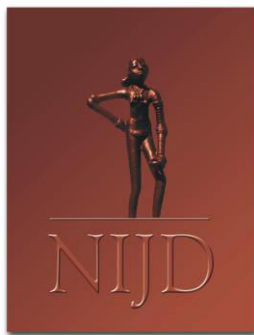


# National Institute of Jewellery Design



(Recognized by Government of Gujarat)

## About us

**National Institute of Jewellery Design (NIJD)** is an institute promoted by the “**Dhirajba Gordhandas Zaveri Education & Research Foundation**”. The Foundation is incorporated as a Company and registered under section 25 of the Companies Act, 1956 on 29th February 2000 and the Registration Number is: 04-37447 of 1999-2000.

## The promoter

The main promoter of the NIJD is Mr Dinesh Zaveri who has a rich experience of about 40 years in the field of jewellery designing and hails from a family of jewelers who have dedicated themselves in this trade for over six generations.

He won the “**National Award for Excellence in Fashion Accessories**” in 1997. He was felicitated by various other national organizations from time to time, in recognition of his continuous contribution to the jewellery Industry.

He always loved sharing the new concepts in jewelry designing with the industry people. He had a special interest in creative and innovative designing and to educate the people from the industry and also the general public whosoever is interested .

Later on, he visualized the need for establishing an institute comparable with international standard which can impart quality education and training in the field of jeweler design.

Mr. Dinesh Zaveri had been regularly writing articles on Jewellery Designing in various medias

As a tribute to his beloved Mother Smt. Dhirajba, Mr Dinesh Zaveri had set up the Institute for Jewellery Design in the year 2000.

### **The vision**

NIJD has been founded as a center for excellence in Jewellery design. The vision of the NIJD is to provide best education and training in the field of all aspects of jewellery design at par with international level in order to help the people from Gujarat to compete with the changing scenario in the national and international market.

As a center for excellence in Jewellery Design, the institute aims at gaining impetus as a fountainhead of information in jewellery designing, manufacturing and sales of designer Jewellery.

NIJD is poised to reach an enviable position as a market leader in the field of education of jewellery design and continue to contribute to research and development in the area of jewellery designing for the betterment of Indian jewellery industry, as a whole.

NIJD is committed to develop entrepreneurship among the young generation and solve unemployment problem. In other words, we have been providing placement services to our students in various positions with reputed jewelers who look forward to us for providing trained and talented professionals.

### **The mission**

The mission is to set up an institute for Jewellery Design which can offer a range of academic and carrier options for aspirants and focus on individual study as a catalyst for the transformation. The focus of the institute is to further the prospects of latest and innovative design, craft, gemology, develop entrepreneurship and to create employment opportunity to deserving candidates within the industry.

The institute will provide a platform for exchange of information among International and National institutes and aims at creating an avant-grade hub of innovation.

The institute will propagate easy access of information to vernacular population. In addition, it will facilitate the people laboratory testing of gemstones and metals, and will also house a museum and gallery.

The Dhirajba Education and Research Foundation has set up Publication House which brings out a monthly bi-lingual magazine “**jewellery digest**” in order to provide the latest information pertaining to the jewellery market both in India and abroad.

### **Our Motto**

*TRANSFORMING INDIAN JEWELLERY INDUSTRY  
THROUGH EDUCATION &  
INFORMATION*

**NIJD** has all the required infrastructure viz. most modern A/C class rooms, printed course materials, all equipments and machinery including latest computer lab.

**NIJD** has qualified and experienced Faculties both on Regular Cadre and on visiting faculty basis.

**NIJD's** course materials have been designed in such a simplified manner that even a layman can easily read and understand the same. The course materials have been designed keeping in view that the student can easily get deep knowledge of domestic and international market designs, current market demand, how to prepare unique and innovative design with creativity.

**NIJD** has its own **Research Team** which is keeping constant vigil on the existing and changing scenario in the area of jewellery designing, world wide consumer taste, national and international requirements. As a result, NIJD brings about value addition to its courses to meet with the current demand and also keeps its faculties well informed.

**NIJD, in select courses,** is arranging for Jewellery Industrial Visits of the students so as to enable the students to understand the manufacturing processes and also the tools, equipments and machinery involved in jewellery production and also to enable them to understand the manufacturing process involved in every aspect of designing.

**Under the able and dynamic leadership of Mr Dinesh Zaveri, NIJD had the pleasure of having set several mile stones detailed below :**

## **Milestones in brief**

- ❖ Established in 2000
- ❖ Launched First Course in Jewellery Design: 28<sup>th</sup> November 2000
- ❖ Launching of Quality Customer Service Course for Industry Professionals : 28th March 2001
- ❖ Exhibition of Jewellery designs of our first Batch : 15,16,17 May, 2001  
Students which was attended by 3500 visitors  
And 1500 visitors from Jewellery trade
- ❖ Exhibition “Jewels 2001” of Second Batch Students (Venue : Sanskar Kendra, Paldi) Which was attended by about 5000 persons 15<sup>th</sup> and 16<sup>th</sup> September 2001
- ❖ Exhibition of JD Third Batch (Hutheesing Visual Art Centre) : 2 & 3 February 2002
- ❖ 4<sup>th</sup> batch convocation ceremony : 20 July 2002
- ❖ Exhibition of 4<sup>th</sup>, 5<sup>th</sup> & 6<sup>th</sup> Batch : 15<sup>th</sup>, 16<sup>th</sup> & 17<sup>th</sup> Feb., 2003
  
- ❖ Launched the “Quality Customer Service” course aimed at front line sales professionals in the jewellery industry.  
This program was highly appreciated amongst sponsoring organizations.
  
- ❖ *One of our students Ms Payal Madhusudan Patel stood amongst the top 100 Jewellery Designers in a worldwide competition. There were 5098 jewellery design entries from all over the world. This competition is held by the World Gold Council called Gold Virtuosi 2, International Jewellery Design Awards which are also known as the Oscars for Jewellery Design.*
  
- ❖ **There are several other students who have won several prestigious awards in various competitions held in India.**

- ❖ Launched our Diamond Grading program on July 15, 2002 in Ahmedabad for the very first time. (Sixteen Enrolments)
- ❖ Commenced the course called Jewellery Export management which is of one-month course on 5<sup>th</sup> of June 2003.
- ❖ Started the pearl stringing course in collaboration with Small Industries Services International (SISI).
- ❖ Launched our Gemology Course from 1st December 2003.
- ❖ Organized, a Jewellery exhibition “**Gharena-2003**” jointly with Government of Gujarat, from 26<sup>th</sup> September, 2003 to 28<sup>th</sup> September 2003 at The Grand Bhagwati, Ahmedabad, as a part of **Vibrant Gujarat festival**.
- ❖ Commenced the course ‘**Pearl Stringing**’ which is a two months course from 12<sup>th</sup> Jan., 2004.
- ❖ **Introduced the monthly magazine viz. “Jewellery Digest” which is having subscription over 7,000 all over India.**
- ❖ Held the exhibition at Rajpath Club of the Jewellery Design students from 7<sup>th</sup> to 11<sup>th</sup> Batch. The exhibition was from 4<sup>th</sup> July 2004 to 6<sup>th</sup> July, 2004.
- ❖ Participated in **Vibrant Gujarat Global Investors’ summit, 2005** which was from 12<sup>th</sup> to 23<sup>rd</sup> Jan. 2005.
- ❖ Organized Jewellery exhibition “**Gharena-2005**” from 19<sup>th</sup> June, 2005 to 21<sup>st</sup> June 2005 at The **Karnavati Club**,
- ❖ We launched our Computer Aided Design Course (CAD) from 1<sup>st</sup> August 2005,
- ❖ In the year 2009-10, NIJD was selected by the Gujarat Council of Vocational Training, Gandhinagar for imparting training in (1) Jewellery Design and (2) Diamond Grading to the Jobless Diamond Workers of Ahmedabad and NIJD has successfully imparted the training to 1050 persons.
- ❖ So far now, more than 1200 students have passed out from our Institute in various Courses

**Salient Features** The one year Diploma Course has been devised in such a manner so as to provide indepth knowledge of Indian and International Jewellery Designs and also the current market demand and the changing scenario in design aspects. The student will be taught to make a clear drawings on paper, use innovative ideas and creativity in design aspect, work out problems related to jewellery design and understand the customers' choice in any given jewellery.

**Career Options** After successful completion of the course, one can become –

**Jewellery Designer in any jewellery shop either on full time/part-time/free lancer basis**

**Jewellery Consultants/ Professional Jewellers**

**Supervisors / Jewellery Quality Controller**

**Establish own business as an Entrepreneur in gems and jewellery industry**

## BRIEF INFORMATION ABOUT THE COURSES

### BASIC JEWELLERY DESIGN

In this course, a student will learn

- ❖ Practice on various shapes that are useful in jewellery design, measurement, concept on theme, sujni and stone shapes drawings and pencil shading.
- ❖ Basic Course in Jadtar Jewellery Design (Necklace, Ear Rings, Pendants)
- ❖ Basic Course in Antique Jewellery Design (Necklace, Ear Rings, Pendants)
- ❖ Basic Diamond Jewellery Design (Necklace, Ear Rings, Pendants, Rings)

All students will be imparted thorough knowledge and practice in design preparation (using pencil only)

### ADVANCE JEWELLERY DESIGN

- ❖ Advance Course in Jadtar Jewellery Design (Necklace, Ear Rings, Pendants)
- ❖ Advance Course in Antique Jewellery Design (Necklace, Ear Rings, Pendants)
- ❖ Advance Diamond Jewellery Design (Necklace, Ear Rings, Pendants, Rings)
- ❖ Special Focus and concentration on international designs
- ❖ Mastering various techniques for rendering lustrous metals and brilliant gemstones diamonds in professional quality illustrations (Staedtler Water Colour Pencils and Poster Colour)
- ❖ Lectures on Jewellery Craft and Jewellery Technology together with site visits to enhance the knowledge
- ❖ The other coverage areas will be jadtar jewellery designs for international market, two and three dimensional drawings.
- ❖ Lectures on –
  - Types of Setting
  - Estimation
  - Indian Jewellery Design
  - International Design
  - Hall Marking
  - Marketing
  - Craft
  - Site Visit

- ❖ Student is required to submit portfolio at the end of the course.

- ❖ Student is required to undertake a project for practical jewellery design with any good reputed jewellery shop of their choice atleast for 15 days and submit a detailed project report of the same.

## **Jewel CAD (Computer Aided Design)**

### **Introduction of Rhino**

Understanding Perspective Drawing,  
Lecture on Basic Stone/diamond setting  
Lecture on design estimation  
Ornaments Drawing with isometric and orthographic view  
Manual Designs converted in to 3D Models  
Computed Aided Design Practice  
Lecture on Computed Aided Manufacturing  
Deep knowledge of Rhino

## **Introduction to Jewellery Craft**

Stone settings  
Fashion Jewellery  
Silver watches  
Casting Techniques  
Latest Jewellery Technique

## **Pearl Stringing**

Introduction of Pearl Stringing  
Introduction of various types of beads, stones, pearls, imitation articles  
Identifying and assorting the pearls, beads, stones etc.  
Ghantan Works – Theory and practicals  
Thread Works – Theory and practicals  
Noting Works using thread – Theory and practicals  
Making of Pendants, Bangles, Bracelets, Ear Rings, Necklaces - Practical  
Making of funky jewellery  
Resham stringing



## **Diamond Grading**

Introduction of Diamond Industry

Introduction of various Diamonds – Rough Diamond, Polished Diamond, etc.

Terminology and grade code used by diamond Assorter, Manufactures and jewelers.

Lessons and Practical Training in colour, cut, clarity and carat (weight) in

Basic identification of diamond and their counter parts,

Basic knowledge on treatment of diamonds for clarity or for color.

## **Gemology**

Identification of rough Gem stones and its simulates,

Identification of imitations, synthetic and composite stones,

Methods synthesis,

Methods to identify treated stones,

Organic material used as Gem

Scientific study of all gems,

Site visit will be conducted to enhance the knowledge.

## **Navgraha Gem Stone**

Basic knowledge about all Nine Planets

Planetwise Gemstones

Basic Identification of Navgraha Gem Stone

Use of Navgraha Stone in Astrology