

'Anant' the Design Competition

GJSCI had launched 'Anant' the Design Competition during IIJS, 2018 on a PAN India level.

'Anant' primarily focuses on promoting design development, product innovation and diversification of India's four heritage jewellery art forms *Thewa, Gajra, Tarakasi & Hupari Payal*. Contestants were asked to create unique designs inspired by any of these four art forms in different jewellery categories like Pendant, Ring, Earrings, Bracelet, Anklets, Necklace etc, GJSCI was overwhelmed to receive as many as 190 entries from enthusiastic participants with outstanding designs from all over the country.



The evaluation of the entries received in preliminary round was done on 13 December, 2018. An eminent panel of judges from the Gem and Jewellery industry, **Mr. Gautam Banerjee**, *Founder and Director of "The Gautam Banerjee's Academy of Jewellery Designing"*, **Mr. Jatin Chheda**, *Chairman of Chheda Jewellers* and **Ms. Veena Shah**, *Gemology and jewellery consultant*, have shortlisted 30 candidates.

Shortlisted candidates will be invited to participate in the final round of this competition, where they will submit designs for all these four art forms. The winners apart from citation, will get prize money as follows,

1st Prize - Rs.20,000

2nd Prize - Rs.15,000

3rd position - Rs.10,000

4 Consolation Prizes-one for each Art-Form - Rs.5,000

A participation certificate will be given to all participants.

This amazing assemblage of select designs would be compiled into a booklet and launched for distribution among the artisans who specialize in these very distinctive art forms. The limited designs that these artisans have worked around and have faced challenges with for several decades could be transformed into a traditionally modern art

fusion. This initiative would help revive this dying art and provide opportunities to these artisans for a better future.