

# THE SCHOOL AGE

## CAREER FILE by Shivani Manchanda

### Jewellery designing

**J**ewellery Designing has come of age. In the last two or three years, many large companies have made their presence felt in the jewellery market. Their fat advertising budgets are convincing consumers to consider jewellery as any other fashion accessory. Names like Tanishq, Rose, Pierre Cardin are seducing costumers with modern designs. You can today as a young person choose to wear a dolphin or a teddy bear made in 18 carat gold while the older generation still continues to prefer the heavier chunky look, but with the modern look. The field is wide as far as jewellery designers are concerned.

Students who consider training in the field of jewellery design have a budding, nascent market to exploit. You should consider either going into business on your own or work with a company.

**Skills and aptitude required:** To be successful as a jewellery designer, you need to be original, imaginative and capable of visualising an object from all dimensions. Apart from the designing capability, you will need to have a working knowledge of materials, processes and technology used in precious and cosmetic jewellery. being able to interpret fashion trends and anticipate market trends is also very useful.

**Training:** The Gems and Jewellery Export Promotion Council, Jaipur (sponsored by the Ministry of Commerce, Government of India) at Jhalana Mahal Jaipur, conducts several courses in Gemology: Cutting and polishing of diamonds, gem carving, cutting and polishing of coloured stones. These courses can be done after class X or class XII. There is yet another course for graduates in which they teach how to identify gems and jewellery design con-

cepts. All these courses are mainly trade-oriented and are recommended for those who want to start their own business.

Gemological Institute of India (Mumbai) at 187-189 Mumbaidevi Road, Mumbai conducts intensive courses in jewellery designing, jewellery casting, gemology and study of diamonds.

S.G.Javeri Centre for Diamond Technology in collaboration with Shri Baghubhai Mafatlal Polytechnic(Mumbai) at Irla Juhu Road Vile Parle, conducts a two year diploma course in diamond technology. Students who have cleared class XII are eligible to apply for this course.

National Institute of Fashion Technology(NIFT) at Tata Mills Administrative Wing, Opposite Hind Mata Cinema, Parel Mumbai: Has a three year Accessory Design diploma programme. The course can be taken by students who have completed class XII and cleared the written competitive exam. As part of the education in the Nift diploma programme the students are sent for an eight week internship in the industry and in the last semester they work on a sponsored project.

Jewellery-Product Development Centre of the Gem and Jewellery Export Promotion Council at Jhandewallan, Rani Jhansi Road, New Delhi, runs several courses to boost extra exports from India. During these courses the students learn skills of filing, drilling, soldering, different kinds of setting, polishing etc.

While considering a career in jewellery design, it is important to remember that to be a successful designer, you need to be technically skilled ie having knowledge about jewellery manufacture, process and market.

SHIVANI MANCHANDA

CAREER TRACK

CONTACT FOR CAREER GUIDANCE, INTERNATIONAL EDUCATION  
FREE APPLICATIONS AND VISA GUIDANCE FOR UK & SCOTLAND

Careertrack@gmail.com



## THINKPAD XCVII

By Shamlu Dudeja



Miss Wannabe Personality Contest where the prizes include a bike from Bajaj and Rs. 18,000 worth of jewellery.

This was followed by performances from the college band Vicious Circle, Amrita Bhen-