

 **J. K. DIAMONDS[®]**
INSTITUTE OF GEMS & JEWELRY

learnathon[®]
learn lead inspire

DIAMOND BUSINESS MASTERMIND PROGRAM



+91 9820683390 / +91 9833701199 / +91 9619057706
www.jkdiamondsinstitute.com

Introducing JK Education

JK Diamonds Institute of Gems and Jewelry (JKDIGJ) is renowned institute pioneering in gems and jewelry education for almost 3 decades. Mr. Kirit Ajmera, Founder of JKDIGJ, born in Burma in Jain family started his career in diamond market in 1976 with trading and jewelry business. In 1987, during the progressive year of the diamond market several people asked him about a suitable place to learn diamond grading. There was no suitable place that provided practical training. Inspired by the interest of people, he launched courses of Polished and Rough Diamond Grading as per international standards in 1989 at JK Building, Opera House. Thereafter, it expanded its operations to Parekh Market and has now setup its campus at Hubtown Solaris, Andheri in Mumbai



Mission

1. To empower students with 100% practical, hands-on training in gems and jewelry, ensuring they are industry-ready from day one.
2. To bridge the gap between education and the jewelry market by offering up-to-date, trend-focused courses curated by industry experts.
3. To cultivate entrepreneurship and innovation in the jewelry industry through skill-based and business-focused learning.

Core Values

- Excellence
- Inclusivity
- Collaboration
- Industry Relevance
- Lifelong learning.

Vision

To become a globally recognized institution fostering 100% practical & industry-based learning



MANAGEMENT



Jaynil Ajmera
Chief Executive Officer

Gemologist | MSc IT | Jewelry Education Expert

With 21+ years of experience, Jaynil has trained and inspired over 4000 alumni at JK Diamonds Institute. His unique blend of gemological expertise and tech knowledge makes him a leading voice in modern jewelry education.

Naman Ajmera
Managing Director

Chartered Accountant | Startup Mentor | G&J Industry Expert

With 13+ years of experience, Naman has mentored 2000+ JK alumni and guided 100+ startups in the Gems & Jewelry industry, helping them build strong financial foundations and scale with confidence.

Quick Facts

 **12,000+**
Students enrolled from
40+ countries

 **2000+**
Brands by Alumni

 **40+**
Student Nationalities

DIGITAL LEARNING PARTNER



OFFICIAL EDUCATION PARTNER

EDUCATION LICENSE



ASSOCIATIONS & MEMBERSHIPS

Members of



AWARDS & ACHIEVEMENTS



BEST INSTITUTE OF INDIA
AWARD



NATIONAL JEWELLERY AWARD



AWARD FOR BEST INSTITUTE
IN GEMS & JEWELRY EDUCATION
BY TV9 & AAJ TAK



ALUMNI SPEAK



My experience with J. K. Diamond Institute was very enriching. Faculty's 100% personal attention while training me with diamonds in my early years in trade was very encouraging & has helped me in building my foundation. I would like to wish you the very best.

Rajiv Popley, Popley & Sons, Garner Bears



J K Diamonds is the first institute to provide such in depth practical training. Faculty's vast knowledge and experience gave us purposeful insights to the industry. Along with my gold business, I was able to successfully launched my diamond jewelry business.

Kalpesh Bhai Rawal, BN Jewellers



My experience at J K was very good. The knowledge I gained at the institute has helped me a lot in my day to day business. The detailed way of explanation, teaching and practical approach has made us understand diamonds forever.

Harsh Gopani Harsh Precious Metals (IJS participant)



Being the 7th person from my family learning about diamonds was a mind blowing experience. My father did the course here 21 years ago, later my uncles and several employees. Now it's the 2nd generation's turn to enter business. The journey has been outstanding. Learnt well, scored well. Thank you so much!

Shruti Jadia, Mother Gems & Co (Grand daughter of Ex-Secretary of Exporters' Association)



OUR ESTEEMED ALUMNI MEMBERS



RECENT STARTUPS



PLACEMENTS



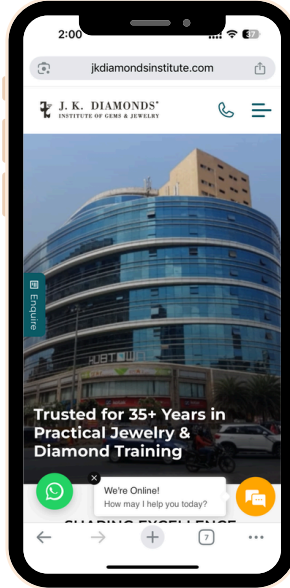
WHY JK

100 % Practical Training

Industry Visits & International Expedition

Innovative Tech AR/VR

Individual Attention



Experienced Faculties

Licensed CAD Software

Digital Learning

Live Classroom



AN E-LEARNING COLLABORATION FOR LUXURY INDUSTRY

 LEARN ANYTIME, ANYWHERE

 LEARN A NEW CONCEPT EVERYDAY!

 LEARN SMARTER

 LEARN WITH A NETWORK

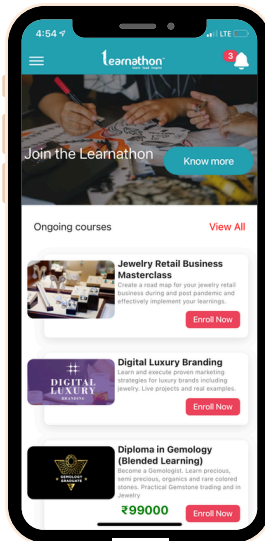
WHY LEARNATHON?

Gems and Jewelry Update

Webinar

Student Sharing community panel

Ebook



Discuss Forum

Online Digital Learning Platform

Quiz

Live Classroom

Available On



LEARNING BEYOND THE CLASSROOM...

BEYOND 4C



BEYOND THE PROCESS



BEYOND LAB KNOWLEDGE



BEYOND CANVAS



BEYOND 3D MODELLING



JEWELRY ENGINEERING



EXECUTIVE COURSES



14 WEEKS



20 WEEKS



39 WEEKS



59 WEEKS

COURSES



Jewelry Retail Business



Digital Luxury Branding



Online Gemology Graduate



Online Jewelry Designing (CAD/Matrix)



Online Jewelry Designing Manual



CAMPUS FACILITIES AND ENVIRONMENT



A hybrid program where you learn online through real-world case studies and quizzes and master diamond assortments and business skills through hands-on offline campus training.



Access to a Wide Range of Diamond & Gemstones

Get hands-on exposure to various precious and semi-precious gemstones for identification and quality analysis.



Hand & Machine-Based Jewelry Manufacturing

Learn using industry-grade machinery — from 3D printing and CAM to casting, polishing, and quality control.



Diamond Grading Lab Facilities

Train in fully equipped labs with real diamonds to master grading, sorting, and valuation techniques.

DIAMOND BUSINESS MASTERMIND



The Diamond Business Mastermind Program helps you as an entrepreneur or professional do more things in a systematic manner and a cost-efficient manner.



PROGRAMME SUMMARY



Duration
8-10 Weeks



**Training +
Consulting**



Learning Mode
Hybrid



Eligibility-
Diamond, Gems or
Jewelry Business or
startup



Certificate
Upon Successful Completion
of the Programme



WHO IS THIS DIAMOND BUSINESS MASTERMIND PROGRAMME FOR?

Gold Jewelry Business Owners

If you're stuck in a low-profit, high-dependency model, this course helps you diversify into the more profitable diamond and studded jewelry space.



Retailers, Wholesalers & Manufacturers

Master diamond knowledge, sourcing, quality control, and purchase strategies to get exactly what you need—at the right price and quality.



Jewelry Startups & E-commerce Founders

From learning product fundamentals to launching a scalable business model, this program supports your journey from zero to your first customers.



WHO IS THIS DIAMOND BUSINESS MASTERMIND PROGRAM FOR?

Existing Business Owners Ready to Scale

You'll learn to identify the right target audience, craft marketing strategies, and build a strong brand—digitally and offline.



Aspiring Exporters

Learn compliance, international market research, product-market fit, and how to crack new markets with the right execution plan.



Part-time Entrepreneurs & Side Hustlers

Even with limited time, you can launch a profitable jewelry brand with our step-by-step guide to sourcing, marketing, and selling.



HOW THE DBM PROGRAM WILL HELP YOU?

**TO GET
PRODUCT
KNOWLEDGE**

**TO GET
MARKETING &
MARKET
KNOWLEDGE**

**MANAGEMENT
SETUP TO
SCALE YOUR
BUSINESS**



WHAT'S INCLUDED IN PRODUCT KNOWLEDGE ?



Identify and understand diamond properties



Learn how to trade, value & purchase diamonds smartly



Learn JK's exclusive 7Cs and 7S method



Perform quality checks for mounted jewelry



Master diamond grading – Indian & international



Identify and understand diamond properties

WHAT'S INCLUDED IN MARKETING & MARKET KNOWLEDGE



Understand global diamond & jewelry markets



Create your execution-ready marketing blueprint



Build the right business model – B2B, B2C or D2C



Learn from real case studies of successful brands



Get step-by-step guidance to launch your jewelry startup



Learn export strategies, compliance & execution

HOW TO SETUP MANAGEMENT TO SCALE YOUR BUSINESS



Identify the gaps in your current jewelry business operations



Understand all key functions within your business



Learn how to restructure your business for efficiency and scale



Build systems that allow your business to run without your constant involvement



Redefine your role as a business owner for growth-focused leadership



Use cheatsheets, templates, and departmental models for easy implementation

SUCCESS STORIES



SATVIK BANSAL

Before



After

KIYANAA

Fresher

Lab- Grown
Diamond Brand



SALONI NAHAR

Before



After



Fresher

Jewelry Brand-
ADORNE



Ashish Jain

Before



After



Traditional family
business

Corporate style
management of
business

ONE PACKED PROGRAM TO SOLVE MULTIPLE BUSINESS PROBLEMS



Whether you're struggling with low margins, sourcing the right diamonds, scaling your jewelry business, or building a solid marketing strategy the **“DBM course is your all-in-one solution”**

Designed to tackle every major challenge faced by retailers, wholesalers, exporters, and startups, this program equips you with the product knowledge, business models, marketing tools, and growth frameworks needed to build a successful and sustainable jewelry brand.



DON'T LET YOURSELF BECOME THE BOTTLENECK OF GROWTH



When every decision, every task, and every approval rests on you growth slows down.

The DBM course helps you break that cycle.

With proven management systems, business automation models, ready-to-use templates, and clarity on roles and responsibilities, you'll learn how to build a business that thrives without being dependent on you.


Clear the chaos. Scale with confidence.




WORLD-CLASS LEARNING EXPERIENCE

 **J. K. DIAMONDS[®]**
INSTITUTE OF GEMS & JEWELRY

102, 1104, Hubtown Solaris, NS Phadke Marg, East West Flyover, Andheri (East) - 400069

☎ + 91 9820683390 / +91 9833701199 / +91 9619057706 /  jkdiamondsinstitute

📧 contact@jkdiamondsinstitute.com /  www.jkdiamondsinstitute.com



Copyright © J K Diamonds Institute of Gems & Jewelry - All rights reserved
All content, images and logos used in this Brochure are owned or licensed by J K Diamonds Institute of Gems & Jewelry.
Unauthorized use is strictly prohibited.