OF SILVER SMITH INDIA LIMITED)



## 8th Annual Graduating Show

Jewellery Design and Technology Institute, division of Silver Smith India Ltd., organized its 8th annual graduating fashion show 'Opus 2008' at Square One Mall, Saket, South Delhi.

The theme for OPUS 2008 was "Trends and their influences 2008". 17 bright jewellery designers, who were a part of the JDTI batch graduating this year, presented the collection of 42 pieces showcased by leading models like Tina Chatwal, Krishna Somani.

The first collection showcased was from Nichè, Silver Smith India Limited's retail jewellery brand, which presented stunning designs of belts, armbands, jhoomars and anklets.

The Panel of judges included Dr Dietrich Kebschull, advisory board member JDTI, Mr Mandeep Singh, Director Reeds Exhibition, Mr Angaarag Mahaanta, founder and lead singer East India Company, Mr Purshottam Bagheria, writer



and business leader, Mr Raakesh Agarwal, leading fashion designer, Ms. Archana Singh, Director, Frazer & Haws, Ms. Kriti Soni, Director Poonam Soni Signature Line and Mr B K Narula, Chairman and Managing Director Silver Smith India Ltd. We thank them for taking out the time for viewing the student collections.

The awards were categorized into Innovation in Technique, Innovative use of material, Commercially viable collection, Faculty award for the best student of the year, the ramp appeal award. The 6th award was the World Gold Council award for "Most Innovative Collection" in form of 20 grams of pure gold was awarded to Ms. Neha Verma.



**Utopia:** A Beginning of new more humane, poetic future after the unfriendly and cold world of cyber futurism.

**Euphoria:** A whimsical mood to experiment with the things totally opposing or rather a desire to merge in the spirited surge of cheery acceptance.

**Spectacle:** The mood is to break the shackles, to rebel against the norms. Normal is boring. Be full of yourself, your ideas or imagination for creative results.

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## Awards of the show



The award for Innovation in Technique was given to Ms. Sumita Thapa



The award for Innovative use of material was given to Ms. Dolly Gupta



The award for commercially viable collection was given to Ms. Chhanda Dey



Faculty award for the best student of the year was given to Ms. Shalika Jain



WGC award in form of 20 gms. of pure gold was given to Ms. Neha Verma



The ramp appeal award was given to Ms. Chhavi Singhania

## Associates of the show



Mr. B. K. Narula  
Chairman, JDTI



Mr. Dharmesh Sodah  
Director, WGC

**Mr. B. K. Narula, Chairman, JDTI** said "the annual graduating fashion show provides the right platform to the budding talents of the jewellery industry. This not only helps the students showcase their creative flair but also is the right place for the industry in their hunt for the best creative brains for jewellery industry".

**World Gold Council**, an international non-profit organization with its head office in London involved in promotional activities to increase the consumption of gold. WGC has always been involved with JDTI in its endeavour to promote jewellery designing and The World Gold Council award in form of 20 grams of pure gold is awarded to the winner of "Most Innovative Collection".



Mr. Mandeep Singh,  
C.O.O.  
Reed Exhibitions India



Mr. Raakesh Agarwal  
Fashion Designer

### JCK New Delhi 2009 (Reed Exhibitions India)

JCK is the world's premier Jewelry trade show showcasing latest design & trend in a dynamic, secure environment.

JCK events are designed to serve the worldwide Jewelry Industry by offering the most comprehensive sourcing, networking and communication opportunities on a business to business basis.

**Mr. Mandeep Singh, C.O.O., Reed Exhibitions India** said "JCK Exhibitions displays jewellery but what gets ignored is the element of design. JCK wants to promote jewellery as an industry and this is the right place to find those budding and talented designers. I would like to thank JDTI for this association and hope it last forever".

### Rakesh Agarwal, Design Studio

Mr. Raakesh Agarwal, Fashion Designer said "Indian designers are now looking at representing India on the world forum and JDTI is among the best trainer to train students on innovation, creativity and global businesses. The students' collection is a unique blend of traditional and modern techniques. It's my privilege that I got an opportunity to style the clothing of the models presenting the jewellery designs from JDTI and for the rest of life I would like to be associated with JDTI".

**Meow 104.8 FM** the radio division of the India Today Group. It is a niche talk-based radio station, targeted at women. The private FM stations have followed the mass route, focussing on music having its stations in Mumbai, Kolkata, Amritsar, Patiala, Shimla and Jodhpur. Meow embodies the attributes of a woman, where she can be all by herself. It symbolises spirituality, sensuality, professionalism. It is more than a cat call as everyone initially perceives.



GITANJALI GROUP



Time to step forward, abandon the familiar and leap into the real world that lies forth. I can well understand the anxiety and excitement that accompanies the first formal industrial experience. To understand, appreciate and experience work culture in an entirely new dynamics be it Mumbai, Bangalore or Delhi.

The Online Design Project like every year has helped many students to be closer to their dream jobs. Ddamas Brand under Gitanjali Group chose Harjas Kaur and Varun Kapoor to join them for the 2 months internship programme. They both successfully converted the internship and are now hired by the company for the research and development department. Gili, Asmi, Nakshatra, Ddamas & Sangini (5 brands under Gitanjali Group), Tara Domestic and AKM Mehraisons were the project partner for Online Design Project 2008.

Radhika Periwal, Chavi Singhania, Anuja Katiyar and Chanda Dey were selected by Tara Domestic Jewels Pvt. Ltd, Mumbai. Delhi Based couture brand Mirari selected Sumita Thapa for direct placement.

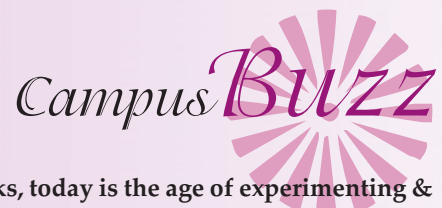
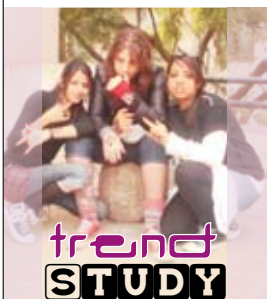
Shalika Jain was also offered a job with internationally acclaimed designer Raghavendra Rathod based on her internship performance.

The other esteemed organisations where the students are working are Anmol Jewellers (Pinakin Attreya) , Renaissance Exports, Mumbai (Bharat Bhatia), Divya Creations (Anuja Katiyar) to name a few.

When asked about the students experience of working in the industry, Sumita Thapa, elaborated "Presently I am working with Mirari & Co., rare beauty exquisite jewels as a visual merchandiser. I am today satisfied with my work and all this is because of JDITL."

Shalika Jain said, "Jewellery being my passion, its always been my desire to learn about it. It urged me to get into JDITL and being there changed my whole perspective of looking at jewellery as an adornment. The institute has helped to be where I am today and has provided me with the great opportunity to work with Raghavendra Rathod as an assistant jewellery designer. Here I can relate to the designs and helps me to explore the possibilities and has been a great learning experience.

Ritu Malik, Online Design Project Mentor & C.O.O., JDITL



Days have gone by when learning was limited to books, today is the age of experimenting & learning things by exploring themselves & that is what is taught in our college (exploration & experimentation).

During trend forecasting we came across different looks & to understand these looks in & out we tried these looks on ourselves. The first look we tried was PUNK, each student participated with an urge to learn & were dressed up in the best possible manner they could, suiting the look. Level headed attitude, shabby hair, vibrance, dark make-up, highly accessorized-that's the fashion mood of punk. We found out the meaning of the look & matched their dressing & attitude to the look. Boho look is a relaxed & laid-back look. It talks about free-styling, flowy silouettes, loose long hair & a spirit of abandon. The sporty look is a casual look which is all about fun, frolic & recreation.

To top it all each day the best dressed student was awarded with chocolates. All in all it was a fun filled learning experience.

Inputs by: Richa Sindhvani | Sahiba Bhatia

Project Mentor: Ms. Smita Singh, Senior Design Faculty



# SECOND INNINGS

Silver Smith India Ltd. announced the setting up of its second Jewellery Design & Technology Institute in City Chandigarh.



The operations of the JDTI institute were formally inaugurated by Mr B.K. Narula, Chairman and Managing Director, SSIL along with Ritu Malik and Smita Singh.

"JDTI Chandigarh will guide and hone the talent and skills of the jewellery industry so that they can become part of the booming jewellery and fashion world" says Ritu Malik, C.O.O. Silver Smith India Ltd.

According to Mr Narula, "JDTI will not only provide direction with basic jewellery design courses, but will also explore the designs and international trends so that their creative and artistic skills match the global standards".

The courses available at Chandigarh are One Year Certificate Programme in Jewellery Designing, 6 months Comprehensive Jewellery Designing, Diamond Grading, Gemmology, Retailing and Jewel CAD amongst others.

JDTI is located at SCO 409/410, first floor, Sector 35-C, Chandigarh. Contact: 0172-5076444 (M) 9988997700

## ADMISSIONS OPEN



# JDTI



## COURSES OFFERED

- Diploma in Jewellery Design & Technology** (2 year) Commencing 16th April & 16th July 2009
- Comprehensive Jewellery Designing** (6 months) Commencing 16th April 2009
- Basic Jewellery Designing** (3 months) Commencing 16th April 2009
- Gemmology** (3 months) Commencing 16th April 2009
- Diamond Grading** (6 weeks) Commencing 16th April 2009
- Custom Made Jewellery Manufacturing** (6 months) Commences 1st of every month
- Jewellers Bench Programme** (3 months) Commences 1st of every month
- Basic Costume Jewellery** (3 months) Commencing 16th April 2009
- Jewellery Designing - Distance Learning** (6 months) Commences 1st of every month
- Certificate Programme in Jewellery Retailing** (6 weeks) Commences 1st of every month

## SHORT-TERM SPECIALISED COURSES - Commences 1st of every month

- ▶ Jewel CAD (1 month)
- ▶ Advance Casting Techniques (3 weeks)
- ▶ Investment Casting (2 weeks)
- ▶ Stone Setting (2 weeks)
- ▶ Engraving & Enamelling (2 weeks)
- ▶ Finishing, Polishing & Electroplating (2 weeks)
- ▶ Quality Control (2 weeks)
- ▶ Photography (1 week)



### How to apply:

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

### ADVISORY BOARD MEMBERS:

- Ms. Nafisa Ali, Social Worker and Film Personality
- Ms. Shally Jindal, Social Activist & Classical Dancer
- Ms. Ritu Beri, Fashion Designer
- Ms. Divya Gurwara, CEO, Bridal Asia
- Mrs. Aruna Oswal, Social Worker
- Dr. Dietrich Keschull, Director - Indo German Export Promotion Project
- 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
- Mr. B. K. Narula, CMD, Silver Smith India Ltd.