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Gem & Jewellery Skill Council of India

Facilitator Guide



Sector
Gems and Jewellery

Sub – Sector
Jewellery Retailing

Occupation
Selling

Reference ID: **G&J/Q6802, Version 3.0**
NSQF Level 3

Jewellery Retail Sales Associate



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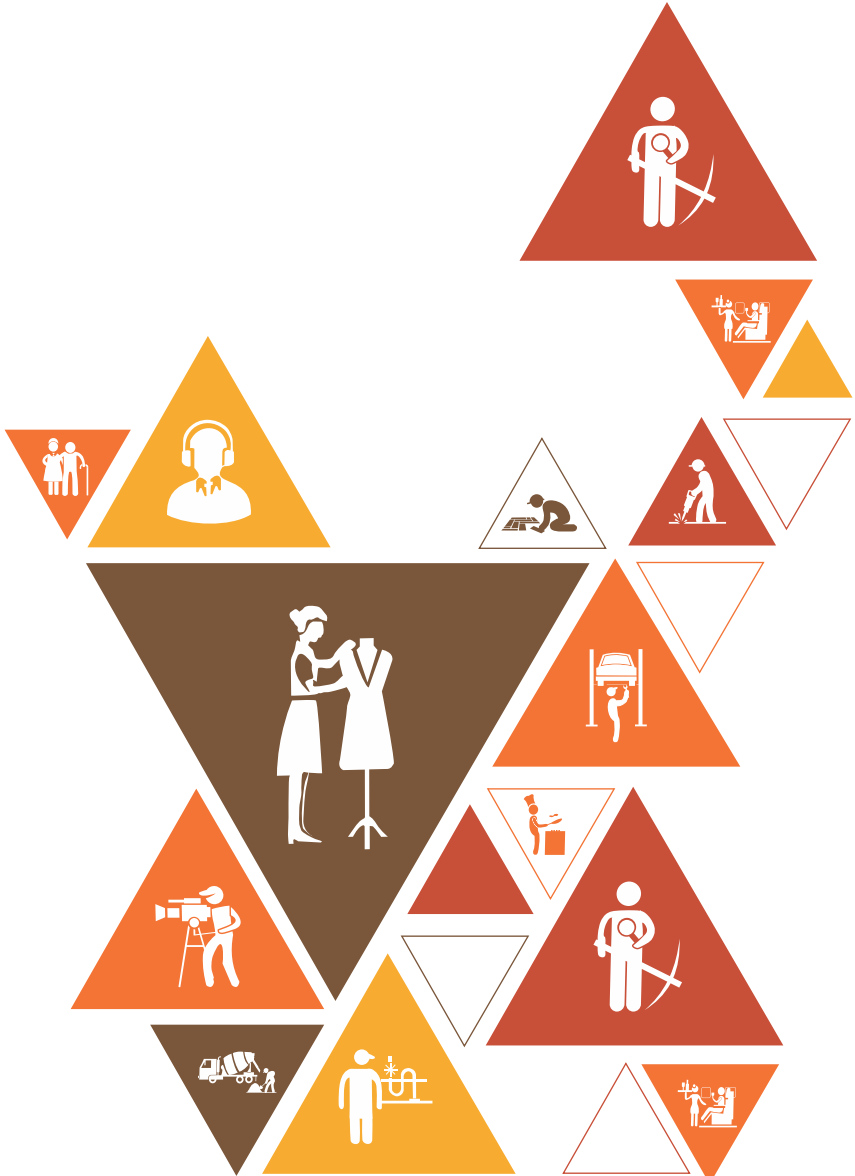




Shri Narendra Modi

Prime Minister of India

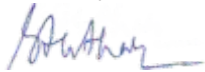
“ Skilling is building a better India.
If we have to move India towards
development then Skill Development
should be our mission. ”



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Sincerely,



Sanjay Kothari
Chairman, GJSCI

About this Guide

This Facilitator Guide is designed to enable training for the specific Qualification Pack (QP). Each National Occupational (NOS) is covered across Unit/s.

Key Learning Objectives for the specific NOS mark the beginning of the Unit/s for that NOS. The symbols used in this book are described below.

Symbols Used



Steps



Explain



Tips



Notes



Objectives



Do



Ask



Exercise



Elaborate



Field Visit



Practical



Lab



Demonstrate



Activity



Team Activity



Facilitation Notes



Learning Outcomes



Say



Resources



Summary



Role Play



Example

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It is recommended that all the trainings include the appropriate Employability Skills Module.

Content for the same is available here:
<https://www.skillindiadigital.gov.in/content/list>





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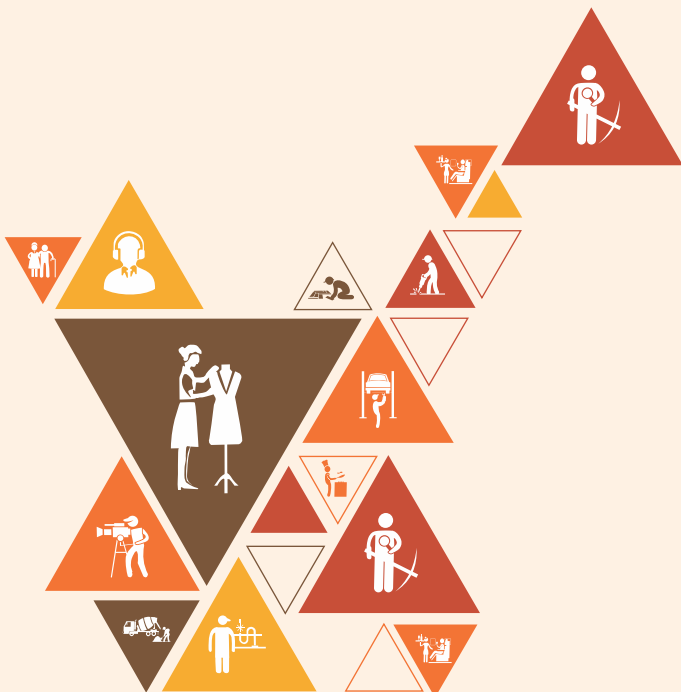
1. Introduction

Unit 1.1 – Icebreaker

Unit 1.2 – History of Indian Jewellery

Unit 1.3 – Overview of Jewellery Industry in India

Unit 1.4 – Role and Responsibilities of Jewellery Retail
Sales Associate



Key Learning Outcomes

At the end of this module, you will be able to:

1. Build rapport with fellow students of the program
2. Identify your roles and responsibilities
3. Get students to interact
4. Get students to think about their job role
5. Induce participation from students in group activities for upcoming modules
6. Explain the basics of Indian jewellery history and symbolism
7. Explain the basics of jewellery value chain from mining to consumption
8. Clarify about the different retail formats
9. Elaborate on the consumption of gold in India and reasons for changes in consumption pattern
10. Explain costing of jewellery the price of gold and gold jewellery
11. Explain gross and net weight of jewellery
12. Explain Hallmarking
13. Explain the methods of Assaying
14. Explain roles and responsibilities of Jewellery Retail Sales Associate (JRSA)

UNIT 1.1: Icebreaker

Unit Objectives

At the end of this unit, you will be able to:

1. Introduce each other
2. Build rapport with fellow students and the trainer
3. Induce students to take part in group activities
4. Create team building exercises for upcoming modules
5. Understand the students level of knowledge and skill

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens, loose blank paper sheets, permanent marker, safety pins, scissors, 30 blank paper sheets 4 x 2 inches

Do

- Make the students write their first name and initial of their surname on the 4 x 2-inch blank paper sheets and attach it to their clothing with the safety pin.
- Introduce yourself with your name, designation or title, company or organization you represent, experience and qualifications related to the Gem and Jewellery Industry.
- Students should individually introduce themselves to the class and trainer by stating their name, designation or title, company or organization they represent, experience, field related qualifications and what do they expect from the training.
- Make teams comprising of 2 students.

Say

- Ask students to mention on a blank sheet of paper, their expectations from the training, current job and where do they see themselves after completion of this training.
- Thank the students for their participation.

Key Learning Outcomes

Notes for Facilitation

- You could ask the students to speak in the language they are comfortable with.
- Encourage shy students to provide information about themselves by prompting them with questions such as 'what do you enjoy doing the most', 'what is your favourite movie or book' etc.
- You could put a shy student and an extrovert student in 1 team.
- You could ask for a student to act as a translator if you are not well versed with the language of the students for example Tamil, etc.

UNIT 1.2: History of Indian Jewellery

Unit Objectives

At the end of this unit, students will be able to:

1. Understand evolution of jewellery in India
2. Describe how symbolism is used in Indian Traditional Jewellery

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- Computer or Laptop attached to LCD projector
- Blank sheets of paper

1.2.1: History of Jewellery in India

Say

- India, like no other country, can rightfully boast of an unbroken heritage of jewellery design.
- India has a rich heritage in design and craftsmanship that is found even today.
- Pure gold does not oxidise or corrode with time, which is why ancient Indians associated gold with immortality.
- One of the first to start jewellery making were the people of the Indus Valley Civilization who were creating sophisticated earrings, necklaces, and bangles.
- Although women wore jewellery the most, even men in ancient India wore a lot of jewellery.
- As is the case today, even in the past, jewellery wearing was associated with social status.

1.2.2: Symbolism in Indian Jewellery

Say

- Traditional Indian jewellery shows perfection and mature understanding of the processes involving jewellery creation such as:
 - Designing
 - Gold smith
 - Silver smith
 - Engraving
 - Enamelling
 - Metal polishing
 - Lapidary
 - Stone setting
- The Mughal reign was the most significant period in relation to Indian jewellery.
- While Mughal jewellery largely represents the face of Indian jewellery, the Dravidian and East Indian jewellery making techniques are also very sophisticated and brilliant in their rendition.
- Each piece of jewellery is made with a purpose and meaning.
- Symbols used in traditional Indian jewellery convey a message from the wearer to the viewer.
- This symbolism of traditional Indian jewellery comes from general concepts, concerns, aspirations and fears shared by the people of India.
- The earliest jewellery functioned as amulets.

UNIT 1.3: Overview of Jewellery Industry in India

Unit Objectives

At the end of this unit, students will be able to:

1. Understand Indian approach towards precious metal/Jewellery
2. Understand entire jewellery value chain
3. Identify different formats of jewellery retail sales in India
4. Understand how the jewellery consumption/demand is driven in India
5. Describe traditional forces and emerging trends in jewellery consumption pattern in India
6. Understand calculation of gold price in international market and Indian Market
7. Understand logic behind labour charges charged for each jewellery piece
8. Know components to be considered in gold pricing
9. Get familiar with tax structure on jewellery sales
10. Clarify concept of Gross weight & Net weight
11. Explain components of invoice of jewellery purchase
12. Understand meaning and importance of hallmarking
13. Describe meaning of assaying and various available methods of assaying

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- Computer or laptop attached to LCD projector
- Blanks sheets of paper
- Calculators

1.3.1: Indian Mindset Towards Jewellery

Say

- Typical reasons for gold consumption in India are:
 - An asset and an investment
 - Offers mental security as a fall back option
 - Linked to social status
 - Passed on from generation to generation. Jewellery is passed on from mother to daughter
 - Gold gifted to the bride is called "Streedhan" and this is exclusively her property in her new house.
 - Liquid - In case of unfortunate events like the death of husband or drought situations due to poor harvest gold would provide some protection to the family.
 - Harvest buying
 - Self-adornment
 - Celebrations - birthdays, anniversaries, festivals (Akshaya Trithaya, Dhanteras, Dussehra etc.)

1.3.2: Jewellery Value Chain

Say



- Gold is a natural mineral, it is not made in factories.
- A mine is a deposit in the crust of the earth from where minerals are dug out by highly sophisticated processes.

Explain



- Gold Panning
 - Gold panning is a mostly manual technique of sorting gold and is more or less obsolete.
 - This type of gold found in streams or dry streams are called placer deposits.
 - Gold panning is the easiest technique for searching for gold, but is not commercially viable for extracting gold from large deposits.
- Mining
 - There are two types of mines namely Open Pit and Underground, each developed to fit with the circumstances where the ore is found.
 - The process of mining can be divided into 6 phases:
 - Finding the ore body
 - Creating access to the ore body
 - Removing the ore by mining or breaking the ore body
 - Transporting the broken material from the mining face to the plants for treatment
 - Processing
 - Refining
 - Open pit mining is a kind of surface mining and is suitable for large tonnage near surface deposits.
 - In Underground mining/Shaft Mining, holes are drilled into the ore body, filled with explosive and blasted.
 - The most common means of recovering gold from low grade ore is the cyanidation process.

1.3.3: Indian Gold Supply Chain

Say

- Majority of the gold in India is imported.
- Other avenues are recycled gold in the market.
- There are 400,000 plus jewellery retail outlets in India.

Explain

- Gold supply chain in India:
 - International mines
 - International gold refiners
 - International bullion banks
 - RBI authorized Indian banks/ nominated agencies
 - Bullion dealers
 - Manufacturers and wholesalers
 - Jewellery retailers
 - Consumers

1.3.4: Retail Store Format

Explain



- Single Store:
 - Individuals own these stores.
 - The individual owns and operates only a single store and has no branches anywhere.
 - The owners play a key role in managing the day-to-day operations of running the stores.
 - They are also called "Family Jewellers".
 - Most of the jewellery stores in India (90% +) are in this category.
- Chain Store:
 - These are multiple stores at multiple locations operating under the same name and exact same format.
 - They may be owned by an individual or a Group.
 - They could be owned and operated by the management or could also be franchisee operated.
 - In franchisee operated stores the owner of the brand allows the owner of a store to sell merchandise (jewellery) under his brand name.
 - The owner of the brand is called the franchiser and the store selling under that name is called the franchisee.
- Leased Department:
 - A section of the departmental store is taken on rent by a jewellery brand from a departmental store.
- Multi-Brand:
 - A lot of jewellery brands are housed under one store brand name including other luxury products like watches.
- Non-Store Based Retail:
 - Home Jeweller
 - Direct Marketing
 - Tele Shopping
 - Vending Machines
 - Internet

1.3.5: Annual Consumption of Gold

Say

- The wedding related demand accounts for big portion of overall jewellery demand, especially in South India.
- 70% of the total consumption is from rural and semi-urban markets.
- Rural areas have a high purchase pattern around harvest seasons.
- Jewellery is more widely used for savings. In the time of need, these savings in jewellery are converted into cash, which is what causes the recycling of gold in rural areas higher than in cities.
- Jewellery consumption / demand in India are also characterized by seasons.
- The consumption is highest during the festive and wedding seasons.
- The seasonal demand and widening market has resulted in an increase in spends on advertising and other brand building activities by retailers.
- South remains to be the largest market for gold off take followed by the West and North.
- Urban consumer demand accounts for only 30% of the total demand.
- In rural areas, there is more re-cycling of jewellery as buy backs for cash, because jewellery is more widely used for savings and as "money".

1.3.6: Social Reasons for Change in Consumption Pattern

Elaborate



- Traditional Forces:
 - Jewellery as investment
 - Marriage and festive occasions
 - Dependence on family jeweller
 - Traditional, ethnic and chunky designs
 - Sold on gold price + labour
 - Local designs sold locally
- Emergent Trend:
 - Adornment
 - Wear ability and gifting throughout the year
 - Growing interest in brands that signify quality and trust
 - Fashionable, lightweight innovative designs
 - Per piece pricing
 - National and international designs available locally

1.3.7: Price of Gold and Gold Jewellery

Elaborate



- In India, jewellery is seen as an investment product and an asset and hence total transparency is provided to the consumer.
- Jewellery is one of the few products where a detailed break-up of the costs is provided to the consumer.
- Internationally, jewellery is sold at a tag price with no details provided of the cost of the individual elements.
- The price is typically 2- 3 times of the price of gold and diamonds/gemstones used in the jewellery.
- The price therefore goes up by 100 - 200%.
- Cost of making jewellery is often called making charges.
- Though it is called making charges, other words are also often used in Indian markets viz. value addition charges, polishing charges, wastage, loss etc.
- But what is important is that the total charges due to be paid for purchase of jewellery varies from a low 5% to a high 30% depending upon the kind of effort that has gone into making of the product.

Explain



- Calculation of gold price
- In India, the prices are most often quoted for 10 grams and is locally termed as Tola.
- Calculation of price of gold from US\$ in troy ounces to Rupees in grams.
- Additional charges applicable on gold bullion in India.
- Gold bullion prices are indicated daily in newspaper or online.
- Pricing of Diamond and Gemstone in Jewellery:
 - The price of the diamonds and precious gemstones are charged separately.
 - Diamonds and gemstones are measured in carats and price per carat is typically quoted to the customers for regular sized stones.
 - In case of single, unusually large pieces, a per piece price is quoted.

Exercise

Exercise 1:

- Calculate the price of gold from US\$ in troy ounces to Rupees in grams:
 - International price of gold = \$1215/oz.t
 - Exchange rate USD to INR = INR 67 per \$

Exercise 2:

- Calculate INR price for 10 grams of 24 karat bullion gold using the above calculations.
- Calculate INR price for 10 grams of 24 karat bullion gold including additional costs:
 - Import duty = 10%
 - Handling and freight = 2%
 - VAT = 1%
 - GST = 4%

Exercise 3:

- Calculate INR price for 10 grams of 22 karat gold (91.6% purity) using the calculations from exercise 2.
- Add applicable costs:
 - Alloy and other charges = 3%

Exercise 4:

- Calculate INR price for 10 grams of 18 karat gold (75% purity) using the calculations from exercise 2.
- Add applicable costs:
 - Alloy and other charges = 3%

1.3.8: Labour Cost and Wastage in Jewellery Making

Explain

- Effort goes into creating the design, manufacturing the product, expenses towards the cost of the inventory, rental costs for the store, other operational costs like electricity, the staff costs, the packaging costs and costs of advertising and promotion.
- These costs are added to the pricing for the consumer in two ways:
 - Labour Charges/ Making Charges:
 - Are set either as a lump sum amount for that specific jewellery product or a labour/making charge of INR X per gram.
 - Wastage/ Loss:
 - Practice is to charge value addition as "wastage"/ "loss", or a combination of "wastage" / "loss" + making charges. The "wastage" / "loss" is considered as a percentage of the gross weight of the jewellery.
 - Example: If a bangle weighs 13 grams and the loss/wastage decided by the jeweller is 8%, then consumer pays for 1.04 grams (8% of 13 grams) as wastage/loss.
 - In some instances, a customer is charged the value addition as a combination of wastage + loss.
- In most parts of the country only the labour charges /making charges are added to the price of gold plus the diamonds and gemstones.

Exercise

Exercise 1:

- Calculate the price of a 22-karat gold ring:
 - Price of gold for 24 karat per grams = INR 37,000/-
 - Gross weight of ring = 5 grams
 - Making charges = INR 350 per gram
 - Wastage charges = 6%
 - Applicable taxes = 15%

Exercise 2:

- Calculate the price of an 18-karat diamond studded pendant:
 - Price of gold for 24 karat per grams = INR 37,000/-
 - Gross weight of pendant = 15 grams
 - Making charges = INR 400 per gram
 - Wastage charges = 6%
 - Applicable taxes = 15%
 - Diamond Cost = INR 45,000/-

1.3.9: Taxes on Jewellery

Explain



- The local taxes like Sales Tax and VAT (Value Added Tax) is added to the overall bill and collected from the customer to be paid by the jeweller to the State Government.
- The VAT on jewellery in most states in India is 1% currently.
- Recently the Government has also mandated that a 1% of the billed amount be collected from the consumers as Tax Collected at Source which is payable to the Income Tax Department.
- This is applicable for bullion purchases of over INR 2 lakhs or jewellery purchases over INR 5 lakhs.
- GST is yet under review for the gem and jewellery industry and will be applicable from 2017.
- A PAN card is essential for such purchases.

1.3.10: Gross Weight and Net Weight of Jewellery

Explain

- **Gross Weight:**
 - This refers to the total weight of the product (including the metal weight + weight of the diamond//precious stones + other embellishments)
 - The entire piece of jewellery is weighed as one piece for gross weight calculation.
- **Net Weight**
 - The net weight of the jewellery product refers to only the weight of the precious metal in the jewellery.
 - This means that the weight of the diamonds/precious stones and other ornaments gets deducted from the gross weight of the jewellery.
 - To calculate the net weight of a studded jewellery product, the Carat weight of the gemstones is converted into grams and this weight is deducted from the gross weight.
- A jewellery invoice containing the entire description of gold and stones with prices.

Exercise

Exercise 1:

- Calculate the price of a 16-karat gold, diamond and ruby ring:
 - Price of gold for 24 karat per grams = INR 37,000/-
 - Gross weight of ring = 8 grams
 - Making charges = INR 450 per gram
 - Wastage charges = 6%
 - Applicable taxes = 15%

Exercise 2:

- Gross weight of ring = 8 grams
- Weight of diamonds = 0.20 carats
- Weight of ruby = 1.00 carat

1.3.11: Hallmarking

Explain



- In many countries, there is a legal requirement for all jewellery to be tested (assayed) by an independent third party (typically, an accredited Assay Office).
- If found to be within tolerance, then the Assay Office marks the jewellery with several marks including the karatage or fineness, the maker's mark and the Assay Office mark.
- This collection of marks is known as a hallmark.
- However, in countries where there is no independent system of hallmarking, karatage marks or numbers are not necessarily guarantees of gold content.
- Components of BIS Hallmarking:
 - A BIS certified jeweller (retailer/manufacturer) has the right to register himself with any of the BIS recognized Assaying and Hallmarking Centres to get his jewellery hallmarked.
 - BIS maintains surveillance on the certified jewellers at a defined periodicity.
 - Market surveillance involves collection of hallmarked gold jewellery from licensee's retail outlet/manufacturing premises and having it tested for conformity in BIS recognized Hallmarking Centre.
- A Hallmark consists of the following five components:
 - BIS Mark
 - Fineness number (corresponding to given karatage)
 - Assaying and hallmarking centre's mark
 - Jeweller's identification mark
 - Year of marking as an alphabet. (A denotes the year 2000, B denotes the year 2001; so on and so forth, hence M denotes the year 2013)

1.3.12: Assaying

Explain



- Measuring the gold content is known as assaying.
- There are several methods for measuring the gold content - or purity - of karat gold jewellery.
- Some of these methods include:
 - Touchstone Testing
 - X-ray Fluorescence (XRF)
 - Fire Assay
- Fire assay is the most accurate method of assaying.

Scan the QR Code to watch the related video or click on link



Click Here
Karatmeter



Click Here
Top Jewellery Brands

UNIT 1.4: Role and Responsibilities of Jewellery Retail Sales Associate

Unit Objectives

At the end of this unit, students will be able to:

1. State their general responsibilities as JRSA
2. State their responsibilities while making sales

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop

1.4.1: General Responsibilities as a JRSA

Say

- As a JRSA you must know your roles and responsibilities, then only you will be able to serve as a good employee of your store.
- A JRSA must perform many different tasks to fulfil his roles and responsibilities.
- Few of the tasks that a JRSA must always fulfil include:
 - Commitment towards work:
 - Ability to appreciate and willingly follow company's rules and regulations.
 - Always stand for what will protect company's interest.
 - Discipline:
 - Be punctual and regular.
 - Follow instructions and orders of the superiors to progress.
 - Grooming and Personality:
 - Follow the grooming standards and uniform policy of the company.
 - Always be enthusiastic, energetic and cheerful, and project oneself as an appropriate ambassador for the company.
 - Team Work:
 - Effectively work with your colleagues.
 - Work with others as part of a team by supporting co-workers during season so that ongoing customer service is maintained.
- All the given points create a good first impression on both the customer and colleagues.
- It also creates a good - will about you, and allows you to impress others.

1.4.2: Responsibilities of JRSA While Making Sales

Say

- The most important or primary task of a JRSA is to make a sale.
- Tidying up the section, visual merchandising of your section is some of the other activities.
- For better understanding let us divide these activities or tasks as follows:
- Pre-Customer Entry:
 - Make sure you change into your uniform, which is ironed and cleaned.
 - Make sure you wear gloves (if provided by management).
 - Be punctual.
 - Ensure that shelves, counters and displays are always clean.
 - Count the merchandise and enter the data into the stock records.
 - Double check if any merchandise is left behind.
 - Be ready to welcome the customers with a smile.
- During Customer Interaction:
 - While making a sale:
 - Always smile.
 - Offer friendly, helpful and expert service to customers, resulting in the sale of jewellery.
 - Create a positive customer experience.
 - Approach customers and greet them.
 - Ask questions politely to understand customer's need.
 - Take special orders for items not currently in stock, or not normally stocked, and notify customers when the items have arrived.
 - Up sell, meaning the JRSA should be able to direct the customer towards related product, thus, increasing the amount of sale.
 - Possess demonstrated understanding of product ranges of merchandise and different categories stocked by the store, store layout and locations for different categories of merchandise.
 - Demonstrate understanding regarding payment and exchanges, knowledge of promotions.
 - Maintain records related to sales.
 - Respond openly and objectively when attending to a range of customer queries.
 - Develop and retain loyal customers through relationships.
 - Handle objections.
 - Close a sale.
 - Bag or package purchases, and wrap gifts.
 - Understand customer behaviour:
 - Collect customer information, feedback and data on customer buying behaviour, as and when required.
 - Give feedback to the store manager regarding product performance and trends.
 - Describe a customer using pre-determined demographic / psycho graphic parameters.

Say

- Take stock independently:
 - Understand the stock taking process and follow the same.
 - Use scanners or the computer to register stock in inventory.
- Visual merchandise:
 - Arrange and display merchandise attractively.
- Anticipate security risks and reduce pilferage:
 - Watch for and recognise security risks and thefts, and know how to prevent or handle these situations.
- Post Customer Exit:
 - Tidy up your section for the next day.

Role Play

- Divide students into 4 teams.
- Conduct role play of sales by asking 2 teams to be customers and the other 2 teams to be JRSA's turn by turn.
- Ask teams to switch places.
- Note down gap areas and ask students to also note their gap areas.
- Discuss solutions for gap areas.

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Gem & Jewellery industry Orientation



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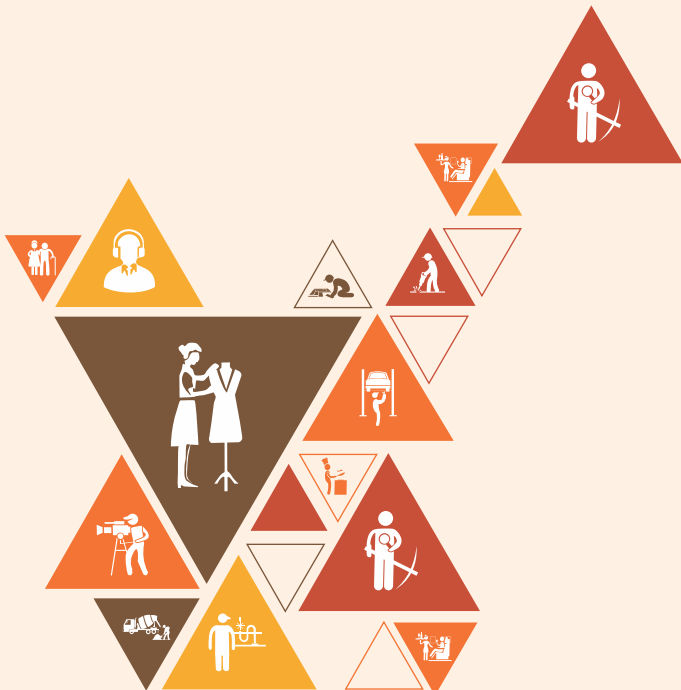
Gem & Jewellery Skill Council of India

2. Engage the Customers at the Retail Counter

Unit 2.1 - Interacting with Customer

Unit 2.2 - Understanding Customer's Requirement

Unit 2.3 - Complaint Handling Activity



G&J/N6801

Key Learning Outcomes



At the end of this module, students will be able to:

1. Understand general rules for customer contact
2. Engage customer with right attitude
3. Identify criteria that affects buying behaviour of customer
4. Identify different types of customer
5. Understand characteristics of new age customers
6. Understand how to handle customer complaints effectively
7. Work on customer's satisfaction

UNIT 2.1: Interacting with Customer

Unit Objectives

At the end of this unit, students will be able to:

1. Identify general rules for customer engagement
2. Identify gap areas in their methods of customer contact
3. Identify customer engagement tactics
4. Gauge personal etiquettes
5. Identify types of customers
6. Learn the importance of listening for better sales

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper
- Different types of jewellery, gloves, small and big hand held mirror, glass cleaning cloth, retail counter set up with plain jewellery display materials/ kits for necklaces, bangles, rings, earrings, jewellery tray, gem cleaning cloth, price tags, jewellery packing materials, jewellery boxes, customer comment book

2.1.1: General Rules for Customer Engagement

Explain



- Customer engagement tactics are very important as it encourages customer to engage.
- When performed in a right way - a strong customer engagement strategy will cater brand growth and loyalty.
- Some of the general rules for customer contact include:
 - Ensure that the store is ready always in terms of external ambience, approachability and warm welcome to the customers.
 - You are the brand ambassador of your company and must exhibit the highest standard of personal behaviour both within and outside your workplace.
 - You must always talk positively about your company, customers and colleagues.
 - Anticipate customer needs and fulfil them without being asked.
 - Offer refreshments without being asked for it.
 - Maintain a professional relationship even with friendly customers
 - Ensure children are taken care of and kept entertained.
 - Ensure all customers are seated.

2.1.2: Engaging with Customer

Demonstrate

- Following essential elements of customer engagement at the sales counter with examples from participant handbook:
 - Body language
 - Engaging techniques
 - Talking to the customer
 - Standing in the customer area
 - Walking in the customer area talking
 - Talking to colleague
 - Qualify the customer
 - Engage the customer
 - Introducing the jewellery
 - Listening to the customer
 - Match needs to features
 - Encourage trials
 - Ensure customer satisfaction

Team Activity

- Make teams of 4 and ask 2 of them to act as JRSA's and 2 as customers using all the above demonstrated methods.
- Ask the rest of the class to make a note of the gap areas.
- Discuss the gap areas with entire class.

Tips

- Show jewellery items with add-on pendants, reversible pieces, or chains that can be worn as necklaces and belts.
- Explain how each item will support and enhance the customer's wardrobe.
- Remember that you are the expert, which means you are expected to make recommendations and most customers will trust your instincts.
- Explain the multiple ways in which the item can be used.

UNIT 2.2: Understanding Customer's Requirement

Unit Objectives

At the end of this unit, students will be able to:

1. Identify factors influencing customer's buying behaviour
2. Identify and handle different types of customer
3. Recognise characteristics of new age customers

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- Computer or laptop attached to LCD projector
- Blanks sheets of paper

2.2.1: Factors Influencing Buying Behaviour

Explain



- Each customer has different buying behaviour.
- A retailer must identify these buying behaviours; and present merchandise satisfying the buying needs.
- How consumers purchase products provides terrific direction for a jeweller.
- It helps him decide what categories to carry, as well as how to place, price and promote categories.
- The components of buying behaviour provide a simple but extremely powerful formula for driving sales.
- Knowing your customer also means you can choose the right level of service, store ambience and facilities.
- Today's customers know what they want.
- They are savvy purchasers, understand quality, value-driven and practical.
- A jeweller must respond to the way a customer shops, or be left far behind.
- Factors influencing jewellery shopping experience include:
 - Lifestyle
 - Needs and desire
 - Shopping attitude
 - Retailer actions
 - Environmental factors
 - Demographics

Tips



- Students to list down their points for the individual factors influencing a customer's shopping experience.
- Discuss the list made by the students.

2.2.2: Type of Customers

Explain



- Every person who walks into your store is a potential customer.
- They just might have different profile.
- It may be an educated housewife, impulsive teenager or a business man.
- Types of customers include:
 - Casual customer
 - Serious customer
 - Irrate customer
 - Timid customer
 - Demanding customer
 - Choosy customer

Ask



- Students to list down their points for handling the types of customers mentioned above.
- Students to list down their experience with different types of customers other than those mentioned above and discuss with class how they handled the customer.
- Discuss the list made by the students.

2.2.3: The New Age Customer

Explain



- Rise in income of people has led to more disposable income to spend on activities such as shopping.
- Extensive mediums of media have caused the average Indian consumer to be aware of products, brands, new services and has pulled up the expectation levels of the customer.
- Increase in the number of working women and nuclear families have increased the need for convenience shopping.
- Customers are more quality conscious and do not mind paying more for quality.
- Consumer is being exposed to a new kind of shopping experience which is redefining his/her expectations from shopping and other services.
- Scarcity of time is putting pressure on shopping time.
- Consumers are moving from "buy what we make" to "make what we want".
- Customers are walking away from stores that do not offer them service, an enjoyable experience or value for money.
- Leisure is already an integral part of shopping expectations.
- Quality of environment and experience is becoming very important.
- Need for customer service to encourage consumers to come back again and again, and buy more is increasing.
- Jewellers are asking themselves: "Is the overall experience I provide unique enough that customers do not want to go elsewhere to shop?"

UNIT 2.3: Complaint Handling Activity

Unit Objectives

At the end of this unit, students will be able to:

1. Identify JRSA's role in Customer Complaint Handling
2. Handle customer complaints successfully with the tips given
3. Become aware of common customer complaints and why these complaints arise

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- Computer or laptop attached to LCD projector
- Blanks sheets

2.3.1: JRSA's Role in Handling Customer Complaints

Explain



- A JRSA often must face customers who are unhappy with the service and product of the store.
- As a JRSA you need to attend to these customers.
- A happy customer will go and tell only three people but an unhappy customer will go and tell 10.
- Bad words always spread fast leading to loss of store image and good will.
- Therefore, it is very important that a JRSA handles customer complaint calmly.
- Complaint handling helps the retailer know about their shortcomings and where to improve its service.
- Complaints give the retailer another chance to improve the service and another chance with the customer.
- If complaints are not handled well, dissatisfied customers will switch to competitors, therefore, you should try to prevent these negative consequences by setting up an efficient complaint management system

2.3.2: How to Handle Customer Complaint

Demonstrate



- How to handle complaints by following the below steps:
 - Always be polite to the customer.
 - Calm down an angry customer.
 - Hear out the customer complaint.
 - Apologise to the customer for the inconvenience.
 - Never give excuses.
 - Do not make the customer feel unattended.
 - NEVER argue with the customer.
 - Provide exchange or service according to store policies, in case the customer is unhappy about the merchandise.
 - Convert an unhappy customer into a happy customer.
 - Make effort so that the customer leaves with a smile.

Exercise



- Ask students to list down the complaints they have faced and how they have solved it or how it was unsolved.
- Discuss the complaints and the approach used and that could have been used.

2.3.3: Effective Complaint Management

Explain



- Complaint management is effective handling of complaints and using them to improve services.
- The foremost function of complaint management is restoring customer satisfaction.
- Complaint management deals with issues such as:
 - Reaction to any complaint.
 - Time taken to attend to any customer.
 - Policies for recurring complaints.
 - Feedback from the customers to find out how effectively the complaint has been handled
- The customer service department should:
 - Focus on the problem
 - Find the cause of the problem

Do



- Show videos on complaint handling on YouTube such as:
 - <https://youtu.be/ZHaCMZLjCxE>
 - <https://youtu.be/kv9lu7arEKw>

2.3.4: Common Customer Complaints

Explain



- Common customer complaints include:
 - Lies
 - Disrespect
 - Broken Promises
 - Powerless Employees
 - Automatic Service
 - Lack of Information
 - Don't Ask Attitude
 - Ignorance
 - Misplaced Priorities

Exercise



- Ask students to list down any 2 complaints related to any of the above-mentioned complaints and if they were resolved or not.
- Discuss the list with the entire class.



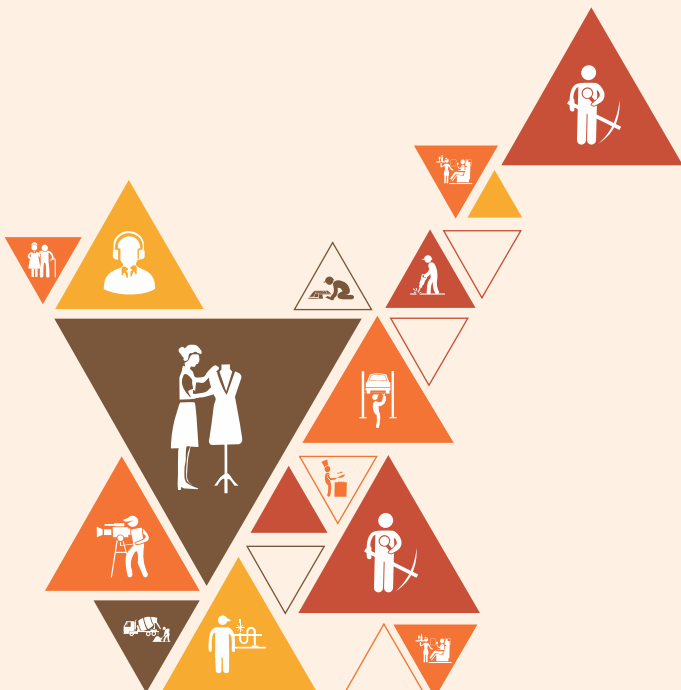
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Gem & Jewellery Skill Council of India

3. Explain to Customers About Jewellery Product Offerings Part - I

- Unit 3.1 - Gold
- Unit 3.2 - Platinum
- Unit 3.3 - Silver
- Unit 3.4 - Diamond
- Unit 3.5 - Precious Gemstones
- Unit 3.6 - Semi-Precious Gemstones
- Unit 3.7 - Imitation, Synthetics and Simulants
- Unit 3.8 - Gemstones - Cutting/Forms
- Unit 3.9 - Pearls



G&J/N6802

Key Learning Outcomes

At the end of this module, students will be able to:

1. Distinguish distinct features and use of precious metals like Gold, Platinum and Silver
2. Recognize platinum and features of platinum jewellery
3. Recognize grading system of diamond as per 4Cs
4. Gain general information about Cubic Zirconia
5. Recognize different types of precious gemstones such as rubies, sapphire and emerald
6. Recognize different types of semi-precious gemstones
7. Differentiate between Imitation, Synthetics and Simulants
8. Identify the different types of gemstone cutting/forms/artwork
9. Recognize various types of pearls available in the market and factors affecting pricing of pearls

UNIT 3.1: Gold

Unit Objectives

At the end of this unit, students will be able to:

1. Describe gold karatage
2. Explain how gold karatage is defined internationally
3. Explain how gold karatage is defined in different parts of India

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper
- Gold jewellery, gold of different karatages, gold alloys, different colour gold jewellery, rhodium plated gold jewellery

3.1.1: Gold Karatage

Explain



- Most gold jewellery worldwide is marked with its karatage or fineness.
- Many countries only allow certain karatages of gold jewellery to be sold.
- For example, in the United Kingdom, one can make and sell 9, 14, 18 and 22 karat gold jewellery, but not 12 karat gold.
- In some countries, jewellery lower than 12 Karat (50% gold or 500 fineness) cannot be described as gold.
- Internationally Recognised Karatage Chart figure from participant handbook.

Do



- Show samples of gold karatage.

3.1.2: Common Features of Gold

Explain



- Gold is a chemical element with the symbol Au from its Latin name Aurum.
- The metal occurs as nuggets or grains in rocks, underground "veins" and in alluvial deposits.
- Pure gold is dense, soft, shiny and the most malleable and ductile substance known.
- Pure gold does not rust, tarnish or corrode.
- Gold has a naturally warm yellow colour, but can be alloyed with other metals to create different colours.
- Gold can also be alloyed with a few other metals to increase its strength.
- Malleability of Gold:
 - Ability of the metal to be rolled into thin sheets.
 - One troy ounce (31.105 grams) of gold can be flattened to a thin sheet that has an area of about 16 square metres.
- Ductility of Gold:
 - Ability of the material to be drawn into fine wires.
 - A single gram of gold can be stretched into a wire 3.2km long.

3.1.3: Different Colours of Gold

Explain



- Gold jewellery can be produced in a range of other colours - ranging from white, red, green to black.
- The variations are achieved by mixing (alloying) pure gold with other metals.
- Gold is yellow and copper is red, the only two coloured pure metals.
- All other metals are white or grey in colour.
- The addition of a red colour to yellow, makes the yellow pinker and eventually red.
- The addition of a white makes the yellow colour paler and eventually white.
- At 22 Karat (91.6% gold), we can only add a maximum of 8.4% of alloying metals and hence can only obtain yellow to pink/rose shades.
- At 18 Karat (75.0% gold) and lower, we can add 25% or more alloying metals and hence get colour ranging from green through yellow to red, depending on the copper silver plus zinc ratio.
- White gold is produced by alloying pure gold with white metals like nickel, palladium and zinc to pure gold.
- Rose gold is produced by raising the ratio of copper to silver.
- Green gold is produced by adding a combination of silver, palladium and copper.
- Controlled oxidation of 18K yellow gold containing chromium or cobalt can be made to yield black gold.
- Purple gold is produced by a combination of gold and aluminium.
- Rhodium is the most common plating material used to plate gold because it provides a bright mirror like finish.
- An article of yellow gold jewellery can be made to look like it is white gold by having it Rhodium plated.
- If the rhodium finish on the piece of jewellery wears off over time, it can be re-plated to look brand new and the process is not very expensive.

Do



- Show samples of gold jewellery and alloys.
- Show samples of rhodium plated jewellery.

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Click Here
Introduction to Precious Metal

UNIT 3.2: Platinum

Unit Objectives

At the end of this unit, students will be able to:

1. Explain common features of Platinum
2. Identify the uses of Platinum

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper
- Platinum jewellery, different alloys of platinum

3.2.1: Common Features of Platinum

Explain



- Platinum is an extremely rare metal occurring at a concentration of only 0.005 ppm in the Earth's crust.
- It is sometimes mistaken for silver.
- Platinum is a naturally white metal, which will not change colour over time.
- Platinum does not change shape so the jewellery last a lifetime.
- When scratched, the metal just shifts and doesn't fall off.
- Platinum's durability means precious stones are held securely for a lifetime.
- Platinum prongs are often used in rings made of less durable metals.
- Platinum is very dense so it feels a lot heavier than other metals.
- A platinum ring would be around 40% heavier than the same ring made from gold.
- Platinum is usually 95% pure in jewellery.
- Platinum is naturally hypoallergenic, so it can be worn every day.
- As a pure metal, platinum is silver-white in colour, lustrous, ductile, and malleable.
- Platinum is more ductile than gold, silver and copper, thus being the most ductile of pure metals, but gold is still more malleable than platinum.
- It does not oxidise at any temperature.
- Platinum's resistance to wear and tarnish is well suited for making fine jewellery.
- Other Uses of Platinum
 - Platinum is naturally hypoallergenic, so it can be worn every day.
 - Pacemakers used for assisting weak human hearts to beat are made of platinum.
 - It is also used in catalytic converters in the automotive industry.
 - The metal has an excellent resistance to corrosion and high temperature and has stable electrical properties.

Do



- Show samples of platinum jewellery and alloys.

UNIT 3.3: Silver

Unit Objectives

At the end of this unit, students will be able to:

1. Identify properties of silver

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper
- Silver jewellery, silver alloys

3.3.1: Properties of Silver

Say

- Silver in India is used for jewellery, utensils, coins and making idols of deities.
- Silver has long been prized for its brilliant lustre and its easy workability.
- Pure silver (999 fineness) is too soft for use in jewellery.
- Silversmiths often alloy it with other metals like copper, to harden it.
- Sterling silver, for example, is 92.5% silver and 7.5% copper.
- Sterling silver is a silver jewellery standard in many countries including India.

Say

- Show samples of silver jewellery of different purity.

UNIT 3.4: Diamonds

Unit Objectives

At the end of this unit, students will be able to:

1. Give common information about diamond
2. Describe parameters on which diamonds are graded
3. Explain each diamond gradation parameter (4Cs) in detail
4. Explain broad difference between real diamond and artificial diamond

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper
- Diamond jewellery, loose cubic zirconia in different sizes with carat weight mentioned, cubic zirconia jewellery

3.4.1: Common Information About Diamond

Explain



- They are formed at great depths at very high temperatures and high pressures inside the earth.
- They are the purest form of carbon.
- Indian mines have very little or no diamonds now.
- Currently, South Africa and Australia are leading producers of diamonds.
- It is the hardest known substance. Hardness is defined as the ability to resist scratching.
- Diamonds can break and even shatter if not handled properly.
- Not all diamonds that are mined can be used for jewellery.
- Diamonds are used a lot for industrial purposes for e.g. cutting other gemstones and glass cutting etc.
- Rough diamonds are graded into:
 - Gem quality
 - Near gem quality
 - Industrial quality
- Diamonds occur naturally in all colours.
- The most common and widely known ones are the colourless & near colourless with a tint of yellow and brown.
- Green, red, blue, pink etc. are called fancy colours.

3.4.2: The 4Cs of Diamond

Explain



- The 4Cs (Colour, Clarity, Cut and Carat) are now a universal method for checking the quality of any diamond.
- The 4Cs have a set standard followed globally, in which consumers can know exactly what they are about to purchase.
- Colour:
 - The colour of diamonds occurs due to traces of different elements in the crystal lattice.
 - For example, Boron with carbon makes blue diamonds; nitrogen with carbon makes yellow diamonds etc.
 - The colour evaluation of most gem quality diamonds is based on the absence of colour.
 - Diamonds are valued by less colour, higher their value.
 - Most diamonds found in jewellery stores run from near colourless to colourless, with slight hints of yellow or brown mostly not visible to the untrained eye.
 - The colour grading scale for gem quality diamonds begins with the letter D, representing colourless.
 - It continues with increasing hints of colour to the letter Z, or light yellow or brown.
 - Each letter grade has a clearly defined range of colour appearance.
 - Diamonds are colour-graded by comparing them to stones of known colour under controlled lighting and correct viewing conditions.
 - Many of these colour differences are so slight that they are invisible to the untrained eye.
 - But these slight differences make a very big impact in diamond quality and price.
- Clarity
 - No two diamonds are the same.
 - Natural diamonds contain either inclusions (internal) or blemishes (external) features/ characteristics.
 - Types of inclusions in diamonds include dark included crystals (black), internal cracks (white), other minerals (red, brown etc.).
 - Blemishes are usually because of human interferences while processing (Cutting + Polishing).
 - Diamond clarity refers to the absence of inclusions and blemishes.
 - Diamonds without these features are rare, and rarity affects a diamond's value.
 - Clarity grades are assigned to diamonds with the aid of a 10x triplet loupe which include:
 - Flawless (FL)
 - Internally Flawless (IF)
 - Very, Very Slightly Included (VVS1 and VVS2)
 - Very Slightly Included (VS1 and Vs2)
 - Slightly Included (SI1 and Si2)
 - Included (I1, I2, and I3)
 - The number, size, nature, relief, position and colour of inclusions as well as how these affect the overall appearance of the diamond evaluate the diamond clarity.
 - Most inclusions and blemishes are invisible to the naked eye.

Explain



- Cut:
 - Of all the 4C's the cut is most complex and difficult to check and grade.
 - The cut of any diamond has three attributes:
 - Brilliance (the total light reflected from a diamond)
 - Fire (the dispersion of light into the colours of the spectrum)
 - Scintillation (the flashes of light, or sparkle, when a diamond is moved)
 - Cut is often confused with the shape of the diamond.
 - The most common diamond shape is the standard round brilliant.
 - All other shapes are known as fancy shapes such as princess, marquises, oval, pear, emerald etc.
 - All diamonds have facets once they are cut and polished.
 - A facet is a high polished surface of specific shape and size cut on a diamond's surface at definite angles.
 - The largest facet on any diamond is always the table, which is the topmost portion of the stone serving as a "face" of the stone.
- Carat:
 - Diamonds and other gemstones are weighed in carats.
 - One carat is equal to 0.2 grams.
 - Don't confuse carat with karat, as in "18K gold," which refers to gold purity.
 - A carat is divided into 100 points.
 - For example, a 50-point diamond weighs 0.50 carats.
 - Two diamonds of equal weight can have very different values depending on the other members of the Four Cs: clarity, colour and cut.
 - Diamond weights greater than one carat are expressed in carats and decimals.
 - For instance, a 1.08 ct. stone would be described as "one point zero eight carats".

3.4.3: Cubic Zirconia (American Diamonds)

Explain



- Cubic Zirconia is a special imitation and is 100% manmade.
- They cost only a fraction of the cost of natural diamonds and wear away extremely fast.
- With regular wear and tear, cubic zirconia or American Diamonds as they are popularly known as, even tend to chip and break easily.
- An expert can immediately spot a cubic zirconia and there are tests available in the market to identify them even if set in jewellery.

Do



- Show samples of Diamond jewellery, loose cubic zirconia in different sizes with carat weight mentioned, cubic zirconia jewellery.

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Common features & Diamond

UNIT 3.5: Precious Gemstones

Unit Objectives

At the end of this unit, students will be able to:

1. Give general information about Ruby, Sapphire and Emerald

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper
- Loose rubies, sapphire and emeralds, jewellery set with ruby, sapphire and emerald

3.5.1: Ruby

Explain



- Rubies, Sapphires and Emeralds are called precious stones because they are rarer, more durable as compared to the other semi-precious stones.
- Ruby is the hardest mineral after diamond.
- The colour of ruby is varying levels of red.
- The most desirable is however the "pigeon's blood red".
- Burmese rubies are considered the best in the world.
- Thailand and Sri Lanka also have good deposits of rubies.
- The inclusions in the ruby are an indication of its origin.
- The Indian name for ruby is Manek.

Do



- Show loose rubies and ruby studded jewellery.

3.5.2: Sapphire

Explain



- Sapphire and Ruby belong to the same mineral family - Corundum.
- Sapphires come in virtually all colours.
- Most commonly known colours are blue and yellow.
- The most desired blue sapphire should be the "cornflower blue" colour.
- Pinkish orange sapphire called Padaparashcha found in Sri Lanka is a highly-priced stone because they are extremely rare.
- The inclusions in the sapphire are an indication of its origin.
- The Indian name for blue sapphire is Neelam and yellow sapphire is called Pukhraj.

Do



- Show loose sapphires (blue and yellow) and sapphire studded jewellery.

3.5.3: Emeralds

Explain



- It is a brittle stone compared to ruby and sapphire but is as highly priced and coveted.
- Emeralds come in varying shades of green but most desirable is deep green.
- Columbian emeralds are considered to be the best in the world.
- Zambia and Columbia have good deposits of emeralds.
- The inclusions in the emerald are an indication of its origin.
- The Indian name for emerald is Panna.

Do



- Show loose emeralds and emerald studded jewellery.

UNIT 3.6: Semi-Precious Gemstones

Unit Objectives

At the end of this unit, students will be able to:

1. Give general information about different types of semi-precious gemstones

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper
- Loose tourmalines, garnets, peridot, amber, tanzanite, ametrine, aquamarine, amethyst, citrine, coral, turquoise

3.6.1: Semi-Precious Gemstones

Explain



- The term semi - precious is used for all naturally occurring coloured gemstones other than ruby, sapphire and emerald.
- Semi - precious gemstones can fetch high prices if found in a rare size and near perfect clarity and colours.
 - Tourmaline - occurs in all colours, sometimes even dual colours.
 - Garnet - occurs in all colour.
 - Peridot - occurs in Olive Green colour.
 - Amber - occurs in Yellowish Orange.
 - Tanzanite - occurs in Indigo and Blue.
 - Ametrines - combination of Amethyst and Citrine
 - Aquamarine - occurs in Pale Blue.
 - Amethyst - occurs in Purple.
 - Citrine - occurs in Pale Yellow.
 - Corals - occurs in White, Pink, Red, Orange.
 - Turquoise - occurs in shade soft Light Blue to Light Green.

Do



- Show loose tourmalines, garnets, peridot, amber, tanzanite, ametrine, aquamarine, amethyst, citrine, coral, turquoise.

UNIT 3.7: Imitation, Synthetics and Simulants

Unit Objectives

At the end of this unit, students will be able to:

1. Differentiate between Imitation, Synthetic and Simulants

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper
- Loose red, green, blue, yellow glass and plastic stones

3.7.1: Imitation, Synthetics and Simulants

Explain



- Imitations:
 - Ancient Egyptians were the first to come up with imitations of glass and glaze.
 - It is impossible for the untrained eye to tell the difference between real gemstones and imitations.
 - There are extremely sophisticated imitations available in the market.
 - Glass with a high refractive index, resins, plastics, enamelled porcelain all are used to create imitation gemstones.
- Synthetics:
 - A synthetic gemstone is a replica of the natural gemstone, except it is created in a lab.
 - The physical properties except the inclusions will be identical.
 - It is impossible for the untrained eye to tell the difference between real gemstones and synthetics.
 - The cost is substantially lower than a natural piece of very good quality.
 - They are easily available in the market.
- Simulants:
 - A simulant is merely a look alike of any gemstone.
 - It merely imitates visual properties.
 - It is almost always a semi-precious, easily available, cheaper option for the precious stones.
 - It is impossible for the untrained eye to tell the difference between real gemstones and simulants.
 - Except for appearance nothing is similar between a simulant and the precious counterpart.

Do



- Show loose red, green, blue, yellow glass and plastic stones.

UNIT 3.8: Gemstone Cutting/Forms

Unit Objectives

At the end of this unit, students will be able to:

1. Describe different types of cuttings/forms/artefacts done on gemstone

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper
- Different cuts of gemstones, engraved gemstone, gemstone figurine, bead string, briolette string, cabochons, spheres, cameo, carved gemstone

3.8.1: Gemstone Cutting/Forms

Explain



- The oldest way of decorating the surface of a gemstone is the scratching of figures, symbols and letters on it, from this, the art of engraving developed.
- The origins of gem cutting can be traced to India.
- Today, Jaipur is the largest gem cutting centre in the world.
- Please note, by gemstones we mean every stone other than a diamond.
- The different kinds of cuts on gemstones are as follows:
 - Engraving
 - Figurine
 - Beads
 - Briolette's
 - Cabochon
 - Faceted
 - Balls or Spheres
 - Mixed Cut
 - Carving

Do



- Show different cuts of gemstones, engraved gemstone, gemstone figurine, bead string, briolette string, cabochons, spheres, cameo, carved gemstone.

UNIT 3.9: Pearls

Unit Objectives

At the end of this unit, students will be able to:

1. Explain general characteristics of the pearl
2. Describe different types of pearls
3. Explain factors affecting valuation of pearls

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper
- Loose cultured pearls of different shapes, Akoya pearl strand, South Sea pearl strand, Tahitian pearl strand, Freshwater Chinese pearl strand, mother of pearl shell, plastic pearls

3.9.1: Characteristics of Pearl

Explain



- Pearls are formed as a result of an irritant that intruded between the shell of the mollusc and the interior of the mantle.
- The colour of the pearl varies with the type of the mollusc, the water temperature, salinity etc.
- The pearls are distinguished by the water in which the molluscs live i.e. saltwater and freshwater.
- Characteristics of Pearl:
 - The size of a pearl can vary from a pinhead to a pigeon's egg.
 - The inner layer of a mollusc shell, which has an iridescent play of colour, is called mother of pearl.
 - Pearls have a low hardness (resistance to scratching) as compared to most gemstones because of which they can get easily scratched.
 - Extreme dryness is also damaging to pearls, as they are waterborne.
 - Pearls are sensitive to acids, perspiration, cosmetics and hair sprays as pearls are organic in nature.
 - They are measured in mommes and not carats unlike other gemstones, but the trend of carat weight is catching up fast.

3.9.2: Types of Pearls

Explain



- Categories of pearls include:
 - Natural
 - Cultured
 - Imitation
- Types of pearls include:
 - Akoya
 - Mabe
 - Keshi
 - Baroque
 - Tahitian
 - South Sea
 - Freshwater Chinese

Do



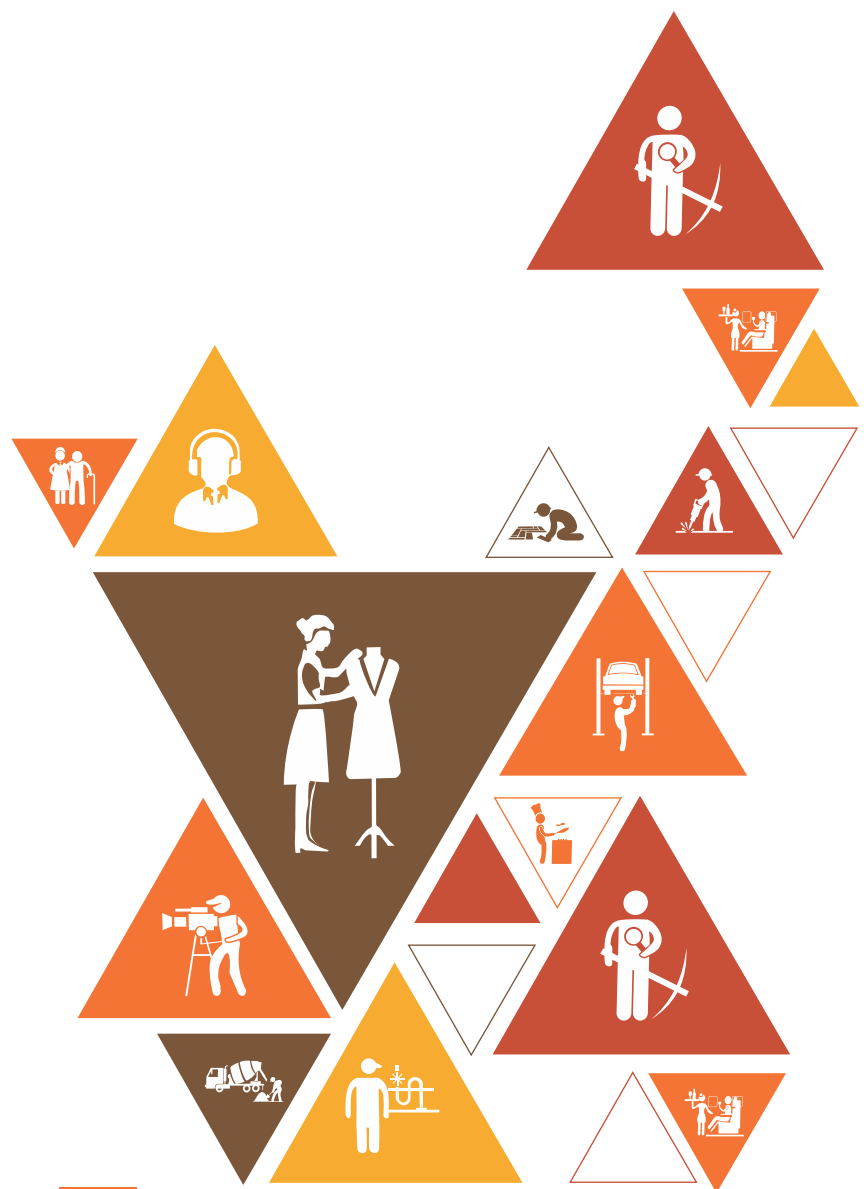
- Show Loose cultured pearls of different shapes, Akoya pearl strand, South Sea pearl strand, Tahitian pearl strand, Freshwater Chinese pearl strand, mother of pearl shell, plastic pearls.

3.9.3: Factors Affecting Valuation of Pearls

Explain



- The most important factors that affect the value of pearl include:
 - Size
 - Shape
 - Surface perfection
 - Rarity



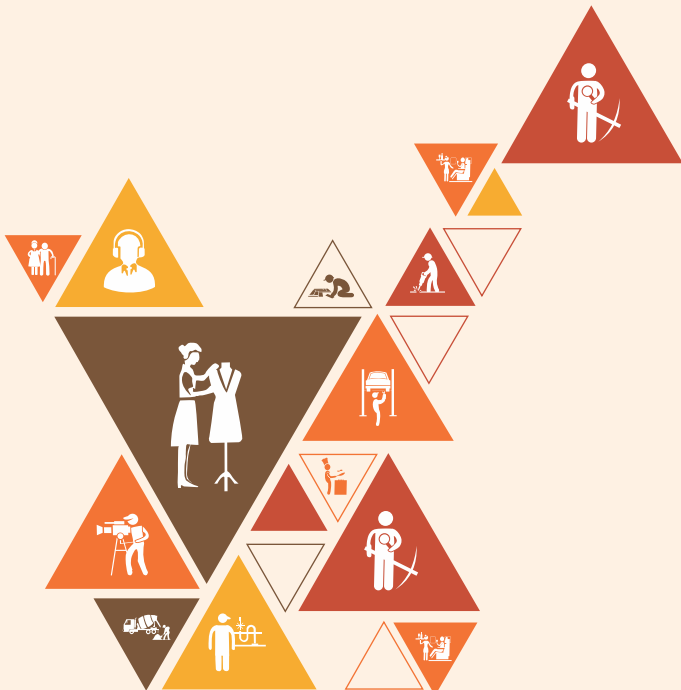


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4. Explain to Customers about Jewellery Product Offerings Part - II

- Unit 4.1 - Handmade Jewellery
- Unit 4.2 - Gemstone Setting
- Unit 4.3 - Machine Made Jewellery
- Unit 4.4 - Types of Finishes
- Unit 4.5 - Diversity in Indian Jewellery



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Key Learning Outcomes

At the end of this module, students will be able to:

1. Identify the casting techniques and their benefits
2. Identify machine-made bangles
3. Measure bangle sizes
4. Identify different types of chains
5. Recognize electroplating and electroforming techniques as well as their benefits
6. Recognize soldering techniques and their benefits
7. Identify different types of finishing done on metal
8. Understand the huge diversity in jewellery pieces worn in different parts of India

UNIT 4.1: Handmade Jewellery

Unit Objectives

At the end of this unit, students will be able to:

1. Explain different types of techniques used in handmade jewellery
2. Know processes done while doing Nakshikaam, Rawakaam, Tarkashikaam, Jadau, Stamping etc.

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper
- Jewellery samples having the different types of techniques on them

4.1.1: Nakshikaam

Explain



- Nakasu Velai or Nakshi Kaam or Repoussage is an ancient technique and one of the principal ways in which sheet gold is handled for making ornaments.
- The technique enables the artisan to shape gold sheets into fabulous forms and decorate it with complex designs and facilitates incorporation of gemstones if required.
- In today's time, when gold is so expensive, sheet gold work keeps the ornaments light and enables a little gold to go far.
- The technique was also adopted for decorating large sized idols and temple doors, columns etc.
- The repousse technique employs a very small quantity of metal beaten to paper thinness and then worked into such detail and opulence that it manages to convey an impression of weight and solidity so that every design stands out in 3D relief.
- A sheet of gold of high purity is beaten to the desired thinness, cut in the required outline and laid over thick wax.
- The design of the piece is first hand-drawn on paper and then carved out on lac as a dye.
- This dye is used to press into the gold sheet so that the image appears as a relief on one side of the metal.
- The outline of the design is drawn using softheaded tools and gentle punches.
- The background is depressed and this brings out the relief.
- The back of the design is often filled with liquid lac to maintain the relief and closed with a sheet of silver or most often gold.

Do



- Show jewellery with Nakshikaam technique.

4.1.2: Rawakaam (Granulation)

Explain



- The Indian name for granulation is rawakaam.
- Rawa is a grain of sand.
- Since an early period in India, granulation has always been one of the traditional jewellery decoration techniques.
- Rawakaam is a speciality from Gujarat and is an ancient jewellery surface decoration process employing small solid balls of gold to jewellery surfaces.
- These solid orbs grouped together form patterns, figures and designs depending on the creativity of the artisan.
- The manufacture of tiny, solid gold balls in small sizes called granules (Rawa) is a natural outcome of metallurgical and thermal principles.
- Due to cohesive force of surface tension, liquid gold when cooled in water, draws itself into a form having smallest possible surface area, which is a round solid ball.
- These balls are sifted through a series of sieves to get calibrated sizes, which are then used, for surface decorations.
- The granulation process consists of fixing the granules to the base metal of the object and to each other by a form of fusion welding without the use of solder.

Do



- Show jewellery with Rawakaam technique.

4.1.3: Tarkashikaam (Filigree)

Explain



- Filigree work or tarkashikaam (tar = wire and tarkash = wire drawer) is characterised by jewellery pieces made from thin wires.
- The ductility property of gold is used to fantastic effect in this technique, where wires are drawn and intricately brought together to form a big looking piece at lightweights.
- Filigree work is a specialty of West Bengal.

Do



- Show jewellery with Tarkashikaam technique.

4.1.4: Jadau

Explain



- Jadau jewellery is a very old jewellery making technique in India.
- Before the introduction of prong setting in the 19th century, virtually all of Indian jewellery was closed set, wherein layers of narrow ribbons of pure gold form a solid wall around the gemstone.
- Jadau jewellery can be separated into precious stone jadau jewellery (Polki) or non-precious stone jadau jewellery (Kundan).
- Polki is the local name for flat semi-cut diamonds.
- Rough diamonds having no depth but having a large flat surface which can be semi polished are used to set in jadau jewellery.
- Other names for polki jewellery is vilandi and uncut diamond jewellery.
- Kundan jewellery involves setting of crystal glass or what is locally known as parab in the exact same procedure and setting as polki jewellery.
- Over a period of time, a whole cluster of jadau jewellery artisans settled in Rajasthan.
- That is when Rajasthan got the reputation of making the finest jadau jewellery in India.
- Steps for making Jadau jewellery:
 - First step:
 - On the basis of a drawing, the goldsmith meticulously crafts the metal mould or ghat in which gemstones will be set.
 - Various ghats like these come together to form an entire ornament.
 - Second step:
 - The ghat is then sent to the engraver to carve out the areas marked for filling in enamel.
 - Third step:
 - As per the design and colour scheme of the ornament, the enameller enamels engraved parts on the ghat.
 - Fourth step:
 - Each ghat is fixed firmly on a small wooden handle laden with lac and the gem setter expertly sets each stone into place.
 - Layer upon layer of narrow pure gold ribbons are compressed and pushed to form a wall around each gemstone to camouflage any shape irregularities of the gemstone and make them look uniform; (It must be noted that in earlier times, stones were of irregular shape and minimal facets hence, mostly flat surfaces).
 - Since it is a closed setting preventing any light to illuminate the gemstones, kundan set gemstones are almost always backed with reflective foil made out of thinly beat sheets of gold to give the gemstones a uniform look and also to maximise brilliance.
 - At the end of the whole process, the jewellery piece is cleaned and washed to remove dark spots due to welding and left over impurities from the lac.

Do



- Show jewellery with Jadau and Kundan technique.

4.1.5: Stamping

Explain



- One of the earliest forms of jewellery involved stringing hand stamped coins of high karatage with images of Gods and Goddesses or short devotional inscriptions and wearing it as a necklace.
- It also was used as a form of savings other than being adornment.
- Shortly the idea involved stamping nature inspired patterns or the King's image on various shapes and sizes of gold strips making it the most rudimentary form of jewellery manufacture in ancient India.
- A Kasu Malai (Tamil - necklace of coins) or Putli Haar (Marathi - necklace of images) is the exact same concept and technology used in different parts of the country for ancient Indian stamped jewellery.
- Earlier, the dies were carved out of wooden blocks or lac and then pressed into thin gold coins or components made of gold.
- Today, stamping technique involves high precision dyes made of metal being hot stamped on metal surfaces and/or also mechanical stamping which involves cutting exact same parts from a strip or sheet of metal and then assembling them together.

Do



- Show jewellery with Stamping technique.

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Click Here
Categories of Indian Jewellery

UNIT 4.2: Gemstone Setting

Unit Objectives

At the end of this unit, students will be able to:

1. Identify different types of gemstone settings

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank job sheets
- Jewellery samples having different setting styles

4.2.1: Types of Settings

Explain



- Diamonds and gemstones can be set in different types of settings.
- Common types of setting include:
 - Bezel Setting
 - Setting which is completely surrounded by a precious metal band which fastens the diamond/gemstone securely into place.
 - Channel Setting
 - A setting in which diamonds are fitting into two parallel walls or “channels” of metal.
 - Flush Setting
 - A setting in which only the crown or sometimes only the table are visible.
 - The rest of the stone is flushed into the surface of the metal.
 - Invisible Setting
 - The gemstones are set in a such manner that metal is not visible between the stones.
 - Pave Setting
 - Gemstone setting in which beads of metal are pulled together around the gemstones to appear as “paved” into the surface of the metal.
 - Prong Setting
 - Prong setting refers to the use of metal projections or tines, called prongs or claws, to secure a gemstone to a piece of jewellery.
 - Tension Setting
 - A setting that holds gemstone in place entirely with tension.

Do



- Show jewellery with different setting styles.

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Click Here
Types of Gemstone Setting

UNIT 4.3: Machine Made Jewellery

Unit Objectives

At the end of this unit, students will be able to:

1. Describe about casting - "Lost Wax Process"
2. Explain about machine made bangles
3. Explain different styles of chains available in market and how they are measured
4. Explain usage of findings and different types of findings available
5. Give information about metal soldering

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank job sheets
- Jewellery samples for machine made bangles and machine made chains, samples of different types of findings

4.3.1: Casting – “Lost Wax Process”

Explain



- Casting or Investment casting is also known as the lost wax process.
- This process is now being extensively used to make multiple jewellery pieces of the same design of very high precision in very less time.
- The process of Casting is as follows:
 - A design is sketched on paper.
 - Metal or wax master of that design is made.
 - Rubber mould of the design is made.
 - Rubber mould is cut and the masterpiece is removed.
 - Multiple pieces in wax as required are produced using the rubber mould by injecting wax into the mould.
 - Wax piece is removed from rubber mould once cooled.
 - Wax pieces are attached together to create a wax tree.
 - Wax trees are placed in flasks which are filled with a plaster like material called investment.
 - The flasks are placed in a furnace to burn out the wax leaving an empty impression of the design.
 - Molten metal is poured into the flasks wherein the molten metal fills the empty areas of the design.
 - Metal tree is created and the investment powder is washed away.
 - The metal pieces are cut and sent for cleaning, setting, polishing and final finish.

4.3.2: Machine Made Bangles

Explain



- Machine made bangles are a very popular segment in India today.
- The machines can be programmed with 100s of designs and can produce those designs in very little time.
- The machine creates various unique patterns and designs that are not easily created by hand especially with high level of precision.
- The finish on these bangles is superior to the hand-made bangles of the same kind.
- Bangles are sized by their inner diameter, which is a measure of the length of a straight line passing through the centre of the bangle.
- The unit of measurement is inches.
- So, when we say the bangle size is 2-5 (pronounced two five), it means the diameter of the bangle is 2 full inches plus 5 sections of the total 16 sections of the inch.

4.3.3: Machine Made Chains and Findings

Explain



- Machine made chains and findings are very popular in India.
- Length of a chain is always measured in inches.
- They are measured from one end of the chain to another.
- Jewellery findings are the 'mechanics' of a piece of jewellery.
- They are designed mainly for constructive purposes, such as linking, joining or attaching different components of a piece together.
- Except rings, every piece of jewellery needs findings to secure it.
- Different kinds of findings are:
 - Earrings = butterfly/scrolls with or without winding.
 - Chains = S hooks, jump ring, box clasp.
 - Bracelets = toggle clasps, lobster clasps, jump rings, S hooks

4.3.4: Electroplating and Electroforming

Explain



- Electroplating
 - Electroplating is a method used to put a gold coating onto a piece of jewellery.
 - It is a process of placing a jewellery item in a gold solution and passing an electrical current through the jewellery piece and the solution.
 - Typically, silver jewellery items or even other base metal items like copper are plated with gold to give it the appearance of gold.
 - Electroplated gold jewellery is often popularly sold as "one gram gold jewellery".
 - One gram gold" is supposed to contain a plating of a gram of gold over the non-precious metal item. It is very difficult to ascertain the actual amount of gold used for such items.
 - There is practically no resale value.
 - Electroplated gold is not considered as precious jewellery and is mainly retailed as "imitation jewellery" or "fashion jewellery".
- Electroforming
 - It is simply electroplating a complex, three-dimensional shape (called a mandrel, model, or pattern). In the case of jewellery design, the mandrel is plated with a thin layer of gold that follows the shape and surface details of the mandrel.
 - This mandrel is later removed to leave a hollow gold object—the piece of jewellery.
 - The operation is performed in an electroforming bath, which is essentially a modified electroplating bath, using specially formulated gold electrolytes (plating solutions).
 - The electroforming process is used extensively to make hollow gold idols.

4.3.5: Soldering

Explain



- Soldering is a joining process that is a part of the jewellery manufacture process.
- It should be performed by skilled goldsmiths at the workbench and in a mass production factory as well.
- In the process of soldering two or more precious metal items are joined together by melting and flowing a filler metal (solder) into the joint.
- Soldering differs from welding in that soldering does not involve melting the work pieces.
- Soldering of Gold
 - Jewellery comprises of various components that need to be soldered together.
 - In this process the filler metal has a lower melting point than the precious metal.
 - The traditional solders used for gold have been zinc, cadmium and nickel.
- Cadmium Based Soldering (KDM)
 - Cadmium has traditionally been used in jewellery solders as it melts well and lowers the melting range.
 - It is now known that there is a serious toxicity problem with cadmium.
 - On melting the solder, cadmium readily boils off and forms a vapour that reacts with air to form poisonous cadmium oxide fume.
 - Exposure to this fume can cause long-term health problems to workers in the jewellery industry including scrap refiners.
 - This includes damage to lungs, kidneys and blood.
 - Cadmium collects in the body so there are regulations in many countries limiting exposure to cadmium. "BIS standards do not permit usage of cadmium solders.

Field Visit



- Take students to visit a manufacturing unit that makes machine made bangles, chains and findings.
- Show students area where casting is done and the process of casting.
- Show the soldering process.

UNIT 4.4: Types of Finishes

Unit Objectives

At the end of this unit, students will be able to:

1. Identify various types of metal finishing in jewellery pieces

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank job sheets
- Jewellery samples having different finishes

4.4.1: Types of Finishes

Explain



- Finish may refer to the style of surface texturing on a piece of jewellery.
- Different types of finish include:
 - High Gloss/Satin Finish
 - The finish is achieved by way of buffing the metal, i.e. the piece of jewellery is rubbed on a high-speed lathe and by friction and heat generated.
 - Matte Finish
 - Matte finished jewellery tends to be favoured by modern, design-conscious and high fashion individuals.
 - This finish is achieved when the metal is not buffed.
 - Hammered Finish
 - It is a manually achieved texture in which metal is hammered repeatedly.
 - Diamond Cut Finish
 - Diamond finish usually has tiny reflective facets and then rhodium plated for added “sparkling effect”.
 - Engraving
 - Individual designs are engraved manually with steel engraving tools.
 - This technique allows a high degree of creativity from the craftsman.
 - Enamelling
 - It is a surface decoration technique in which a pigment of a vitreous nature composed usually of powdered potash and silica, bound with oil, coloured with metallic oxides are applied to gold.

Do



- Show jewellery samples having different finishes.

UNIT 4.5: Diversity in Indian Jewellery

Unit Objectives

At the end of this unit, students will be able to:

1. Identify region specific jewellery pieces
2. Identify jewellery pieces worn on different parts of the body

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank job sheets
- Jewellery samples from different regions of India, types of jewellery worn on different parts of the body

4.5.1: Regional Indian Jewellery

Explain



- North Indian jewellery
 - North Indian jewellery has a strong Mughal influence.
 - Heavy stonework and elaborate enamelling are two major features of North Indian Jewellery.
 - Kundan Jewellery is a product of Mughal influenced jewellery.
- South Indian jewellery
 - South Indian jewellery takes inspiration from nature and mythology.
 - It is distinct as compared to all other kinds of Indian jewellery because it has high level of symbolism and storytelling.
- East Indian jewellery
 - Very lightweight and intricate are features of East Indian jewellery.
- West Indian jewellery
 - A distinct feature of Maharashtrian jewellery is the usage of stamping technique and gold foil on lac beads and hollow gold beads.
 - Gujarati jewellery takes inspiration from nature and is chunky like tribal jewellery.
- Bridal jewellery from different parts of the country include mangalsutra, nath (nose ring) and toe rings other than cultural bridal jewellery.

Do



- Show jewellery samples from different regions of India.

4.5.2: Jewellery For Different Parts of The Body

Elaborate



- In India, there are different types of jewellery meant to be worn on different parts of the body:
 - Head Ornaments include:
 - Maang Tika (Origin North India)
 - Borla (Origin Rajasthan)
 - Suryakala/ Chandrakala (Origin South India)
 - Nethichutti (Origin South India)
 - Jhumar (Origin – North India)
 - Kalagi/ Shirpech/ Sarpech (Origin North India)
 - Veni (Origin – Maharashtra)
 - Jadanaagam (Origin – South India)
 - Ear Ornaments include:
 - Bala (Origin – North India)
 - Jhumaka
 - Kudajodi
 - Neck Ornaments include:
 - Hasli (Origin – Rajasthan)
 - Chokar/ Gulubandh
 - Haar
 - Mala
 - Wrist and Arm Ornaments include:
 - Bangdi
 - Gajara (Origin – Rajasthan)
 - Kada
 - Patlya (Origin – Maharashtra/Rajasthan)
 - Todas (Maharash tra)
 - Sutarala
 - Haathphool
 - Vaaki
 - Baajuband
 - Nose, Waist and Feet Ornaments include:
 - Nath (Origin – Maharashtra)
 - Nathni (Origin – Rajasthan)
 - Oodiyan
 - Kamarband
 - Anklet
 - Keychain

Do 

- Show jewellery samples for different parts of the body.

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Diversity in Indian Jewellery



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Indian Heritage & Crafts in Global Market 1



Click Here
Indian Heritage & Crafts in Global Market 2



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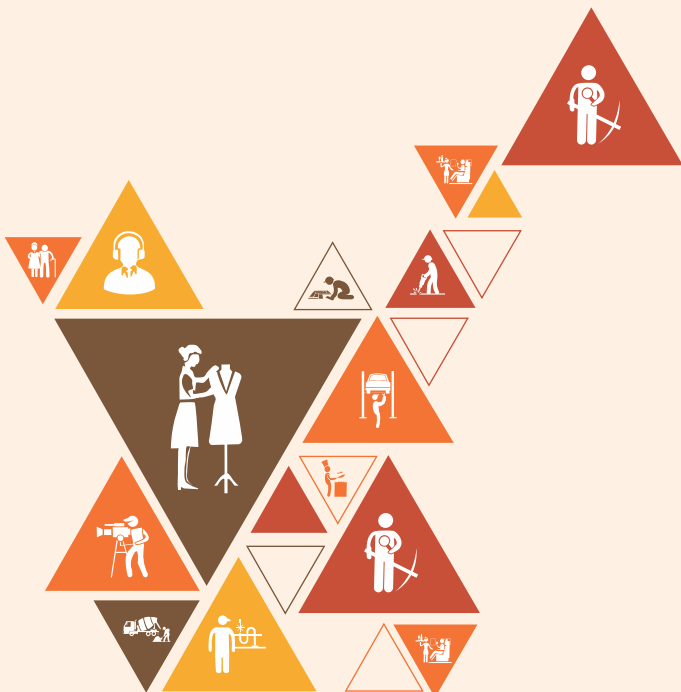


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5. Facilitate Customer Buying Decision at Multiple Counters

Unit 5.1 - Facilitate Customer on Counter

Unit 5.2 - Facilitate Billing Process



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Key Learning Outcomes

At the end of this module, students will be able to:

1. Understand essentials steps in selling process
2. Facilitate customer with excellent customer Service
3. Explain steps involved in billing procedure
4. Understand billing Process and explain steps involved in billing process

UNIT 5.1: Facilitate Customer on Counter

Unit Objectives

At the end of this unit, students will be able to:

1. Practice five essential steps of selling process
2. Know important basic steps of good customer service
3. Get an idea about do's and don'ts while making sale
4. Identify difference between bad, good and excellent customer service

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper

5.1.1: Essential Steps of Selling Process

Explain



- Pleasing the customer is the most important role of a JRSA.
- A sales process is a systematic approach to selling a product or service.
- The selling process involves a series of steps that may appear to be a straight-line process, but there is a lot of movement back and forth between the different steps that will ultimately lead to closing the deal.
- The selling process will vary by industry and personal preference, but remember the five essential steps.
- These will help you close more deals.
- The five essential steps are:
 - Step 1: The Meet and Greet
 - Step 2: Qualifying the Customer's Needs
 - Step 3: Presentation or Demonstration
 - Step 4: Overcoming Objections
 - Step 5: Closing

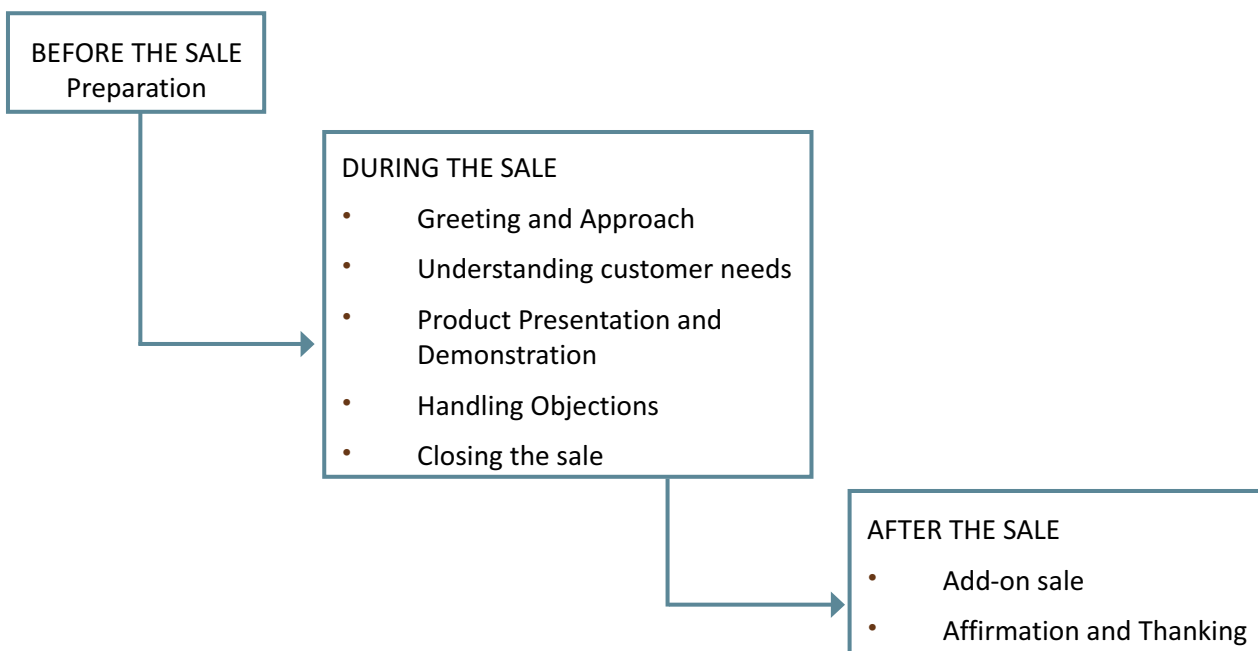


Fig. 5.1.1.1: Steps in Selling Process

5.1.2: Basic Steps in Good Customer Service

Explain



- Good service is when the customer thinks the treatment he received exceeds his expectations.
- Hence good service occurs when we give customers a little more than they expect.
- Some important steps to remember when making a sale:
 - Step 1: Greet the customer
 - Step 2: Ask questions to understand customer needs.
 - Step 3: Show relevant merchandise.
 - Step 4: Have excellent product knowledge.
 - Step 5: Close the sale when the customer begins to take interest in the sale presentation.
- When performed in a right way - a strong customer engagement strategy will cater brand growth and loyalty.

5.1.3: Do's and Don'ts While Making Sales

Explain



- In any process, there are certain steps or actions that you must do and certain steps that you must not.
- In the same way, the selling process has certain dos and don'ts that you must follow such as:
 - Do:
 - Be well groomed
 - Greet your customer
 - Offer help by saying, "May I help you?"
 - Ask questions to understand customer needs
 - Present your product
 - Have product knowledge
 - Give suggestions
 - Have service attitude
 - Don't:
 - Leave customer unattended
 - Use "Can I Help You?"
 - Show disinterest
 - Give dishonest suggestions

5.1.4: Difference Between Good, Bad and Excellent Service

Explain



- A customer enters a store with certain expectations like a good salesperson to attend to her, good quality product, and good customer handling service.
- What she receives and expects depends on the service of the store.
- Good service is when the customer thinks the treatment she received exceeds her expectations. Hence, good service occurs when we give customers a little more than they expect.
- Bad service is when customer perceives their treatment is less than their expectations.
- Excellent sale is when the salespeople enjoy giving customers more than what they expect, good service becomes excellent service.
 - Features of excellent service include:
 - Greet the customer.
 - Ask questions to know customer specification.
 - Display relevant merchandise.
 - Have excellent product knowledge.
 - Give suggestions.
 - Try to make added sale.
 - Make extra effort to please the customer.
 - Compliment the customer.
 - Give complimentary goodies.

Role Play



- Divide class into 4 teams.
- Ask 2 teams to act as JRSA's and 2 teams to act as customer.
- Ask teams to switch places.
- Ask students to note down gap areas and discuss the same with entire class.
- Trainer to note down gap areas observed and guide students accordingly.

UNIT 5.2: Facilitate Billing Process

Unit Objectives

At the end of this unit, students will be able to:

1. Describe billing process in detail
2. Identify JRSA's role in billing process
3. Create opportunity to make add on sale while completing billing process

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper

5.2.1: Billing Process

Explain



- Any sale ends only when the billing of the product is done.
- Therefore, billing is an important part of making a sale as well as an add-on sale.
- The end of any sale is the process of billing.
- In billing, the customer pays for the merchandise he/ she has bought and the cashier gives the customer a bill.
- A bill is a document which provides details of the product.
- The bill is an important document for store records.
- It is also important for the customer to keep track of his purchase, additionally it also ensures that no part of the sale goes unnoticed.
- Though process of billing is handled by the cashier, and may not be the primary job of a JRSA but you must know the process.
 - The bill will contain:
 - Name of the shop
 - Address and contact of the shop
 - Date of purchase
 - Order number (if applicable)
 - Serial number
 - Brief description of merchandise
 - Quantity of each merchandise
 - Price of each merchandise
 - Total price
 - Additional details (net weight, gross weight, stone weight)
 - Steps of billing process:
 - Step 1: Collect the products from the customer.
 - Step 2: Scan the barcodes.
 - Step 3: Ask the customer if they want to pay by cash or card.
 - Step 4: In case of cash, return the balance and in case of card, return the card by acknowledging the customer.
 - Step 5: Tell the customer about offers and promotions.
 - Step 6: Hand over the products and the bill.
 - Always make sure a customer gets a bill against his purchase.



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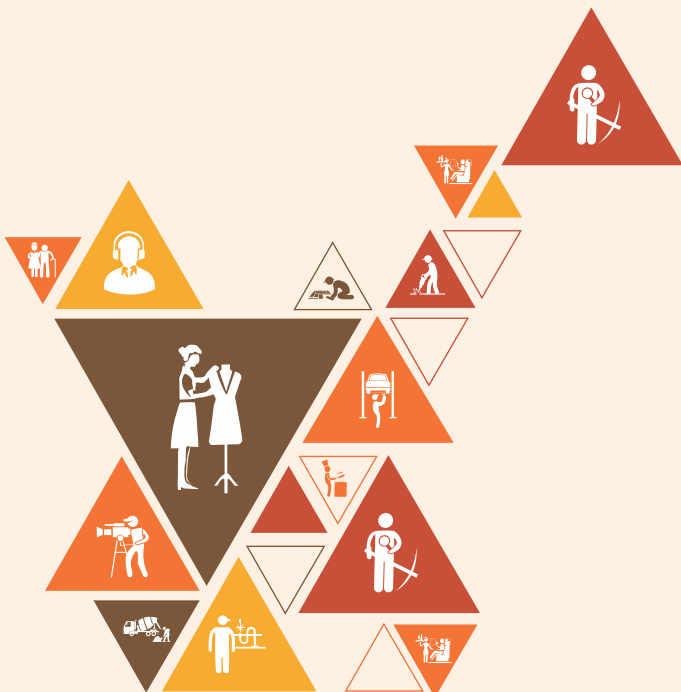


6. Manage Stock of Products at Multiple Counters and Ensure Product Safety

Unit 6.1 - Stock Management at Counter

Unit 6.2 - Product Safety

Unit 6.3 - Inventory Shrinkage Due to Shoplifting



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Key Learning Outcomes

At the end of this module, students will be able to:

1. Know importance of stock taking
2. Get familiar with process of stock taking
3. Understand how to manage stock at counter
4. Understand process of ordering new supply
5. Understand the ways of keeping products safe

UNIT 6.1: Stock Management at Counter

Unit Objectives

At the end of this unit, students will be able to:

1. Understand importance of stock taking
2. Describe JRSA role in stock taking
3. Understand how to maintain adequate stock at counter
4. Analyse how much stock is required
5. Know procedure for ordering new supply

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper

6.1.1: Stock Taking

Elaborate



- Stock taking is important as it helps us to understand the trend in sales, the amount of merchandise either sold, damaged or missing.
- Stock taking is a process of physically verifying the count of the merchandise in the store.
- It tells us which product sells the most amongst customers, so that the same can be re-ordered.
- Counting helps in revealing shoplifting / misplaced product.
- Basically, it helps us track merchandise.

6.1.2: Process of Stock Taking

Explain



- The process of stock taking has many small steps within which include:
 - Store receives merchandise from the vendors/ workshops.
 - Received stock is manually counted or scanned and the count of different merchandise is updated on the computer system of the store.
 - Merchandise is moved to the shop floor for display and sale.
 - JRSA must count the merchandise in his/her section and update the numbers in the stock keeping register.
 - The count written by the JRSA is then signed by the manager.
 - When any merchandise is billed, the JRSA scans the barcode and the computer automatically reduces the count of the corresponding merchandise from the system.
 - Daily count is matched with the number on the system.
 - Physical count and system count should match each other.
 - In case of any mismatch, recount the merchandise, search for the missing merchandise.
 - Inform the manager about this mismatch in the count.
 - If the merchandise is not to be found and is not billed according to the system, then the merchandise has either been misplaced or there has been an administrative error or shoplifting and it is a loss to the store.

6.1.3: Stock Management at Counter

Explain



- Ensure that there is no shortage of stock at the counter always.
- Ensure that there is no over stocking of products as well.
 - Any over stocking in the name of customer wanting to see more designs is a common misconception in the minds of the sales people
- Ensure that excess stocks are not kept at the counter but taken out and returned to the stores, because these are high value product.
- Reduce slow moving stock by focusing on their sales, offering discounts (after taking approval from senior or as per company policy) or returning back to the supply department.
- During the course of daily display to customers, it is possible that they might get damaged or bent out of shape.
 - Ensure that these are immediately repaired and made saleable.
- In case JRSA sells a customized product and promises customer that the product will be available at a future date to the customer, it is JRSA's responsibility to get the product delivered to the customer on the promised date and time.
- In the unlikely case that the customised order is delayed, JRSA must keep the customer informed in advance.
 - Do not spring a surprise on the due date when the customer has come to the store to pick up the piece.
 - She will be utterly disappointed and is unlikely to come back to the store again.

6.1.4: Order New Supply of Stock

Explain



- Customers are never tired of wanting to see choices of all kinds, therefore, for most JRSAs, stocks are never enough.
- Today due to high inventory costs, inventory optimisation is the key.
- The study of how much stock to keep (width and depth) is a job in itself.
- Follow these steps to determine the right merchandise:
 - Determine the customer profile to decide on the type of stock to be ordered.
 - Analyse the sales pattern of the past and anticipate the future sales pattern.
 - Factor in occasions like Diwali, Akshaya Tritiya and other traditionally high season for jewellery purchase.
 - Keep a close eye on the movement of stock to identify the optimum size of the stock.
 - Analyse stock in hand.
 - Identify gaps in the merchandise.
 - Identify the stocks that needs to be ordered periodically
 - Ensure fast moving stocks are always available by ordering them adequately.
 - Ensure that entry price, mid-price and high end products appropriate to the customer needs are available in adequate quantities.
 - Decide the stock to be ordered based on demand and sales.
 - Place order for stocks with the appropriate inventory person giving full details.
 - All companies have their own policy and procedures to place an order for products hence follow the same.
 - For customized order, provide exact product specification as per customer's requirement in specific format to Supply/Inventory Department and ask for delivery date.
 - At the time of peak period such as festival time, analyse the stock to be ordered well in advance.
 - Calculate the time required for dispatch on new orders and place the order promptly.

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UNIT 6.2: Product Safety

Unit Objectives

At the end of this unit, students will be able to:

1. Understand importance of product safety
2. Understand how to be vigilant
3. Understand how to maintain adequate stock at counter
4. Understand importance of safety equipment
5. Know inventory shrinkage due to shoplifting

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper

6.2.1: Safety of Product

Say

- Like stock management, the safety of product is also important since it helps us to understand the value of the precious items and importance of keeping them safe.

6.2.2: Keeping Product Safe

Explain



- A JRSA should know the following things to keep the product safe:
 - Be vigilant and note the feature of customers.
 - Display limited jewellery pieces.
 - Properly lock Jewellery display cases.
 - Attend only one customer at a time.
 - Ensure the products are properly tagged and labelled.
 - Ensure all the safety equipment like CCTV are operational.
 - Do not leave products unattended.
 - In case of suspicion, contact supervisor immediately.

UNIT 6.3: Inventory Shrinkage Due to Shoplifting

Unit Objectives

At the end of this unit, students will be able to:

1. Identify shoplifting
2. Understand shoplifter's profile
3. Recognize their role in preventing shoplifting
4. Know about steps to be followed once they have caught the shoplifter

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper

6.3.1: What is Shoplifting

Say



- Inventory loss due to criminal activity like shoplifting is a concern for jewellers.
- A JRSA can play an active part in reducing shoplifting by being alert and quick to respond.

Explain



- Shoplifting is a crime.
- It is when someone steals merchandise offered for sale in a retail store.
- Shoplifting most often occurs by concealing merchandise in a purse, pocket or bag, though it is done by a variety of methods.
- Shoplifting is a cause of great loss to the retailer. It should be prevented by all accounts.
- Important to note, shoplifters don't look a typical way, hence watch out and stay alert always.
- Use your presence of mind to stop and report such activities.

6.3.2: Shoplifter's Profile

Explain



- The different shoplifter profiles are:
 - Amateurs:
 - Amateur shoplifters also can be highly skilled, and some steal almost every day, but don't do it to make a living
 - Professionals:
 - People who make their living by stealing from retail stores.
 - Professional shoplifters often are highly skilled and even organized in gangs.
 - The crude professionals sometimes use force and fear much like gang intimidation and often commit grab-and-run thefts.
 - Juveniles:
 - Young persons who may be misled and do not know better .
 - For Example: Teenagers are often misled towards shoplifting.
 - Kleptomaniacs:
 - They are mentally ill individuals who may be compulsively shop lifting, and need help and treatment to overcome this problem.

6.3.3: Methods Adopted by Shoplifters

Explain



- Merchandise is concealed in boxes, bags or purses.
- Merchandise is concealed in clothing.
- Professionals may wear garments fitted with large pockets or hooks.
- Oversized garments may be worn to afford easy concealment.
- Some thieves grab items and run out of the store.
- They may also attempt to hold up customers and sales staff inside the store by displaying a pistol/weapons and make away with articles/cash.

6.3.4: Indication of Potential Shoplifters

Tips



- Tips to identify shoplifters:
 - People wearing overcoats out of season or raincoats on a clear day.
 - People carrying boxes, bags, or umbrellas which could be used to conceal merchandise.
 - Nervous-looking people who are constantly touching the backs of their heads, tugging at sleeves, or adjusting socks.
 - Exceptionally fussy people who cannot seem to make up their minds about a purchase, or do not appear interested in purchasing an article that they have been examining.
 - People who walk around and all the while keep one hand in a pocket.
 - People who come back to the same area of the store several times.
 - People who are busy looking around, rather than at merchandise.
 - People who appear nervous.
 - People who walk into stockrooms or behind counters and have no business in such places.
 - Men who carry shopping bags.

6.3.5: Methods of Preventing Shoplifting

Tips



- Use video surveillance cameras to track the events happening inside the store.
- Train JRSA to spot shoplifters and teach the action to be taken to prevent the loss of merchandise.
- Offer incentive programs to encourage interest and participation in loss prevention.

Elaborate



- As a JRSA most of the time it will be you who will be responsible for catching a shoplifter.
- The customer sales associate should attempt to keep the situation as quiet as possible, without disturbing other shoppers.
- The shoplifter may attempt to run, may assault the employee, or may even pull out a weapon.
- The training of the security staff is the key to ensure proper action in accordance with developing circumstances.
- When guards are posted at or near exits, they should assist in apprehensions if requested.
- Normally, the suspect will come along quietly when asked.
- A retailer may make a choice at this stage to call in the local police and press further charges.



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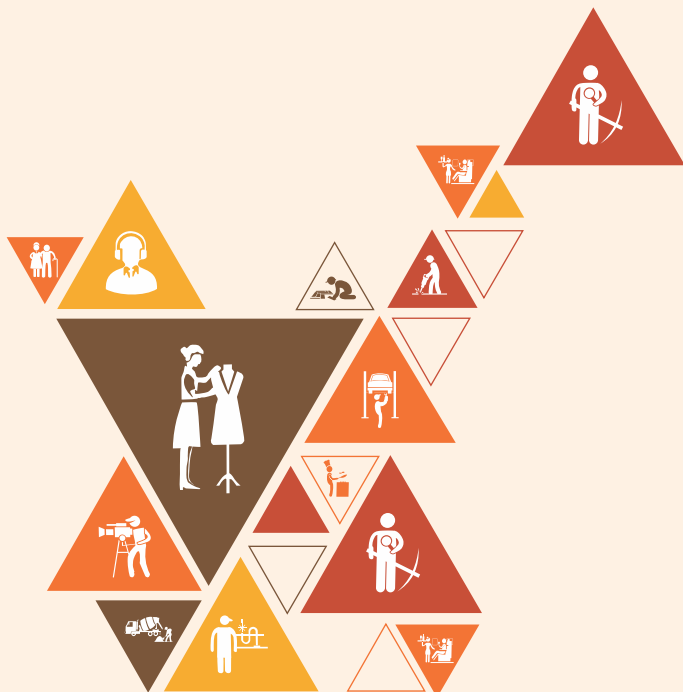


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7. Coordinate with Other Departments

Unit 7.1 - Jewellery Retail Sales Associate's Role in Coordinating with Various Departments



G&J/N6805

Key Learning Outcomes

At the end of this module, students will be able to:

1. Explain the importance of coordination
2. Explain Jewellery Retail Sales Associate's role in coordinating with other departments

UNIT 7.1: Jewellery Retail Sales Associate's Role in Coordinating With Other Departments

Unit Objectives

At the end of this unit, students will be able to:

1. Understand the need of coordination
2. Know how to coordinate with other Departments

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper

7.1.1: Importance of Coordination

Elaborate



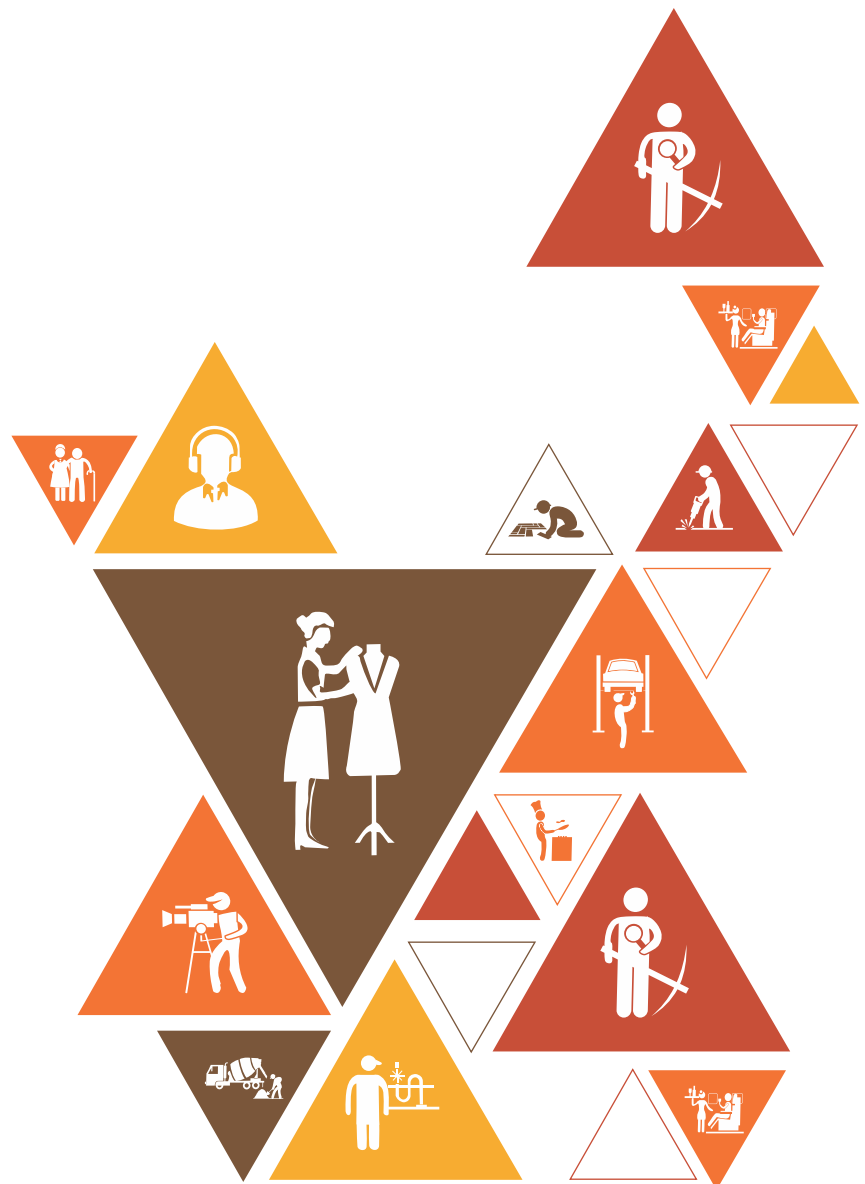
- Coordination with other departments in the organization is one of the important role in Jewellery Retail Sales Associate's profile.
- Communication with other departments is important as it helps to run operations at the counter smoothly and ensures to give prompt service to customers.
- Successful coordination with other departments in the organization helps Jewellery Retail Sales Associate to:
 - Perform well and achieve targets
 - Keep counter well stocked as per market trends
 - Provide excellent service to customer
 - Adhere to organisation's policies and procedures
 - Build a strong team

7.1.2: JRSA's Role in Coordinating with Other Departments

Elaborate



- While performing his/her duties at counter as JRSA, he/she must coordinate with departments like:
 - Coordinate with Manager:
 - To ask for his guidance in case of any doubts or problems
 - To update him sales on daily basis
 - To report inventory movement
 - To inform about fast and slow moving products
 - To inform about stock replenishment
 - Coordinate with Inventory Controller to:
 - Replenish stock
 - Value old-gold jewellery for exchange as received from customers
 - Inform about any loss of goods
 - Update about sales pattern at counter
 - Update about design trend in market
 - Coordinate with Factory to:
 - Track the status of the customized jewellery order
 - Coordinate with Cashier:
 - Provide details on billing and cash collection
 - Tally cash with billing in case of discrepancies
 - Enable customer to complete the sales process in short time
 - Coordinate with Goldsmith(repairs):
 - Provide details of repair to be done on the jewellery
 - Provide return schedule to customer
 - Communicate the value and anticipated charges to customer
 - Coordinate with Housekeeping Personnel:
 - Arrange refreshments for customer
 - Maintain clean work environment



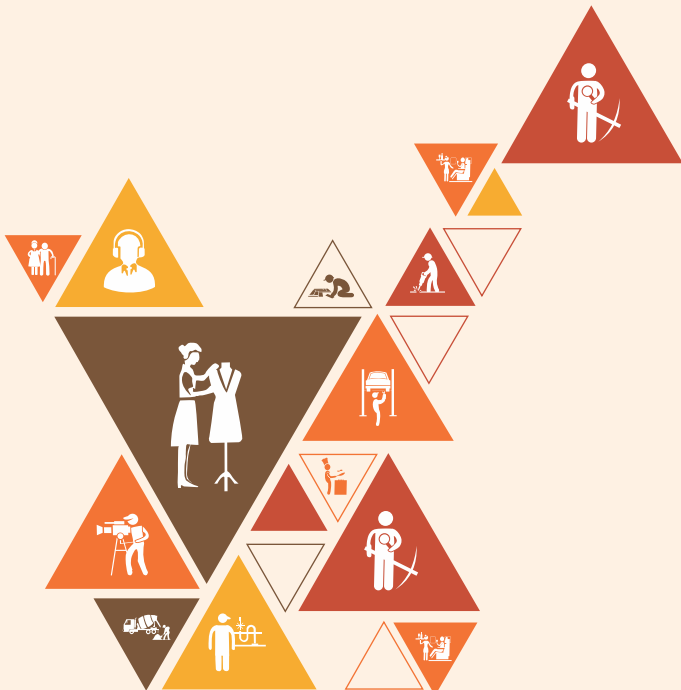


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8. Create Professional Image of Self and Organization

Unit 8.1 - Creating Professional Image of Organization
Unit 8.2 - Creating Professional Image of Self



G&J/N6806

Key Learning Outcomes

At the end of this module, students will be able to:

1. Create professional image of themselves
2. Create organization's professional image
3. Identify the importance of creating self and professional image

UNIT 8.1: Creating Professional Image of Organization

Unit Objectives

At the end of this unit, students will be able to:

1. Recognize the value of creating image of their organization
2. Identify methods to display products at counter
3. Describe their role as JRSA in creating the professional image of their organization

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper

8.1.1: Displaying Products at The Counter

Say

- Keep the counter very clean.
- Highlight best products at eye level.
- Clean the jewellery display tray regularly.
- Clean accessories on which jewellery is displayed regularly.
- Always use hand gloves while displaying jewellery.
- Keep the jewellery clean without any stains and without any damage.
- Tag and label the products with all relevant information.
- Display the products appealingly.

8.1.2: Cleanliness in The Retail Area

Say

- Cleanliness is a significant aspect of the consumer experience.
- A customer is highly influenced by the cleanliness and neatness of any store and is willing to spend more time in such places.
- Cleanliness of a store increases the frequency of shopping and affects the whole shopping process.
- When applying housekeeping procedures to your counter area, five key points must be considered:
 - Clean
 - Safe
 - Uncluttered
 - Well organized
 - Customer friendly
- Keeping these five key points in mind always will ensure that your counter area contributes to the overall professional and positive image that your store presents.
- Maintaining the work area in a tidy, clean and safe way reflects a positive store image and helps create an environment that is pleasant for all customers and conducive to sales.
- Coordinate with housekeeping personnel of stores to keep your counter area and surrounding clean all the time.

8.1.3: Sexual Harassment Policy

Explain



- With the increase in the crime rates and harassment of women, most organizations have both verbal and written policies on how women should be treated and what constitutes harassment.
- Jewellery industry is one such industry, where most front-end sales staff are often women as the industry caters mainly to women customer.
- Similarly, the space available behind the counter is often very small.
- Hence, extra care must be taken to ensure that women should not feel that they have been harassed.
- Taking photographs of women without their approval is also a form of harassment.
- Instances of women customers filing complaints of unauthorized photography have increased significantly in the recent past.

UNIT 8.2: Creating Professional Image of Self

Unit Objectives

At the end of this unit, students will be able to:

1. Understand the value of creating self-image on professional level
2. Understand how to maintain personal hygiene and cleanliness
3. Describe their role in creating a professional image

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper

8.2.1: Personal Hygiene

Elaborate



- Creating professional image for self is very important.
- Appearances count a lot for creating first impression on customers.
- Personal grooming should not be avoided.
- Being always presentable shows confidence, trustworthiness, and approachability as it creates a path for success.
- Personal Hygiene Practices Individual staff presentation can make a major contribution to the overall image that a store conveys to customers.
- It is therefore important that all staff members dress and present themselves in a way that complies with employer dress standards.
- Standards change from store to store.
- Some issue uniforms, others set dress codes, some require staff to wear merchandise that is currently available and some have no policy at all.
- Making sure that you are clean and neat always ensures that you are communicating a positive image.
- One's image is created by not only what is worn, but how it is worn.
- All clothing should be clean and ironed. Shoes should be clean and make-up and accessories should be appropriate.
- The image presented must be that of a professional: clean, tidy and ready to serve the customer.
- Jewellery Retail Sales Associate should ensure that:
 - Hands and fingernails are clean
 - Hair is clean and brushed
 - Teeth are clean and use breath freshener if necessary
 - "Deodorant is worn
 - Face is clean
 - Gloves are worn while displaying jewellery
 - Hair is tied back or put in a net
- For female Jewellery Retail Sales Associate, make-up should be light and natural looking.

8.2.2: Establish Rapport with Customers

Elaborate



- Be courteous
- Be a pleasing personality
- Use a proper way of communication with the customers
- Be prompt in your responses
- Give accurate information to the customers related to their queries about any jewellery product



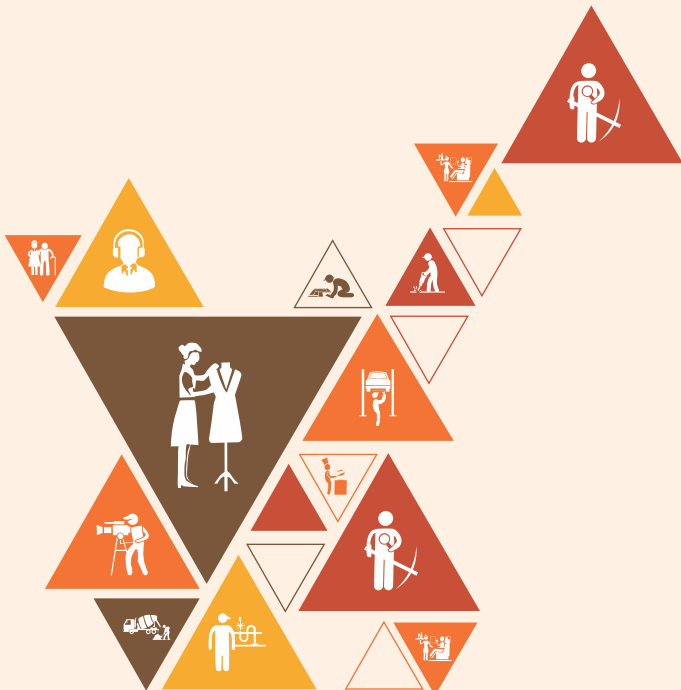


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9. Maintain Health and Safety at Workplace

- Unit 9.1 - Understand Potential Sources of Accidents
- Unit 9.2 - Understand Safety Signs and Appropriate Requirements to Be Safe
- Unit 9.3 - Understand Ergonomics or Bad Posture of Body
- Unit 9.4 - Fire Safety Rules
- Unit 9.5 - Understand How to Deal with Emergency Situations



G&J/N9902

Key Learning Outcomes

At the end of this module, students will be able to:

1. Understand safety procedures.
2. Identify potential work hazards.
3. Handle an emergency situation at work.
4. Conduct CPR in an emergency situation.
5. Identify type of fire.
6. Identify the right fire extinguisher for different types of fires.
7. Use a fire extinguisher.
8. Realize the importance of complying with company safety rules and regulations.

UNIT 9.1: Understand Potential Sources of Accidents

Unit Objectives



At the end of this unit, students will be able to:

1. Identify the potential sources of accidents at their work place
2. Identify types of potential accidents
3. Prepare themselves to avoid the potential accident
4. Identify rectification measures for avoiding the potential accidents

Resources to be Used



- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper

9.1.1: Understand Potential Sources of Accidents

Elaborate



- Accidents or hazards mean an incident involving loss of life inside or outside the workplace, suffering injuries internally and/or externally, or release of toxic chemical or explosion or fire, or spilling of hazardous chemical resulting in 'on-site' or 'off-site' emergencies or damage to equipment's leading to stoppage of process or adverse effects to the environment.
- Accidents or hazards usually occur due to:
 - Faulty equipment
 - Improper working conditions
 - Faulty inspection or repairing an equipment or tool without the proper instructions
 - Irregular maintenance of equipment and tools
 - Repairing of faulty equipment by someone who is not qualified to repair
 - Lack of concentration or bringing personal tensions to work
 - Unsafe practices such as plugging wires directly into sockets without a plug
 - Not reading voltage instructions for imported equipment
 - Improper or insufficient safety training
 - Smoking in non-smoking zones
 - Storage of chemicals near heat emitting machines
 - Improper storage of chemicals
 - Improper work clothing or lack of protective gears
 - Exposed wires or wires bitten by rats or other animals
 - Wires with bad insulation
 - Improper electric connections
 - Using wrong tools and equipment in wrong place or plugging into wrong socket
 - Using too many wires in one spike guard or electric socket
 - Bad housekeeping which includes wet floors, sweeping not done, papers thrown on floor, dustbins not covered or emptied
 - Tools and equipment not stored properly after day's work
 - Not unplugging tools and equipment after day's work or during breaks
 - Leaving main switch on of tools and equipment after day's work
 - Non-reporting of hazards to supervisor or ignoring potential dangers

Field Visit



- Take students on a tour of their company or work department.
- Ask them to identify potential sources of accidents such as live wires, faulty equipment, chemicals stored incorrectly etc.

Example 



Fig 9.1.1.1: Example of a Potential Accident Area



Fig 9.1.1.2: Example of a Potential Accident Area

UNIT 9.2: Understand Safety Signs and Appropriate Requirements to be Safe

Unit Objectives



At the end of this unit, students will be able to:

1. Identify safety signs at their work place
2. Act in time of emergency situations based on the safety signs and appropriate requirements
3. Identify safety gears that need to be used or worn while working and use it
4. Identify various types of safety signs
5. Refer to safety instructions to avoid any potential accidents
6. Understand importance of cleanliness of their work place

Resources to be Used



- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Various safety signs used in factories
- Blank sheets of paper

9.2.1: Understanding Safety Signs

Elaborate

- The meaning and importance of different safety signs.
- To reduce risk of electric shock, always unplug tools and equipment after use.
- Always unplug tool and equipment before changing parts or servicing.
- Do not service tools and equipment if not trained to do so.
- A clean place is a safe place.
- Wear safety gear always such as eye goggles, gloves, apron, face masks, dust masks etc.
- Wash body part or eyes thoroughly with plenty of water if chemical spills on body or if chemical goes into the eyes.
- Use only known medicines, one should not act as a doctor unless trained in first aid.
- In an emergency situation, do not run, only walk to avoid hurting yourself and others.
- Use the stairs in an emergency and not the elevator.
- Know the routes to the emergency exits and flow the safety floor plan of your company.
- Do not rush back into an area which is dangerous for picking up your bag, leave it and exit as directed.
- Follow the evacuation steps provided by your company.

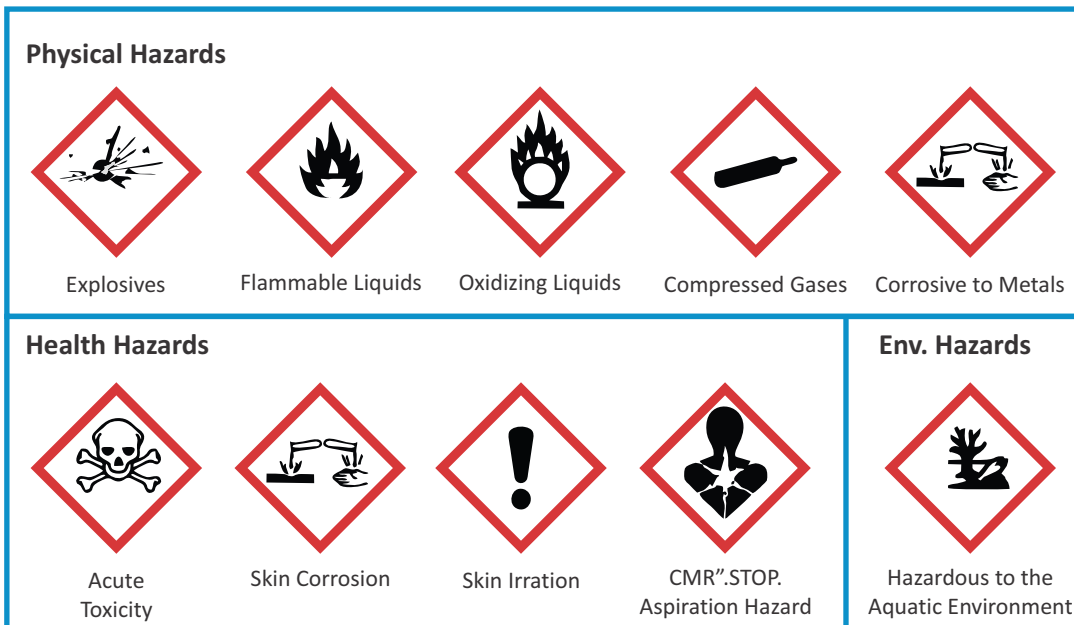


Fig 9.2.1.1: Safety Signs

Field Visit

- Take students on a tour of their company or work department.
- Ask them to identify safety signs and ask them to list the meaning of it.

9.2.2: Safety First

Elaborate



- It is important to wear safety gear while working with tools and equipment.
- Safety gear includes eye goggles, gloves, apron, face mask, dust mask etc.
- Check the voltage instructions before using equipment and tools that are imported to avoid short circuit.
- Follow housekeeping rules such as keeping the work place and work bench clean, unplugging electrical equipment and tools before going on breaks and after finishing the day's work.
- Use the right plug with the right pin for example if the equipment has been imported from the US, then the plug type will be different, do not use the Indian round plug point with this equipment, get a convertor.
- Circuits and spike guards should not be overloaded than its capacity.
- Check for wires that are running near areas where there is water or other chemicals that may cause a short circuit or potential fire.
- Check for wires that are twisted or the outer layer is torn making the inner wires visible.
- Wipe your hands dry before using any electric equipment or tool.
- Avoid wearing any metal jewellery as they can cause you to get a shock if there is a short circuit in an electric tool or equipment.
- Do not try to be a hero and try to contain the situation all by yourself.
- Work in teams to combat emergency situations.

Field Visit



- Take students on a tour of their company or work department.
- Ask them to identify the safety gears that are used in their company.
- Ask them to check their workplace and identify any areas that may be a threat to them in terms of safety.

UNIT 9.3: Understand Ergonomics or Bad Posture of Body

Unit Objectives

At the end of this unit, students will be able to:

1. Identify the right body postures that will not affect their health
2. Learn to relax their body and not put strain on it while working
3. Identify right body postures while working with certain tools and equipment
4. Understand the need for right body posture
5. Identify areas where they constantly have pain during work
6. Understand importance of ergonomics and its effects on their health

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- Blank sheets of paper

9.3.1: Understand Ergonomics or Bad Posture of Body

Demonstrate

- Method to hold soldering pen or heat pen correctly to avoid strain on the shoulders.
- Correct and incorrect working postures for example: back bent, neck in the front, computer not at eye level, chair not having a proper back rest, high desk and low chair etc.

Say

- If there is constant pain in one area of the neck or head, one should get themselves checked by an orthopaedic.
- The wrong body postures can create health problems such as stiff necks, pain in the entire body, stiff shoulders, cervical spondylosis and many other problems.
- Drink a lot of water to keep yourself hydrated.
- If one is using the washroom often and is drinking a lot of water, then he/ she needs to check for any swelling of legs which could be the result of sitting in a wrong posture for a long time.

Do

- Show some easy stretching exercises to relax the muscles that can be done sitting on the chair.

UNIT 9.4: Fire Safety Rules

Unit Objectives

At the end of this unit, students will be able to:

1. Identify the different types of fire
2. Identify the causes of fire
3. Identify right type of fire extinguisher and use it on different types of fire
4. Read if the fire extinguisher is refilled or not
5. Understand basic firefighting concepts
6. Know what to do if they are trapped in a fire situation

Resources to be Used

- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- All types of fire extinguishers
- Towels, water, fire blankets
- Blank sheets of paper

9.4.1: Fire Safety Rules

Explain



- The different types, classes and symbols for fire that can occur in a factory or company.
- The fire safety rules that applies in general and specific to the company the students represent.
- The fire extinguisher codes and what type of fire are they used for.
- The importance of installation date, date of refilling and next due date mentioned on a fire extinguisher.
- RACE – Rescue, Alarm, Contain, Extinguish; basic concepts of firefighting upon discovery of fire or smoke.
- Stairs should be used during a fire rather than the elevator as the stairs are a safer option.
- The other materials that can be used if one is trapped in a fire such as towels or cloth soaked in water and placed on the edge of the door, placing a soaked napkin or cloth over the nose and mouth, lie low to avoid the smoke, torch and use of fire blankets.
- Things that should be avoided during a fire such as switching on the lights, using water on an electrical fire, running, blocking an exit, carrying bags or purses, hiding below wooden benches or near electrical areas.

Demonstrate



- How to raise a fire alarm using a sample fire alarm.
- How to use a soaked towel on the edge of the door and on oneself.
- How to lie low in a fire situation to avoid breathing the fumes.

Do



- Ask students to go through their company's fire evacuation plan.
- Fire drill with the company codes for fire response.

9.4.2: Using the Fire Extinguisher

Demonstrate

- How to hold a fire extinguisher using the PASS method – Pull, Aim, Squeeze, Sweep

Do

- Ask students for the fire emergency numbers that they are aware of.

Lab

- Ask students to demonstrate how to use a fire extinguisher individually.
- Give a fire type and ask students to give the type of extinguisher that needs to be used.

UNIT 9.5: Understand How to Deal with Emergency Situations

Unit Objectives



At the end of this unit, students will be able to:

1. Identify the different types of emergency
2. Perform CPR
3. Use the first aid kit
4. Check the health of a person who has collapsed and follow the basic steps before medical help arrives
5. Contact the emergency numbers in India
6. Identify solutions to avoid similar emergencies in the future

Resources to be Used



- Whiteboard, whiteboard markers, notepads, pens
- LCD Projector attached to computer or laptop
- First aid kit
- CPR kit
- Blank sheets of paper

9.5.1: Emergency Situations

Explain



- Different types of emergency situations that can occur such as:
- Fire or smoke: Is it fire or is it smoke, evaluate situation before taking next step.
- Evacuation: Earthquakes, building unstable are evacuation situations.
- Bomb threat: A bomb threat needs to be dealt by the police, do not try to be a hero, suspect any unknown objects that are not part of the daily work requirements.
- External emergency: Riots are the most common type of external emergency, always check with the local police station if it is safe to go outside, if it is not safe, stay within the company premises after keeping all the valuables in the safe.
- Internal emergency: Any fight between colleagues leading to a fist fight will come under internal emergency.
- Personal threat: Any person who is holding others as hostage with the aid of a weapon will be considered as a personal threat. Do not try to be a hero and disarm the assailant as this may result in injury or death to oneself or others.
- Medical emergency: If a person has collapsed or has had a heart attack, take necessary steps to ensure that medical help is on its way, don't try to move the person as this may result in complications, do not try to play doctor unless you have been trained to do CPR or first aid. Do not try to give medicines as you may never know what allergic complications may take place.

9.5.2: Dealing with Emergency Situations

Steps – Basic First Aid



STEP 1: Evaluate situation



STEP 2: Call for help



STEP 3: Care for the person



STEP 4: Check response

Fig 9.5.2.1: Basic first aid

Tips

- Always participate in emergency drills organized by your company, you may never know when the knowledge will come in use.
- Ask company for a live demonstration of first aid administration.
- Check with company the contents of the first aid box and where it is kept.
- Always report an incident to your supervisor or others, rather than hiding it.

Steps – Basic CPR

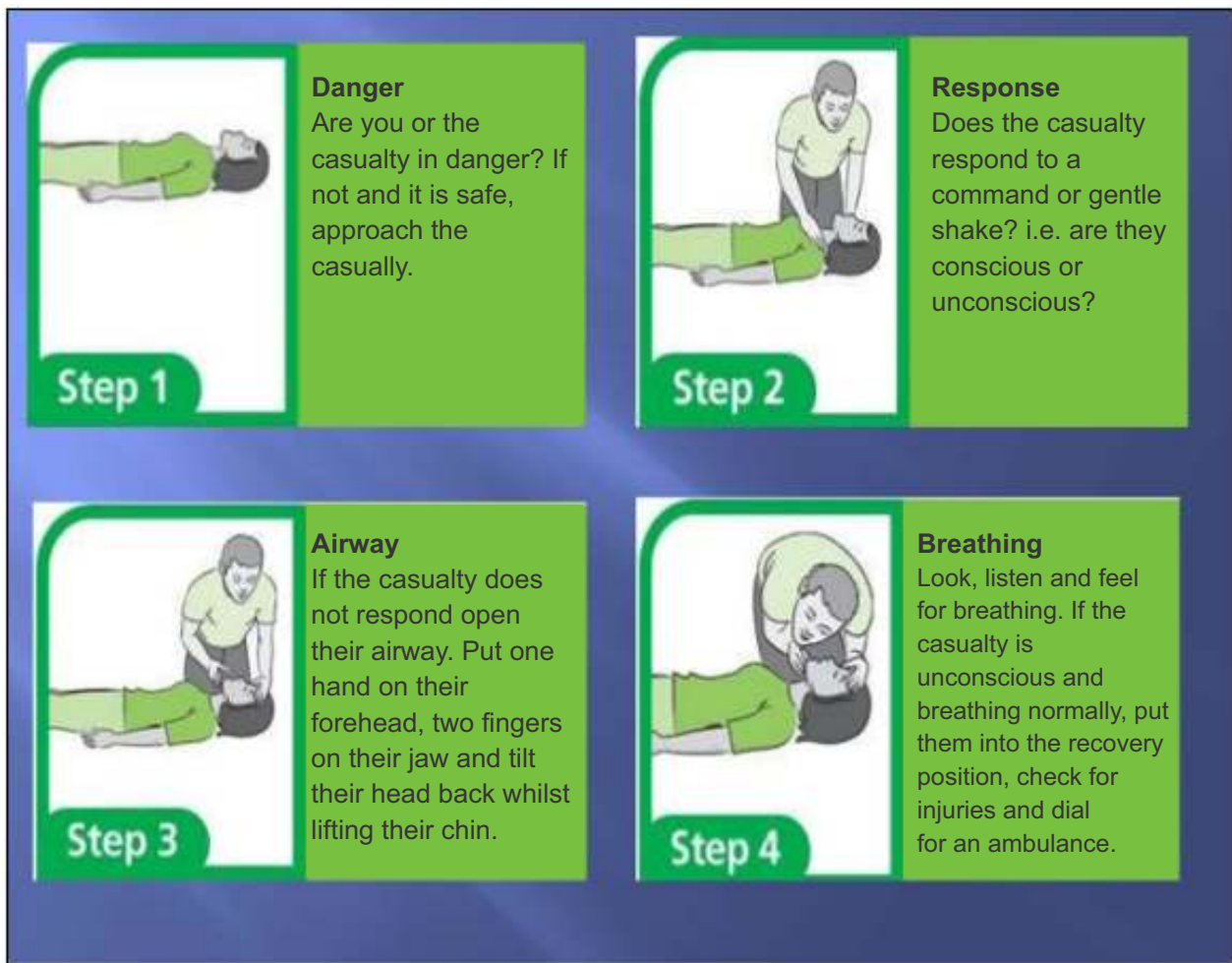


Fig 9.5.2.2: Basic CPR

Role Play

- Ask 4 students to volunteer for the role play of CPR.
- 2 students will act as the patient and 2 students will follow the basic first aid and the basic CPR steps.

9.5.3: Solving the Issue

Explain

- How to solve the emergency issues to avoid the same in the future.



Fig 9.5.3.1: Solving the Issue



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GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP



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Transforming the skill landscape

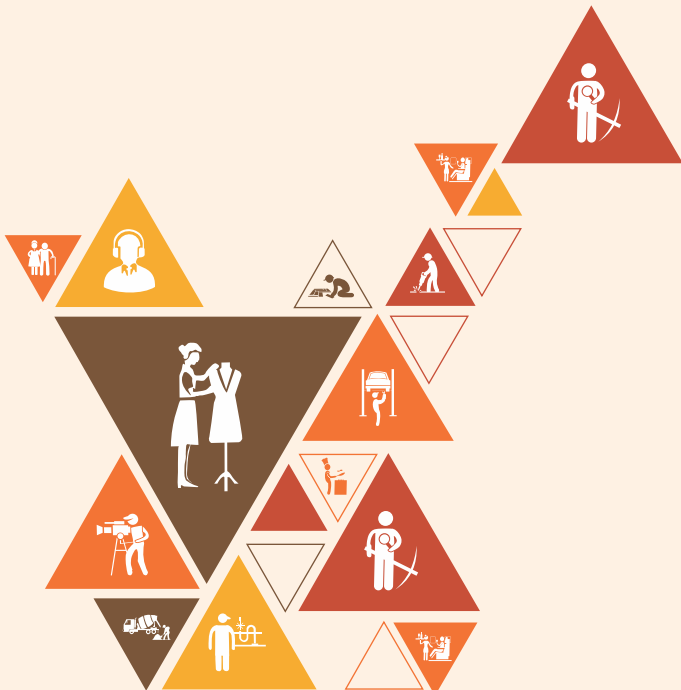


Gem & Jewellery Skill Council of India

10. Annexures

Annexure I – Training Delivery Plan

Annexure II – Assessment Criteria



Annexure I

Training Delivery Plan

Training Delivery Plan			
Program Name:	Jewellery Retail Sales Associate		
Qualification Pack Name & Ref. ID	G&J/Q6802, v3.0		
Version No.	3.0	Version Update Date	N.A
Pre-requisites to Training (if any)	Minimum 12th standard Passed		
Training Outcomes	<p>By the end of this program, the participants will be able to:</p> <ol style="list-style-type: none"> 1. Engage the customers at the retail counter: Introducing trainee to jewellery industry retail formats, welcoming and assisting customers stepping into the store, handling and engaging customer queries during sales process. 2. Explain to customers about jewellery product offerings: Introducing customers to the wide variety of jewellery product offerings available at the store in terms of origin, making techniques, product categories, different metals, gemstones used and their characteristics. 3. Facilitate customer buying decision at multiple counters: Introducing customers to savings schemes available at the store, addressing product related queries, up-selling wherever possible and helping customers take a decision which helps to close a sale. 4. Manage stock of products at multiple counters and ensure product safety: Managing stock of goods at the sales counter and having good knowledge of stock control and replenishment system. 5. Coordinate with other departments: Interacting and coordinating with the personnel of the other departments in the retail store. 6. Create professional image of self and organization: Creating clean and safe retail environment for good sales experience to customers. 7. Maintain health and safety at workplace: Maintaining a healthy and safe environment for smooth functioning of activities at workplace. 		

Sl. No	Module Name	Session Name	Session Objectives	NOS Reference	Methodology	Training Tools/Aids	Duration
1	Introduction	Icebreaker	<ul style="list-style-type: none"> • Introduce each other • Build rapport with fellow students and the trainer • Induce students to take part in group activities • Create team building exercises for upcoming modules • Understand the students level of knowledge and skill 	NA	<ul style="list-style-type: none"> • Interactive session 	<ul style="list-style-type: none"> • Whiteboard, whiteboard markers, notepads, pens, loose blank paper sheets, permanent marker, safety pins, scissors, 30 blank paper sheets 4 x 2 inches 	0.50 hour
2	Introduction	History of Indian Jewellery	<ul style="list-style-type: none"> • Understand evolution of jewellery in India • Describe how symbolism is used in Indian Traditional Jewellery 	G&J/N6801 - KB3	<ul style="list-style-type: none"> • Powerpoint presentation • Facilitator led discussion • Interactive session 	<ul style="list-style-type: none"> • Whiteboard, whiteboard markers, notepads, pens, • Computer or Laptop attached to LCD projector • Blank sheets of paper 	1.0 hour

3	Introduction	Overview of Jewellery Industry in India	<ul style="list-style-type: none"> • Understand Indian approach towards precious metal/Jewellery • Understand entire jewellery value chain • Identify different formats of jewellery retail sales in India • Understand how the jewellery consumption/demand is driven in India • Describe traditional forces and emerging trends in jewellery consumption pattern in India • Understand calculation of gold price in international market and Indian Market • Understand logic behind labour charges charged for each jewellery piece • Know components to be considered in gold pricing • Get familiar with tax structure on jewellery sales • Clarify concept of Gross weight & Net weight • Explain components of invoice of jewellery purchase • Understand meaning and importance of hallmarking • Describe meaning of assaying and various available methods of assaying 	G&J/N6801 - KB1, KB3, KB4, KB5, KB6, KA5 G&J/N6802 – KB1, KB3, KB12	<ul style="list-style-type: none"> • Powerpoint presentation • Facilitator led discussion • Interactive session • Exercise – gold calculation, pricing, gross and net weight calculation of jewellery 	<ul style="list-style-type: none"> • Whiteboard, whiteboard markers, notepads, pens, • Computer or Laptop attached to LCD projector • Blank sheets of paper • Calculators 	3.0 hours
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4	Introduction	Roles and Responsibilities of Jewellery Retail Sales Associate	<ul style="list-style-type: none"> • State their general responsibilities as JRSA • State their responsibilities while making sales 	NA	<ul style="list-style-type: none"> • Facilitator led discussion • Interactive session • Powerpoint presentation • Role play – Roles & responsibilities of JRSA 	<ul style="list-style-type: none"> • Whiteboard, whiteboard markers, notepads, pens • Computer or Laptop attached to LCD projector • Blank sheets of paper 	8.00 hours
5	Engage the Customers at the Retail Counter	Interacting with Customer	<ul style="list-style-type: none"> • Identify general rules for customer engagement • Identify gap areas in their methods of customer contact • Identify customer engagement tactics • Gauge personal etiquettes • Identify types of customers • Learn the importance of listening for better sales 	G&J/N6801 - PC1, PC2, PC6, PC8, PC15, PC16, PC17, PC18, KA3, KA7, SA6, SA7, SA8, SA9, SB1, SB6	<ul style="list-style-type: none"> • Facilitator led discussion • Interactive session • Demonstrate and Team activity – customer engagement 	<ul style="list-style-type: none"> • Whiteboard, whiteboard markers, notepads, pens • Computer or Laptop attached to LCD projector • Blank sheets of paper • Different types of jewellery, gloves, small and big hand held mirror, glass cleaning cloth, retail counter set up with plain jewellery display materials/ kits for necklaces, bangles, rings, earrings, jewellery tray, gem cleaning cloth, price tags, jewellery packing materials, jewellery boxes, customer comment book 	8.00 Hours

6	Engage the Customers at the Retail Counter	Understanding Customer's Requirement	<ul style="list-style-type: none"> Identify factors influencing customer's buying behaviour Identify and handle different types of customer Recognise characteristics of new age customers 	G&J/N6801 - PC1, PC2, PC6, PC8, PC15, PC16, PC17, PC18, KA3, KA7, SA6, SA7, SA8, SA9, SB1, SB6	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens LCD Projector attached to computer or laptop Blank sheets of paper 	4.00 hours
7	Engage the Customers at the Retail Counter	Complaint Handling Activity	<ul style="list-style-type: none"> Identify JRSA's role in Customer Complaint Handling Handle customer complaints successfully with the tips given Become aware of common customer complaints and why these complaints arise 	G&J/N6801 - PC7, PC21, PC22, PC23, KA9, SB3, SB6	<ul style="list-style-type: none"> Powerpoint presentation, videos Facilitator led discussion Demonstrate and exercise – complaint handling 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens LCD Projector attached to computer or laptop Blank sheets of paper 	5.00 hours
8	Explain to Customers About Jewellery Product Offerings	Gold	<ul style="list-style-type: none"> Describe gold karatage Explain how gold karatage is defined internationally Explain how gold karatage is defined in different parts of India 	G&J/N6802 - PC1, PC6, KB2, KB3, KB4	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens LCD Projector attached to computer or laptop Blank sheets of paper Gold jewellery, gold of different karatages, gold alloys, different colour gold 	3.00 hours

						jewellery, rhodium plated gold jewellery	
9	Explain to Customers About Jewellery Product Offerings	Platinum	<ul style="list-style-type: none"> Explain common features of Platinum Identify the uses of Platinum 	G&J/N6802 - PC1, PC6, KB2, KB3, KB4	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens LCD Projector attached to computer or laptop Blank sheets of paper Platinum jewellery, different alloys of platinum 	3.0 hours
10	Explain to Customers About Jewellery Product Offerings	Silver	<ul style="list-style-type: none"> Identify properties of silver 	G&J/N6802 - PC1, PC6, KB2, KB3, KB4	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens LCD Projector attached to computer or laptop Blank sheets of paper Silver jewellery, silver alloys 	3.0 hours
11	Explain to Customers About Jewellery Product Offerings	Diamonds	<ul style="list-style-type: none"> Give common information about diamond Describe parameters on which diamonds are graded Explain each diamond gradation parameter (4Cs) in detail Explain broad difference 	G&J/N6802 - PC7, PC9, PC14, KB14, KB15, KB16	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens LCD Projector attached to computer or laptop 	4.0 hours

			between real diamond and artificial diamond			<ul style="list-style-type: none"> Blank sheets of paper Diamond jewellery, loose cubic zirconia in different sizes with carat weight mentioned, cubic zirconia jewellery 	
12	Explain to Customers About Jewellery Product Offerings	Precious Gemstones	<ul style="list-style-type: none"> Give general information about Ruby, Sapphire and Emerald 	G&J/N6802 - PC12, KB14	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens LCD Projector attached to computer or laptop Blank sheets of paper Loose rubies, sapphire and emeralds, jewellery set with ruby, sapphire and emerald 	4.00 hours
13	Explain to Customers About Jewellery Product Offerings	Semi-Precious Gemstones	<ul style="list-style-type: none"> Give general information about different types of semi-precious gemstones 	G&J/N6802 - PC10, KB14	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens LCD Projector 	4.00 hours

						<ul style="list-style-type: none"> attached to computer or laptop Blank sheets of paper Loose tourmalines, garnets, peridot, amber, tanzanite, ametrine, aquamarine, amethyst, citrine, coral, turquoise 	
14	Explain to Customers About Jewellery Product Offerings	Imitation, Synthetics and Simulants	<ul style="list-style-type: none"> Differentiate between Imitation, Synthetic and Simulants 	G&J/N6802 - PC10, KB14	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens LCD Projector attached to computer or laptop Blank sheets of paper Loose red, green, blue, yellow glass and plastic stones 	4.0 hours
15	Explain to Customers About Jewellery Product Offerings	Gemstones - Cutting/Forms	<ul style="list-style-type: none"> Describe different types of cuttings/forms/artefacts done on gemstone. 	G&J/N6802 - PC11, KB14	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens LCD Projector attached to 	4.0 hours

						<ul style="list-style-type: none"> computer or laptop • Blank sheets of paper • Different cuts of gemstones, engraved gemstone, gemstone figurine, bead string, briolette string, cabochons, spheres, cameo, carved gemstone 	
16	Explain to Customers About Jewellery Product Offerings	Pearls	<ul style="list-style-type: none"> • Explain general characteristics of the pearl • Describe different types of pearls • Explain factors affecting valuation of pearls 	G&J/N6802 - PC13, KB14	<ul style="list-style-type: none"> • Powerpoint presentation • Facilitator led discussion 	<ul style="list-style-type: none"> • Whiteboard, whiteboard markers, notepads, pens • LCD Projector attached to computer or laptop • Blank sheets of paper • Loose cultured pearls of different shapes, Akoya pearl strand, South Sea pearl strand, Tahitian pearl strand, Freshwater 	4.00 hours

						Chinese pearl strand, mother of pearl shell, plastic pearls	
17	Explain to Customers About Jewellery Product Offerings	Handmade Jewellery	<ul style="list-style-type: none"> Explain different types of techniques used in handmade jewellery Know processes done while doing Nakshikaam, Rawakaam, Tarkashikaam, Jadau, Stamping etc. 	G&J/N6802 - PC15, PC16, PC18, KA7, KB4, KB5, KB6, KB7, KB13, KB18	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens LCD Projector attached to computer or laptop Blank sheets of paper Jewellery samples having the different types of techniques on them 	4.00 hours
18	Explain to Customers About Jewellery Product Offerings	Gemstone Setting	<ul style="list-style-type: none"> Identify different types of gemstone settings 	G&J/N6802 - PC2, PC3, PC4, PC8, PC15, PC16, PC17, PC18, KA7, KB6, KB17	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens LCD Projector attached to computer or laptop Blank sheets of paper Jewellery samples having different 	4.0 hours

						setting styles	
19	Explain to Customers About Jewellery Product Offerings	Machine Made Jewellery	<ul style="list-style-type: none"> Describe about casting - "Lost Wax Process" Explain about machine made bangles Explain different styles of chains available in market and how they are measured Explain usage of findings and different types of findings available Give information about metal soldering 	G&J/N6802 - PC1, PC2, PC3, PC4, PC5, KA7, KB4, KB5, KB6, KB8, KB9	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion Factory visit – manufacturing unit for machine made jewellery, findings and soldering 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens LCD Projector attached to computer or laptop Blank sheets of paper Jewellery samples for machine made bangles and machine made chains, samples of different types of findings 	8.0 hours
20	Explain to Customers About Jewellery Product Offerings	Finishes	<ul style="list-style-type: none"> Identify various types of metal finishing in jewellery pieces 	G&J/N6802 - PC1, PC2, PC3, PC4, PC5, KA7, KB4, KB5, KB6, KB8, KB10	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens LCD Projector attached to computer or laptop Blank sheets of paper Jewellery samples having different finishes 	4.0 hours

21	Explain to Customers About Jewellery Product Offerings	Diversity in Indian Jewellery	<ul style="list-style-type: none"> Identify region specific jewellery pieces Identify jewellery pieces worn on different parts of the body 	G&J/N6802 - KA7, KB5, KB6, KB7, KB13, KB18, KB19, KB20	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens LCD Projector attached to computer or laptop Blank sheets of paper Jewellery samples from different regions of India, types of jewellery worn on different parts of the body 	5.00 hours
22	Facilitate Customer Buying Decision at Multiple Counters	Facilitate Customer on Counter	<ul style="list-style-type: none"> Practice five essential steps of selling process Know important basic steps of good customer service Get an idea about do's and don'ts while making sale Identify difference between bad, good and excellent customer service 	G&J/N6803 - PC1, PC2, PC3, PC4, PC5, PC6, PC7, PC8, PC9, PC10, PC11, PC12, PC13, PC14, PC15, PC16, PC17	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion Role play – Facilitate customer 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens LCD Projector attached to computer or laptop Blank sheets of paper 	8.00 hours
23	Facilitate Customer Buying Decision at Multiple Counters	Facilitate Billing Process	<ul style="list-style-type: none"> Describe billing process in detail Identify JRSA's role in billing process Create opportunity to make add on sale while completing billing process 	G&J/N6803 - PC18, PC19, PC20, PC21, PC22, PC23, PC24, PC25, PC26, PC27, PC28, PC29, PC30, PC31, PC32, PC33,	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens Computer or Laptop attached to 	8.00 hours

				PC34, SA1, SA2, SA6		LCD projector • Blank sheets	
24	Manage Stock of Products at Multiple Counters and Ensure Product Safety	Stock Management at Counter	<ul style="list-style-type: none"> • Understand importance of stock taking • Describe JRSA role in stock taking • Understand how to maintain adequate stock at counter • Analyse how much stock is required • Know procedure for ordering new supply 	G&J/N6804 - PC1, PC2, PC3, PC4, PC5, PC6, PC7, PC8, PC9, PC10, PC11, PC12, PC13, PC14, PC15, PC16, PC17, KA1, KA2, KA5, KA6, KA7, KA8, KA9, KB1, KB2, KB3, KB4, KB5, SA1, SA2, SA3, SA4, SA5, SA6, SA7, SB1, SB2, SB3, SB7, SB8	<ul style="list-style-type: none"> • Powerpoint presentation • Facilitator led discussion 	<ul style="list-style-type: none"> • Whiteboard, whiteboard markers, notepads, pens • Computer or Laptop attached to LCD projector • Blank sheets 	3.00 hours
25	Manage Stock of Products at Multiple Counters and Ensure Product Safety	Product Safety	<ul style="list-style-type: none"> • Understand importance of product safety • Understand how to be vigilant • Understand how to maintain adequate stock at counter • Understand importance of safety equipment • Know inventory shrinkage due to shoplifting 	G&J/N6804 - PC1, PC2, PC3, PC4, PC5, PC6, PC7, PC8, PC9, PC10, PC11, PC12, PC13, PC14, PC15, PC16, PC17, KA1, KA2, KA3, KA5, KA6, KA7, KA8, KA9, KB1, KB2, KB3, KB4, KB5, SA1, SA2, SA3, SA4, SA5, SA6, SA7, SB1, SB2, SB3, SB4, SB5, SB7, SB8	<ul style="list-style-type: none"> • Powerpoint presentation • Facilitator led discussion 	<ul style="list-style-type: none"> • Whiteboard, whiteboard markers, notepads, pens • Computer or Laptop attached to LCD projector • Blank sheets 	3.00 hours
26	Manage Stock of Products at Multiple Counters and Ensure	Inventory Shrinkage Due to Shoplifting	<ul style="list-style-type: none"> • Identify shoplifting • Understand shoplifter's profile • Recognize your role in preventing shoplifting 	G&J/N6804 - PC18, PC19, PC20, PC21, KA1, KA2, KA9, KB1, KB2, KB3, KB4, KB5, SA8, SB4,	<ul style="list-style-type: none"> • Powerpoint presentation • Facilitator led discussion 	<ul style="list-style-type: none"> • Whiteboard, whiteboard markers, notepads, pens 	3.00 hours

	Product Safety		<ul style="list-style-type: none"> Know about steps to be followed once you have caught shoplifter 	SB5, SB6, SB9		<ul style="list-style-type: none"> Computer or Laptop attached to LCD projector Blank sheets 	
27	Coordinate with Other Departments	Jewellery Retail Sales Associate's Role in Coordinating with Various Departments	<ul style="list-style-type: none"> Understand the need of coordination Know how to coordinate with other Departments 	G&J/N6805 - PC1, PC2, PC3, PC4, PC5, PC6, PC7, PC8, PC9, PC10, PC11, PC12, PC13, PC14, PC15, KA1, KA2, KA3, KA4, KA5, KA6, KB1, KB2, SA1, SA2, SA3, SA4, SB1, SB2, SB3, SB4, SB5	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens Computer or Laptop attached to LCD projector Blank sheets 	3.0 hours
28	Create Professional Image of Self and Organization	Creating Professional Image of Organization	<ul style="list-style-type: none"> Recognize the value of creating image of their organization Identify methods to display products at counter Describe their role as JRSA in creating the professional image of their organization 	G&J/N6806 - PC1, PC2, PC3, PC4, PC5, PC8, PC9,	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens Computer or Laptop attached to LCD projector Blank sheets 	3.0 hours
29	Create Professional Image of Self and Organization	Creating Professional Image of Self	<ul style="list-style-type: none"> Understand the value of creating self-image on professional level Understand how to maintain personal hygiene and cleanliness Describe their role in creating a professional image 	G&J/N6806 - PC6, PC7, PC10, PC11, PC12	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens Computer or Laptop attached to LCD projector Blank sheets 	3.0 hours
30	Maintain Health and Safety at Workplace	Understand potential sources of accidents	<ul style="list-style-type: none"> Identify the potential sources of accidents at their work place 	G&J/N9902 PC1, PC2, PC3, KA1, KB1, KB2, SB3, SB4	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion Field visit 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, 	5.0 hours

			<ul style="list-style-type: none"> Identify types of potential accidents Prepare themselves to avoid the potential accident Identify rectification measures for avoiding the potential accidents 			<ul style="list-style-type: none"> notepads, pens Computer or Laptop attached to LCD projector Blank sheets 	
31	Maintain Health and Safety at Workplace	Understand Safety Signs and Appropriate Requirements to be Safe	<ul style="list-style-type: none"> Identify safety signs at their work place Act in time of emergency situations based on the safety signs and appropriate requirements Identify safety gears that need to be used or worn while working and use it Identify various types of safety signs Refer to safety instructions to avoid any potential accidents Understand importance of cleanliness of their work place 	G&J/N9902 PC1, PC2, PC3, KA1, KB2, SB1	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion Field visit 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens Computer or Laptop attached to LCD projector Blank sheets Various safety signs used in factories 	5.00 hours
32	Maintain Health and Safety at Workplace	Understand ergonomics or bad posture of body	<ul style="list-style-type: none"> Identify the right body postures that will not affect their health Learn to relax their body and not put strain on it while working Identify right body postures while working with certain tools and equipment Understand the need for right body posture Identify areas where they constantly have pain during work Understand importance of ergonomics and its 	G&J/N9902 PC1, PC2, PC3, KA1, KB2	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion Demonstration – Right and wrong body postures 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens Computer or Laptop attached to LCD projector Blank sheets 	3.00 hours

			effects on their health				
33	Maintain Health and Safety at Workplace	Fire Safety Rules	<ul style="list-style-type: none"> Identify the different types of fire Identify the causes of fire Identify right type of fire extinguisher and use it on different types of fire Read if the fire extinguisher is refilled or not Understand basic firefighting concepts Know what to do if they are trapped in a fire situation 	G&J/N9902 PC1, PC2, PC3, KA1, KB3	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion Demonstration – Fire situations, using fire extinguisher Lab – Practice using the fire extinguisher 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens Computer or Laptop attached to LCD projector Blank sheets All types of fire extinguishers Towels, water, fire blankets 	5.00 hours
34	Maintain Health and Safety at Workplace	Understand How to Deal with Emergency Situations	<ul style="list-style-type: none"> Identify the different types of emergency Perform CPR Use the first aid kit Check the health of a person who has collapsed and follow the basic steps before medical help arrives Contact the emergency numbers in India Identify solutions to avoid similar emergencies in the future 	G&J/N9902 PC1, PC2, PC3, KA1, SB2, SB5, SB6	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion Role play – CPR, first aid 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens Computer or Laptop attached to LCD projector Blank sheets First aid kit CPR kit 	5.00 hours
35	Employability & Entrepreneurship Skills	Personal Strengths & Value Systems	<ul style="list-style-type: none"> Explain the meaning of health List common health issues Discuss tips to prevent common health issues Explain the meaning of hygiene Understand the purpose of Swacch Bharat Abhiyan 	NA	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion Exercise – Motivation Activity – Anger Management 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens Computer or Laptop attached to LCD projector Blank sheets 	5.00 hours

			<ul style="list-style-type: none"> • Explain the meaning of habit • Discuss ways to set up a safe work environment • Discuss critical safety habits to be followed by employees • Explain the importance of self-analysis • Understand motivation with the help of Maslow's Hierarchy of Needs • Discuss the meaning of achievement motivation • List the characteristics of entrepreneurs with achievement motivation • List the different factors that motivate them • Discuss how to maintain a positive attitude • Discuss the role of attitude in self-analysis • List their strengths and weaknesses • Discuss the qualities of honest people • Describe the importance of honesty in entrepreneurs • Discuss the elements of a strong work ethic • Discuss how to foster a good work ethic • List the characteristics of highly creative and innovative people 				
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			<ul style="list-style-type: none"> • Discuss the benefits of time management • List the traits of effective time managers • Describe effective time management technique • Discuss the importance of anger management • Describe anger management strategies • Discuss tips for anger management • Discuss the causes and symptoms of stress • Discuss tips for stress management 				
36	Employability & Entrepreneurship Skills	Digital Literacy: A Recap	<ul style="list-style-type: none"> • Identify the basic parts of a computer • Identify the basic parts of a keyboard • Recall basic computer terminology • Recall basic computer terminology • Recall the functions of basic computer keys • Discuss the main applications of MS Office • Discuss the benefits of Microsoft Outlook • Discuss the different types of e-commerce • List the benefits of e-commerce for retailers and customers • Discuss how the Digital India campaign will help boost e-commerce in India 	NA	<ul style="list-style-type: none"> • Powerpoint presentation • Facilitator led discussion • Demonstrate – Basics of computers • Activity – E-Commerce 	<ul style="list-style-type: none"> • Whiteboard, whiteboard markers, notepads, pens • Computer or Laptop attached to LCD projector • Blank sheets • Computers, laptops, keyboards, mouse, printer, speakers, MS office installed on computer desktops or laptops per student 	8.00 hours

			<ul style="list-style-type: none"> Describe how you will sell a product or service on an e-commerce platform 				
37	Employability & Entrepreneurship Skills	Money Matters	<ul style="list-style-type: none"> Discuss the importance of saving money Discuss the benefits of saving money Discuss the main types of bank accounts Describe the process of opening a bank account Differentiate between fixed and variable costs Describe the main types of investment options Describe the different types of insurance products Describe the different types of taxes Discuss the uses of online banking Discuss the main types of electronic funds transfers 	NA	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens Computer or Laptop attached to LCD projector Blank sheets 	5.00 hours
38	Employability & Entrepreneurship Skills	Preparing for Employment & Self Employment	<ul style="list-style-type: none"> Discuss the steps to prepare for an interview Discuss the steps to create an effective Resume Discuss the most frequently asked interview questions Discuss how to answer the most frequently asked interview questions Discuss basic workplace terminology 	NA	<ul style="list-style-type: none"> Powerpoint presentation Facilitator led discussion Role play – Interview Activity – Resume writing Team activity – Interview FAQs 	<ul style="list-style-type: none"> Whiteboard, whiteboard markers, notepads, pens Computer or Laptop attached to LCD projector Blank sheets 	5.00 hours

39	Employability & Entrepreneurship Skills	Understanding Entrepreneurship	<ul style="list-style-type: none"> • Discuss the concept of entrepreneurship • Discuss the importance of entrepreneurship • Describe the characteristics of an entrepreneur • Describe the different types of enterprises • List the qualities of an effective leader • Discuss the benefits of effective leadership • List the traits of an effective team • Discuss the importance of listening effectively • Discuss how to listen effectively • Discuss the importance of speaking effectively • Discuss how to speak effectively • Discuss how to solve problems • List important problem solving traits • Discuss ways to assess problem solving skills • Discuss the importance of negotiation • Discuss how to negotiate • Discuss how to identify new business opportunities • Discuss how to identify business opportunities within your business 	NA	<ul style="list-style-type: none"> • Powerpoint presentation • Facilitator led discussion 	<ul style="list-style-type: none"> • Whiteboard, whiteboard markers, notepads, pens • Computer or Laptop attached to LCD projector • Blank sheets 	5.00 hours
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			<ul style="list-style-type: none"> • Understand the meaning of entrepreneur • Describe the different types of entrepreneurs • List the characteristics of entrepreneurs • Recall entrepreneur success stories • Discuss the entrepreneurial process • Describe the entrepreneurship ecosystem • Discuss the government’s role in the entrepreneurship ecosystem • Discuss the current entrepreneurship ecosystem in India • Understand the purpose of the Make in India campaign • Discuss the relationship between entrepreneurship and risk appetite • Discuss the relationship between entrepreneurship and resilience • Describe the characteristics of a resilient entrepreneur • Discuss how to deal with failure 				
40	Employability & Entrepreneurship Skills	Preparing to be an Entrepreneur	<ul style="list-style-type: none"> • Discuss how market research is carried out • Describe the 4 Ps of marketing • Discuss the importance of idea generation 	NA	<ul style="list-style-type: none"> • Powerpoint presentation • Facilitator led discussion • Exercise – From PH – Enterprise management 	<ul style="list-style-type: none"> • Whiteboard, whiteboard markers, notepads, pens • Computer or Laptop 	5.00 hours

			<ul style="list-style-type: none"> • Recall basic business terminology • Discuss the need for CRM • Discuss the benefits of CRM • Discuss the need for networking • Discuss the benefits of networking • Understand the importance of setting goals • Differentiate between short-term, medium-term and long-term goals • Discuss how to write a business plan • Explain the financial planning process • Discuss ways to manage your risk • Describe the procedure and formalities for applying for bank finance • Discuss how to manage your own enterprise • List important questions that every entrepreneur should ask before starting an enterprise 			<p>attached to LCD projector</p> <ul style="list-style-type: none"> • Blank sheets 	
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Annexure II

Assessment Criteria

CRITERIA FOR ASSESSMENT OF TRAINEES

Assessment Criteria for Assistant Beauty Therapist	
Job Role	Jewellery Retail Sales Associate
Qualification Pack	G&J/Q6802
Sector Skill Council	Gem & Jewellery Skill Council of India

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2	The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3	Individual assessment agencies will create theory question papers for candidates at every examination/training centre. (as per assessment criteria below)
4	Individual assessment agencies will create practical tests for skill evaluation for candidates at every examination/training centre. (as per assessment criteria below)
5	To pass the Qualification Pack, every candidate should score a minimum 60% of aggregate marks to successfully clear the assessment.
6	In case of successfully passing only certain number of NOS's, the candidate is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.

Assessment outcome (NOS Code and Description)	Assessment criteria (PC)	Marks Allocation			
		Total Marks	Out of	Theory	Skills Practical
1. G&J/N6801 Engage the customers at the retail counter	PC1. Promptly attend to the customers walking into the retail area	40	1	0	1
	PC2. Greet the customers as per company's culture.		1	0	1
	PC3. Assess the customer's broad and specific requirements accurately		4	1	3

PC4. Explain the store layout	3	1	2
PC5. Explain the broad variety of jewellery products available at different sections and counters of the store, for example: Gold, Diamond etc.	3	1	2
PC6. Provide acceptable suggestions or solutions to customer queries	1	0	1
PC7. Address customer complaints	2	1	1
PC8. Follow telephone etiquette while interacting with customer on telephone	1	0	1
PC9. Obtain adequate information from the customer to understand the nature of buying	3	1	2
PC10. Assess customer requirement whether they are looking for a common jewellery product such as bangles and rings or special jewellery product	2	1	1
PC11. Assess customer requirement for a particular type of product which may be region specific jewellery like kundan, temple jewellery; relevance or occasion specific jewellery	2	0	2
PC12. Suggest and offer jewellery that meets customer expectation	3	1	2
PC13. Satisfy customer with the shopping experience	2	1	1
PC14. Receive positive customer feedback	2	1	1
PC15. Ensure that customer does not feel unattended	2	1	1
PC16. Address customers queries confidently and without misleading	1	1	0
PC17. Check if customer is willing to interact via telephone or internet post sales.	1	1	0
PC18. Inform customers about product promotions or new product arrivals	1	1	0

	PC19. Inform about delivery status if the jewellery is to be delivered at a later time than the committed delivery date.		1	1	0
	PC20. Send mailers on discounts or promotional events		1	1	0
	PC21. Listen to customer complaints patiently from the customer and summarise them to the customer to ensure that the understanding is correct		1	0	1
	PC22. Address with right solution to customer's queries		1	0	1
	PC23. Assist the customer when there is a sales return or repair work		1	0	1
		Total	40	15	25
2. G&J/N6802 Explain to customers about jewellery product offerings	PC1. Explain the customer about the characteristics of precious metals i.e. gold, silver and platinum	50	3	2	1
	PC2. Assist customer to understand the product in terms of relevance, making, etc.		3	1	2
	PC3. Answer all customer's queries with reference to product characteristics		3	1	2
	PC4. Provide acceptable suggestions or solutions to customer queries		2	1	1
	PC5. Ensure that customer is fully aware of all the aspects of the jewellery bought		2	1	1
	PC6. Explain to the customer about standards, hallmarking and certifications for jewellery sold in store		4	1	3
	PC7. Demonstrate accurately the characteristics of diamond and its authenticity		3	1	2

	PC8. Explain to customer's different types of settings such as prongs, bezel, channel, pave, tension		3	1	2
	PC9. Explain customers about different type of diamonds available in the market such as synthetic, simulants		3	1	2
	PC10. Introduce customers to semi-precious gemstone-jewellery offerings in the store		3	1	2
	PC11. Introduce customers with different types of beads and briolette jewellery available		3	1	2
	PC12. Explain the characteristics of different gemstones		3	1	2
	PC13. Introduce customers to different types of pearl jewellery available in the retail area and explain the different types		3	1	2
	PC14. Explain customers about different type of artificial diamonds available in the market such as synthetic and simulants		3	1	2
	PC15. Assist customer to understand the product in terms of relevance, making, etc.		2	1	1
	PC16. Answer all customer's queries with reference to product characteristics		2	1	1
	PC17. Provide acceptable suggestions or solutions to customer queries		2	1	1
	PC18. Ensure that customer is fully aware of all the aspects of the jewellery bought		3	1	2
		Total	50	19	31

3. G&J/N6803 Facilitate customer buying decision at multiple counters	PC1. Receive sales target from manager in terms of product sales, jewellery type, number of counters, opening of new saving scheme accounts, number of customer order jewellerys, etc.		1	0	1
	PC2. Plan and execute selling strategy to meet the target		2	1	1
	PC3. Probe customer to share information about their need, preferences by asking appropriate questions.		1	0	1
	PC4. Assist in selecting by recommending the jewellery that could suit the customer's taste, looks, budget criteria, occasional wear, etc. Facilitate sales of high value stocks (example: diamond jewellery) that meet the customer's buying criteria		2	1	1
	PC5. Facilitate sales of various jewellery offered by the store at multiple counters of different product types as per customer requirements		1	0	1
	PC6. Facilitate sales of saving schemes/promotion schemes offered by highlighting benefits of such schemes.		1	0	1
	PC7. Explain the customers about the pricing of the jewellery taking into account the characteristics such as basic cost of certain karat of gold, labour cost, wastage, etc.		1	0	1
	PC8. Clarify the customers about the company's policy on exchanging old gold jewellery for purchase of new jewellery		2	1	1
	PC9. Assist customers in knowing the value of the old gold jewellery (for which it can be taken) by interacting with assessor and manager		1	0	1

PC10. Provide various choices of jewellery types that meet the customer's buying criteria	60	1	0	1
PC11. Enquire about the size and measurement required from customers for products such as rings, bracelets, necklace, chains, etc. and offer jewellery accordingly		1	0	1
PC12. Decide, based on the requirement of customised jewellery whether it can be made by the company		1	0	1
PC13. Explain the customers about the company's policy on old gold jewellery exchange for purchase of new jewellery		3	1	2
PC14. Interact with the assessor and the manager and then inform the customers about the value of the old gold jewellery (for which it can be taken and deliver the customised jewellery on the agreed time with design specifications		2	1	1
PC15. Prepare the order form by mentioning customer's specifications clearly and get confirmation from the customer on the order form to avoid any confusion.		1	0	1
PC16. Provide a timeline to the customer for making and delivery of customised/ordered jewellery product.		1	0	1
PC17. Deliver the customised jewellery to customer on the agreed time with design specifications		2	1	1
PC18. Plan and execute selling strategy to meet the prescribed target		3	1	2

PC19. Sell different types of jewellery at diverse sale counters	2	1	1
PC20. Sell high value product	1	0	1
PC21. Sell customized jewellery	1	0	1
PC22. Achieve the sales target	3	1	2
PC23. Handle old gold jewellery exchange based transactions	2	1	1
PC24. Open new account for saving schemes	2	1	1
PC25. Increase the sales conversion rate	3	1	2
PC26. Identify opportunity to up sell products	2	1	1
PC27. Explain the customers about repairing and refurbishment process for the jewellery purchased	1	0	1
PC28. Display the jewellery purchased and pack the jewellery appropriately	2	1	1
PC29. Ensure that there is minimum delay in the sale closing process	3	1	2
PC30. Make sure that the customer is sent off happily and satisfied	2	1	1
PC31. Close the sales with “minimum discounts”	3	1	2
PC32. Check that the billing is done appropriately for old gold jewellery exchange based sales	2	1	1
PC33. Follow up with factory/manufacturing unit to receive ordered product one day prior to the delivery date.	2	1	1

	PC34. Check whether the customised product is matching as per customer's specifications and deliver customized jewellery as per customer's specification on time		2	1	1
		Total	60	20	40
4. G&J/N6804 Manage stock of products at multiple counters and ensure product safety	PC1. Tally opening stock, sales for the day and closing stock	40	4	1	3
	PC2. Maintain record of daily account of stock as per store rules		1	0	1
	PC3. Ensure that there are no stock shortages at sales counter at any point of time		1	0	1
	PC4. Ensure that there is no over stocking of any jewellery at the counter		2	1	1
	PC5. Judge the demand by analysing sales data and also considering the seasonality		2	1	1
	PC6. Ensure adequate stock is available to meet the sales demand		1	0	1
	PC7. Ensure that excess stocks are not kept at the counter but taken out and returned to the stores, because these are high value.		2	1	1
	PC8. Ensure that defective stocks are repaired / replaced		1	1	0
	PC9. Promptly place order to receive the stock on time		2	1	1
	PC10. Ensure that fast moving stocks are always available by ordering them adequately		2	1	1
	PC11. Ensure that entry price, mid-price and high end products appropriate to the customer needs are available in adequate quantities and in all counters		3	1	2

	PC12. Decide the number of stock to be ordered based on demand and sales		3	2	1
	PC13. Place order for new stocks with the appropriate inventory person giving full details		2	1	1
	PC14. Decide on the stock to be ordered during peak demand season such as festival time		3	1	2
	PC15. Calculate the time required for dispatch of new orders and place the orders promptly		3	2	1
	PC16. Order placement according to occasions such as festivals and seasonality		1	0	1
	PC17. Deliver customized jewellery order on time		1	0	1
	PC18. Be vigilant on the stocks under display during sales		2	1	1
	PC19. Communicate promptly about any potential theft in the store		2	0	2
	PC20. Ensure that there is no loss of product or shoplifting		1	1	0
	PC21. Report for potential theft or raise alarm in time		1	0	1
		Total	40	16	24
5. G&J/N6805 Coordinate with other departments	PC1. Carry out role requirements and responsibilities as per company training	20	2	1	1
	PC2. Promptly escalate concerns and problems encountered		1	0	1
	PC3. Replenish stock		2	0	2
	PC4. Value old-gold jewellery for exchange as received from customers		2	0	2
	PC5. Inform about any loss of goods		2	0	2
	PC6. Track the status of the customized jewellery order		2	0	2

	PC7. Follow the process details		1	1	0
	PC8. Provide details of repair to be done on the jewellery		1	0	1
	PC9. Provide return schedule to customer		1	0	1
	PC10. Communicate the value and anticipated charges to customer		1	1	0
	PC11. Provide details on billing and cash collection		1	1	0
	PC12. Tally cash with billing in case of discrepancies		1	0	1
	PC13. Enable customer to complete the sales process in short time		1	0	1
	PC14. Ensure that there is no delay in the sales process		1	0	1
	PC15. Ensure that the customer is satisfied with the shopping experience		1	0	1
		Total	20	4	16
6. G&J/N6806 Create professional image of self and organisation	PC1. Keep the retail counter neat and clean		2	0	2
	PC2. Display trays one by one instead of all together		2	0	2
	PC3. Clean the jewellery off any stains or dust and ensure there are no missing diamonds or gemstones.		2	0	2
	PC4. Check whether all jewellery pieces are with tags and tag displays the relevant information about piece.		2	1	1
	PC5. Display products attractively		2	0	2
	PC6. Maintain personal hygiene.		2	1	1
	PC7. Keep self always presentable at all times and to follow prescribed dress code as per company policy.		2	1	1
	PC8. Keep store/retail counter area neat and clean	20	2	0	2






	PC9. Coordinate with housekeeping department to maintain cleanliness in the retail environment		1	0	1
	PC10. Treat customer courteously and pleasingly.		1	0	1
	PC11. Recognize customer type/behaviour and select the most appropriate way to communicate with the customer.		1	0	1
	PC12. Respond promptly and give relevant & true information about jewellery product.		1	0	1
		Total	20	3	17
7. G&J/N9902 Maintain health and safety at workplace	PC1. Identify and use appropriate protective clothing/equipment for specific tasks and work		2	0	2
	PC2. Identify hazardous job activities in his/her job and communicate the possible causes of risks or accidents in the workplace		1	0	1
	PC3. Carry out safe working practices while dealing with hazards to ensure safety of self and others		1	0	1
	PC4. Identify and avoid doing any tasks or activities in a bad working position		2	0	2
	PC5. Practice appropriate working postures to minimise occupational health related issues		2	1	1
	PC6. Use the appropriate fire extinguishers on different types of fire.		1	0	1
	PC7. Demonstrate rescue techniques applied during fire hazard		2	0	2
	PC8. Demonstrate good housekeeping in order to prevent fire hazards		1	0	1
	PC9. Demonstrate the correct use of any fire extinguisher	20	2	0	2







	PC10. Administer appropriate first aid procedure to victims wherever required eg.in case of bleeding, burns, choking, electric shock etc.		1	0	1
	PC11. Respond promptly and appropriately to an accident situation or medical emergency		3	1	2
	PC12. Participate in emergency procedures such as raising alarm, safe evacuation, correct means of escape, correct assembly point etc.		2	1	1
		Total	20	3	17

Do

- Explain each Guideline for Assessment in detail.
- Explain the score that each trainee needs to obtain.
- Recapitulate each NOS one-by-one and take participants through the allocation of marks for Theory and Skills Practical.
- Explain the Allocation of Marks.
- Explain that they will be assessed on Theory and Skills Practical.
- Explain that for the first NOS, 24 marks are allotted for Theory and & 86 for Skills Practical.

Annexure: Chapter wise QR codes

Chapter No.	Unit No.	Topic Name	Page No.	Url	QR code (s)
Chapter 1 Introduction	UNIT 1.3: Overview of Jewellery Industry in India	1.3.12: Assaying	21	https://drive.google.com/file/d/1plhgxAT2pclb_2ZnW6GSt7bL-peQeAv0/view?usp=sharing	 Karatmeter
Chapter 1 Introduction	UNIT 1.3: Overview of Jewellery Industry in India	1.3.12: Assaying	21	https://drive.google.com/file/d/18FjklW4u35c7vsQSO0bEQOSVis_jSGPG/view?usp=sharing	 Top Jewellery Brands
Chapter 1 Introduction	UNIT 1.4: Role and Responsibilities of Jewellery Retail Sales	1.4.2: Responsibilities of JRSA While Making Sales	26	https://www.youtube.com/watch?v=nKY1AbPz668&t=1s	 Gem & Jewellery industry Orientation
Chapter 3. Explain to Customers About Jewellery Product Offerings Part - I	UNIT 3.1: Gold	3.1.3: Different Colours of Gold	46	https://drive.google.com/file/d/1eWzT-AO66CBSbpcdkpl6clY8qXMseP25/view?usp=sharing	 Introduction to Precious Metal
Chapter 3. Explain to Customers About Jewellery Product Offerings Part - I	UNIT 3.4: Diamonds	3.4.3: Cubic Zirconia (American Diamonds)	55	https://drive.google.com/file/d/1hu_XQdhi02jklckOyMfPuV2VweuUCIfX/view?usp=sharing	 Common features & Diamond

Chapter No.	Unit No.	Topic Name	Page No.	Url	QR code (s)
Chapter 4. Explain to Customers About Jewellery Product Offerings Part - II	UNIT 4.1: Handmade Jewellery	4.1.5: Stamping	79	https://drive.google.com/file/d/1szE3LWEmzgSt1xGopymE3shRhDCwpLqf/view?usp=sharing	 Categories of Indian Jewellery
Chapter 4. Explain to Customers About Jewellery Product Offerings Part - II	UNIT 4.2: Gemstone Setting	4.2.1: Types of Settings	81	https://drive.google.com/file/d/1_2XPTcEapET9ICY4n0IJ_BaRTmWX1c3q/view?usp=sharing	 Types of Gemstone Setting
Chapter 4. Explain to Customers About Jewellery Product Offerings Part - II	UNIT 4.5: Diversity in Indian Jewellery	4.5.2: Jewellery For Different Parts of The Body	93	https://drive.google.com/file/d/1Reg-5FCnxLzJkTj9NFeCrL8EYnNNv6nA/view?usp=sharing	 Diversity in Indian Jewellery
Chapter 4. Explain to Customers About Jewellery Product Offerings Part - II	UNIT 4.5: Diversity in Indian Jewellery	4.5.2: Jewellery For Different Parts of The Body	93	https://youtu.be/XEn-Cq2pDLc	 Indian Heritage & Crafts in Global Market 1
Chapter 4. Explain to Customers About Jewellery Product Offerings Part - II	UNIT 4.5: Diversity in Indian Jewellery	4.5.2: Jewellery For Different Parts of The Body	93	https://youtu.be/1NZ-1Gxpos4	 Indian Heritage & Crafts in Global Market 2
6. Manage Stock of Products at Multiple Counters and Ensure Product Safety	UNIT 6.1: Stock Management at Counter	6.1.4: Order New Supply of Stock	111	https://youtu.be/orrfokjuzTs	 Improvement through KAIZEN

It is recommended that all the trainings include the appropriate Employability Skills Module.

Content for the same is available here:
<https://www.skillindiadigital.gov.in/content/list>





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