



Development of Certificate Programme in Jewellery Designing through ODL

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Abstract:

The main challenge faced by the sector is to fulfill the demand of Jewellery Designers in Jewellery Industry. Expert Committee was of the opinion that Jewellery Industry is grappling with shortage of skilled artisans and there is a lack of good courses in Jewellery Designing. Keeping these considerations in mind, the Certificate in Jewellery Designing programme was developed for 10+2 pass out through Open and Distance Learning (ODL) mode so that this sector may provide better service.

Key words: Open and Distance Learning, Course formation, Need Assessment, Course Designing.

Introduction

The attraction towards jewellery is natural among women in India. Jewellery is a type of accessory that includes rings, necklaces, bracelets, earrings which can be made from a variety of different materials like gold, silver, metals, wood etc. India is considered auspicious to purchase gold on major occasions like marriage, festivals, birth and investment as well. The consumer needs jewellery of superior quality with

uniqueness and exclusivity, having a social status with excellent customer service.

Consumption of jewellery is very high in different parts of the country (World Gold Council). India is the largest consumer of gold in the world, and is estimated to hold nearly 16000 tons of gold, accounting for nearly 12-15% of the world's cumulative 'above ground' gold stock (nsdcindia.org). Dun & Bradstreet India, through its publication "Indian Gems and Jewellery" highlights the growth and performance of Indian gems and jewellery sector over the past few years. The sector has contributed significantly towards India's foreign trade and employment generations. India is also one of the largest diamond processor in the world and its artisans have specialized skills in processing small diamonds (below one carat). India's 300,000 Traditional Jewellers – Commonly referred to as the unorganized sector – dominate the country's jewellery retail – landscape with a 96% market share. Only 4% of the sector is in organized hands (Ghutukade et al.). The sector is highly fragmented and unorganized, and is characterized by family owned operations. Skilled craftsman or artisans are required for this unorganized sector.

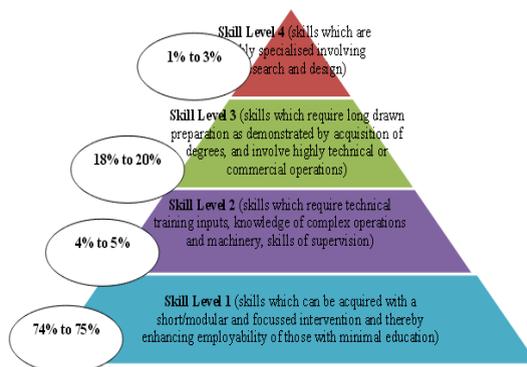
The key challenges faced by the sector include the unorganized nature, the rising threat from China, exchange rate risk and rising competition from other luxury goods (Dun & Bradstreet). Many states of India, like Rajasthan, Gujarat, West Bengal, Tamilnadu, Kerala, Andhra, Karnataka, Maharashtra, Delhi etc. are premiere in producing jewellery. Presence of the traditional pockets of the Jewellery Design is confined to few regions in India, like Surat, Delhi, Kolkata, Hyderabad, Nellore, Belagam, Coimbatore, Triuchur, Mumbai and Jaipur. These pockets are widely separated from each other and involve craftsmen whose skills have been handed over to generations. Government and a private institution are also doing remarkable work in this area but such institutions are less and very costly as well. Therefore, these institutes are out

of reach of middle class students. At the same time there is shortage of skilled person in this sector. In this area many such people are working, doing this work from generation to generation. They have learnt this work from their father or grandfather. Some are doing this work without having formal education. Very few people are taking formal education in this sector because of the expensive training institutes. Therefore it was thought such a type of programme should be developed in this area so that fruitful results can be given to this unorganized sector.

We planned and developed a certificate in jewellery designing programme in open and distance learning mode for those students who are above 18 years old, so that people who are in service or engaged in other activities may be benefited. Recently, vocational colleges, training centres and few universities have acknowledged the need of professional intervention and started short or long duration programmes to impart a professional edge to the industry. There is a need of the distance learning programme in Jewellery Design.

Keeping skill level 1 in mind as depicted in skill pyramid initiatives, we have taken to develop Jewellery Designing programme.

Skill Pyramid



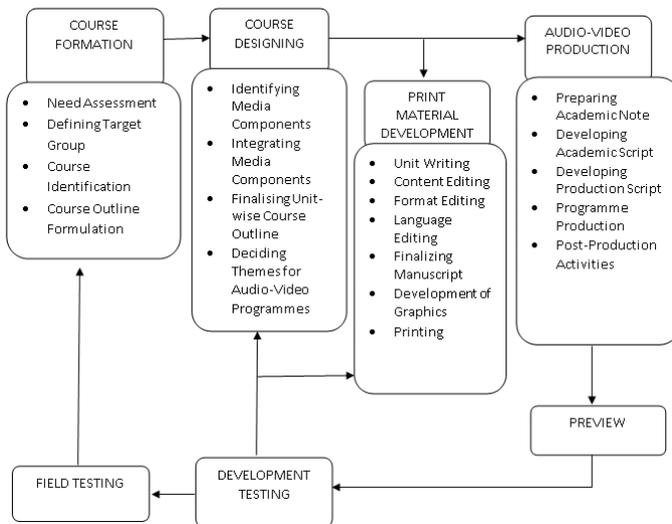
Source: Industry inputs, IMaCS analysis

The Certificate in Jewellery Designing programme(CJD) will be offered in Distance mode having 16 Credits of worth. Each credit is of 30 hours of study comprising all learning activities. The contact classes will be held at Programme Study Centres.

Programme Objectives

The basic objective of this programme is to improve career opportunities of 10+2 pass out or Bachelors Preparatory Programme (BPP) from IGNOU and to prepare skilled manpower in designing jewellery with proper certification. This programme will help in improving the knowledge and skills of the students who are looking their career in the Jewellery industries and also those who are already doing similar type of assignments.

Course Development Process at IGNOU



Source : (IGNOU 1995) Indira Gandhi National Open University, A Profile

Need Assessment of the Programme

Expert Committee opinion was taken to assess the need of the programme. Expert Committee was of this opinion that there is shortage of skilled Craftsman or designers in the industry. This sector is grappling with shortage of skilled artisans. Many craftsmen are aging and young generations are not taking interest in this industry because of poor working conditions and lack of schools, colleges, programmes, courses, etc in order to learn nuances of designing jewellery. Craftsmen are available only on few pockets of country like Kolkatta, Mumbai etc.

There are about 70 Lakh people working in the gem and jewellery trade – excluding retail, but the concern is the aging population – between 45 and 65 years – of craftsmen or designers who find it difficult to learn technology, according to Mr. C. Vinod Hayagriv, Chairman, All India Gems and Jeweller Trade Federation. The industry, both manufacturing and retail, needs 12,000 – 15,000 people every year, while the availability is less than 2,000. The organized sector factories located in Kolkata, Coimbatore, Surat, Delhi, Mumbai, Bengaluru, Chennai and Karwar, require around 7,000 skilled personnel every year, but only 1000 come out from institutes (Simha, Raja), so there is urgent requirement of skilled Jewellery Designers for both organized and unorganized sectors.

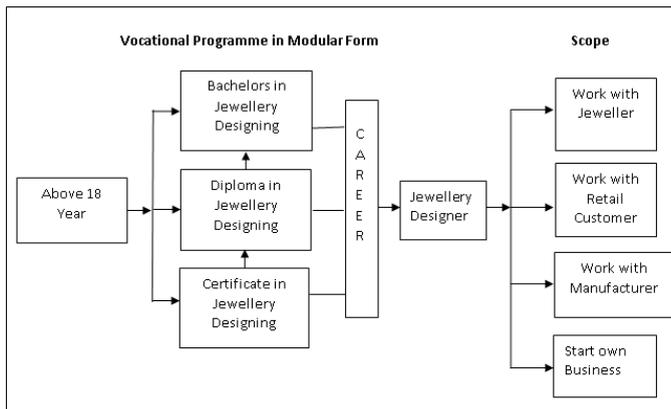
Keeping above considerations in mind, a 6 month Certificate programme was developed in Jewellery Designing, under the nomenclature of “Certificate in Jewellery Designing & included in the Vocational Studies’.

Target Group

10+2 passouts or Bachelors Preparatory Programme (BPP) from IGNOU can take admission in this programme.

Jewellery Designing as a Career

Jewellery Designing is a very unique and challenging occupation. If students are interested in style, fashion, drawing, painting or graphic design they may choose Jewellery Designing as a career. Jewellery Designer can work with Jewellers, Retail Customers, and Manufactures or start their own business.



Programme Structure

The University follows the credit system for the CJD Programme. Each credit amounts to 30 hours of study comprising all learning activities. Thus, a four credit course includes 120 study hours. To successfully complete this programme, the student will have to earn 16 credits over a period of 6 month to 2 years by passing all the prescribed courses. The basic structure of the programme is as follows:

S.N.	Course Code	Course Title	Nature of Course	Credits
1	BFDI-061	Fundamental Theory of Jewellery Design and Context	Integrated (Theory and Practical)	4
2	BFDI-062	Jewellery Sketching and Rendering	Integrated (Theory and Practical)	4
3	BFDI-063	Jewellery Design and Practice	Integrated (Theory and Practical)	4
4	BFDI-064	Jewellery Design Marketing	Integrated (Theory and Practical)	4

Contents

Brief descriptions of the individual courses are given below:

Fundamental Theory of Jewellery Design and Context (BFDI-061)

This is the first course of the CJD programme. This course deals with the fundamental theory of jewellery design. This course will develop the base for further study of jewellery design. There are 7 units in this course and its first unit is devoted to art, craft and design movements. Unit 2 and 3 are related to significance and impact of art, craft and design movements on Jewellery. Evolution of Jewellery has been discussed in Unit 4. Unit 5 is related to jewellery trends and future directions. Unit 6 deals with the evolution of materials in jewellery industry. In unit 7 we have discussed about the evolution of techniques and technologies in jewellery industry.

Syllabus

Unit-1 Meaning of Art, Craft & Design Movements

Unit-2 Significance of Art, Craft & Design Movements on Jewellery

Unit-3 Impact of Art, Craft & Design movements on Jewellery

Unit-4 Evolution of Jewellery

Unit-5 Jewellery Trends and Future Directions

Unit-6 Evolution of Materials in Jewellery Industry

Unit-7 Evolution of Techniques and Technology in Jewellery Industry

Jewellery Sketching and Rendering (BFDI-062)

This course deals with the jewellery sketching and rendering techniques. There are 6 units in all. In the first unit, we have discussed materials for drawing. Unit 2 is related to

freehand drawing techniques. Unit 3 is devoted to orthographic representation. Unit 4 deals with perspective drawing. In unit 5, we have discussed about the shading. Unit 6 deals with the volume additions.

Syllabus

- Unit-1 Materials for Drawing
- Unit-2 Freehand Drawing Techniques
- Unit-3 Orthographic Representation
- Unit-4 Perspective Drawing
- Unit-5 Shading
- Unit-6 Volume Additions

Jewellery Design and Practice (BFDI-063)

This course of this programme deals with the practical aspect of jewellery designing and practice as a designer. There are 9 units in this course and its first unit is devoted to elements and principles of design. Unit 2 throws light on inspiration based jewellery design. In unit 3, we deal with the application of inspiration into jewellery product. In Unit 4, we have introduced how to select the jewellery forms / styles. Unit 5 deals with the making of style variations. Unit 6 is devoted to jewellery design detailing. In Unit 7, we have introduced the presentation materials. Presentation format and methods are discussed in Unit 8. Unit 9 deals with documentation and compilation.

Syllabus

- Unit-1 Elements and Principles of Design
- Unit-2 Inspiration based Jewellery Design
- Unit-3 Application of Inspiration into Jewellery Product
- Unit-4 Selecting the Jewellery Forms / Styles
- Unit-5 Making Style Variations
- Unit-6 Jewellery Design Detailing
- Unit-7 Presentation Materials

Unit-8 Presentation Format and Methods

Unit-9 Documentation and Compilation

Jewellery Design Marketing (BFDI-064)

This is the last course of CJD programme. History of Jewellery, Various techniques and manufacturing process, conceptualization and designing of jewellery have been discussed in first 3 courses of CJD programme. In this conducting course, we have introduced notions on how the jewellery market works. How is the jewellery sold? What are the factors that influence and have a bearing on the marketing strategies and policies? It will give understanding about the dynamics of domestic as well as export market along with the formalities and compliances, which you need to understand while selling jewellery in the market. It also shows the impact of the organized selling and mall culture on the retail business. There are 9 units in this course. In Unit 1, we have discussed about the domestic jewellery market. Unit 2 deals with the export jewellery market. Unit 3 is related to design driven market. Unit 4 deals with the quality standards and compliances. In Unit 5, we introduced the quality certification and hallmarking. Unit 6 is devoted to intellectual property rights (IPR) issues. Unit 7 deals with family business approach/advantage and concerns. Unit 8 is devoted to organized selling, mall cultural and its impact on Jewellery Retail. In unit 9, we have discussed about the local regional and international brands.

Syllabus

Unit-1 Domestic Jewellery Market

Unit-2 Export Jewellery Market

Unit-3 Design Driven Market

Unit-4 Quality, Standards and Compliances

Unit-5 Quality Certification and Hallmarking

Unit-6 Intellectual Property Rights (IPR) Issues

Unit-7 Family Business Approach/Advantages and Concerns

Unit-8 Organised Selling, Mall Cultural and its Impact on Jewellery Retail

Unit-9 Local Regional and International Brands

Workbook for Certificate in Jewellery Designing Programme

Workbook will supplement Course BFDI-062 (Jewellery Sketching and Rendering) and Course BFDI-063 (Jewellery Design and Practice). The aim of this workbook is to let the learners practice different techniques and methods required for jewellery designing. The workbook will help enable them to acquire becoming professional Jewellery Designer.

Evaluation

The evaluation of the performance of the students will be based on two aspects: (i) continuous evaluation through assignments with a weightage of 30% and (ii) term-end examination having a weightage of 70%. In order to successfully complete the course, a student is required to submit assignment for each course.

Pattern of Examination for course BFDI-061, BFDI-062, BFDI-063, BFDI-064 (Theory & Practical) is as under:

Examination	Duration	Max Marks	Weightage
1. Term End Theory	2 hrs	50	50%
2. Continuous Assessment	--	30	30%
3. Term End Practical	15 minutes	20	20%
Total Marks / Weightage		100	100%

Student Support Services

In order to provide individualized support to its learners the University has created a number of Study Centres

throughout the country for the CJD programme. These are administratively coordinated by the Regional Centres.

The Study Centres are the contact points for the participants on all major aspects of the programme. These include counseling sessions, practicals, library facilities, disseminating information, advice and facilities for audio-visual training aids. The Study Centres are also equipped with some useful books on the subjects of this programme. These will be accessible to the participants during their visits to the Study Centre.

Conclusion

As we know, India is the largest consumer of gold in the world and the largest diamond processor in the world but Indian Jewellery Industry is grappling with shortage of skilled craftsman because of less number of good institutes and good courses in Jewellery Designing. Government should promote good programmes in this regard so that industry may grow and export can increase. Government should make such provision in which one course of Vocational Education and Training must be compulsory for each student after 10+2. Keeping all these considerations in mind, Certificate in Jewellery Designing programme was developed for 10+2 pass out to meet the demand of skilled Jewellery Designer in the Jewellery Industry.

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