



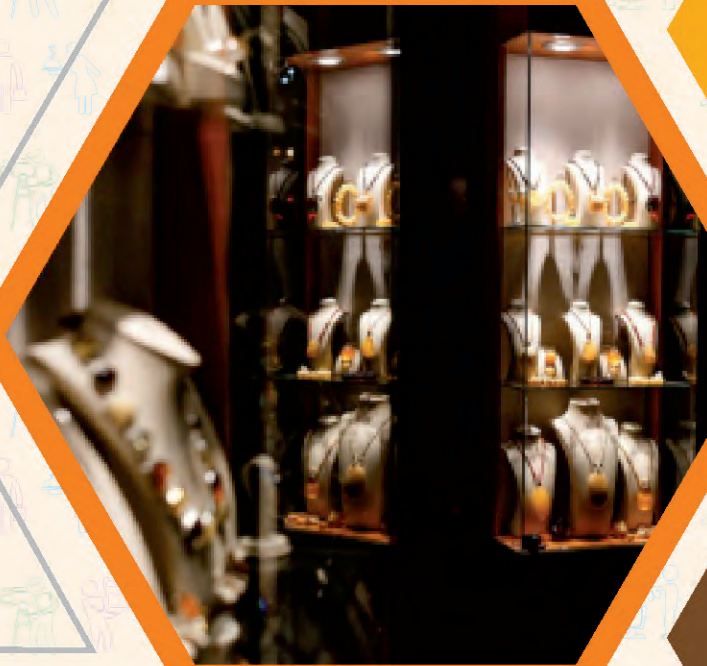
Participant Handbook

Sector
Gem and Jewellery

Sub-Sector
Jewellery Retailing

Occupation
Retail Store

Reference ID: **G&J/Q8201, Version 3.0**
NSQF Level 4



Scan this QR Code to access ebook or
[Click Here](#)

Jewellery Retail Merchandiser

Published by

All Rights Reserved,
First Edition, Nov 2022

Printed in India

Copyright © 2022

Gem & Jewellery Skill Council of India
4th Floor, BFC Building, SEEPZ SEZ,
Mumbai - 400 096. India.
Email: info@gjsci.org
Web: www.gjsci.org
Phone: 022-28293940/41/42

Under Creative Commons License: CC-BY -SA
Attribution-ShareAlike: CC BY-SA

Attribution-ShareAlike: CC BY-SA



Disclaimer

The information contained herein has been obtained from sources reliable to Gem & Jewellery Skill Council of India. Gem & Jewellery Skill Council of India disclaims all warranties to the accuracy, completeness or adequacy of such information. Gem & Jewellery Skill Council of India shall have no liability for errors, omissions, or inadequacies, in the information contained herein, or for interpretations thereof. Every effort has been made to trace the owners of the copyright material included in the book. The publishers would be grateful for any omissions brought to their notice for acknowledgments in future editions of the book. No entity in Gem & Jewellery Skill Council of India, shall be responsible for any loss whatsoever, sustained by any person who relies on this material. The material in this publication is copyrighted. No parts of this publication may be reproduced, stored or distributed in any form or by any means either on paper or electronic media, unless authorized by the Gem & Jewellery Skill Council of India.





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. ”



**COMPLIANCE TO
QUALIFICATION PACK – NATIONAL OCCUPATIONAL
STANDARDS**

is hereby issued by the

GEM & JEWELLERY SECTOR SKILL COUCIL

for

SKILLING CONTENT : PARTICIPANT HANDBOOK

Complying to National Occupational Standards of
Job Role / Qualification Pack: 'Jewellery Retail Merchandiser'

QP No. 'G&J/Q8201 NSQF Level 4'

Date of Issuance: Nov 17th, 2022

Valid up to*: Nov 17th, 2025

*Valid up to the next review date of the Qualification Pack or the
*Valid up to' date mentioned above (whichever is earlier)

A. K. Khetwal

Authorised Signatory
(Gem & Jewellery Skill Council of India)

Acknowledgements

GJSCI would like to thank KontentEdge for contribution in developing this Participant Handbook. We appreciate the endless efforts of our Subject Matter Experts to maintain quality of education and skills. We sincerely thank them for inspiring and facilitating students of the Gem & Jewellery sector across India.

Sincerely,



Adil Kotwal
Chairman, GJSCI

About this Book

This Participant book is designed to impart theoretical and practical skill training to students for becoming a Jewellery Retail Merchandiser.

This participant handbook is based on Jewellery Retail Merchandiser Qualification Pack (G&J/Q8201) & includes the following National Occupational Standards (NOSs):

1. G&J/N8203 Plan and procure jewellery for retail sales
2. G&J/N9901 Coordinate with others
3. G&J/N9902 Maintain health and safety at workplace

The Key Learning Outcomes and the skills gained by the participant are defined in their respective units.

We hope that this participant handbook will provide a sound learning support to our young friends to build an attractive career in the gem and jewellery industry.

Symbols Used



**Key Learning
Outcomes**



Steps



Exercise



Tips



Notes



**Unit
Objectives**

Table of Contents

S. No	Modules and Units	Page No.
1.	Introduction to Role of Jewellery Retail Merchandiser	1
	Unit 1.1 – Role and Responsibilities of Jewellery Retail Merchandiser	3
	Unit 1.2 – Characteristics of Different types of Jewellery	7
2.	Planning and Procuring Jewellery for Retail Store	29
	Unit 2.1 – Market Overview, Data Analysis and Product Requirement	31
	Unit 2.2 – Select Vendors and Procure Stock	42
3.	Coordinate with Others	51
	Unit 3.1 – Effective Communication	53
	Unit 3.2 – Coordination with Supervisor and Colleagues	57
	Unit 3.3 – Comply with Company Policies	60
4.	Maintaining Health and Safety at Work Place	63
	Unit 4.1 – Safety Gears and Protection	65
	Unit 4.2 – Fire Safety	70
	Unit 4.3 – First Aid, Rescue and Emergency Procedures	75
5.	Annexures	79
	Annexures 1 - QR codes - Video Link	80

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>





1. Introduction to Role of Jewellery Retail Merchandiser

Unit 1.1 – Role and Responsibilities of a Jewellery Retail Merchandiser

Unit 1.2 – Characteristics of Different Types of Jewellery



Key Learning Outcomes



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

1. Identify the role and responsibilities of a jewellery retail merchandiser
2. Explain the jewellery value chain from mining to consumption
3. List characteristics of different types of precious metal and jewellery
4. List characteristics of different types of gemstones, pearls and diamonds
5. Define the 4Cs concept, grading process and types setting related to diamond jewellery
6. Identify the characteristics of different types of jewellery
7. Describe the process of soldering, forms of solder and types of soldering techniques

UNIT 1.1: Role and Responsibilities of Jewellery Retail Merchandiser

Unit Objectives

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

1. Identify the role and responsibilities of jewellery retail merchandiser
2. Describe the skills required by jewellery retail merchandiser

1.1.1 Role and Responsibilities

A jewellery retail merchandiser has a pivotal role to play in procuring jewellery products according to the demands of the jewellery store at all times. The entire process of procuring the stock falls under key responsibility area of the jewellery retail merchandiser. It includes studying the competition scenario, analysing data, finalising the products, identifying, and selecting vendors before placing the order for the jewellery products. A Jewellery retail merchandiser is responsible for planning and implementing the overall merchandising strategy of the store. The following are the roles and responsibilities of a jewellery retail merchandiser:

S. No.	Role and Responsibilities	Description
1.	Market Study	<ul style="list-style-type: none"> • Meticulously study the market. • Understand the scope and demand for jewellery products along with their trend. • The study should further include insights into the status of competitors in the market with respect to location.
2.	Data Analysis	<ul style="list-style-type: none"> • Analyse the sales data to derive the necessary figures. • Interpretation of data must shed light on the fast moving jewellery products as well as sales conversion rate and average ticket size for the jewellery store. • Make decisions after properly analysing the data collected.
3.	Store Requirement	<ul style="list-style-type: none"> • Decide the range of products to be offered by the store, also known as product mix, keeping in mind your investment and the market demand. • The product mix must cover all product groups, categories and types.

S. No.	Role and Responsibilities	Description
4.	Vendors	<ul style="list-style-type: none"> Identify the vendors who can meet the store requirements. Taking into consideration the terms of product design, type, financials, terms and conditions, etc. This can be achieved by getting leads on good vendors through exhibitions, advertisements and referrals. You also need to identify vendors for specialised products for different locations.
5.	Vendor Agreement	<ul style="list-style-type: none"> Select the vendor who can fulfil the store requirement, in all aspects, at the best price. You must enter into the formal agreement with the vendor, on behalf of the store, mentioning all terms and conditions.
6.	Product Procurement	<ul style="list-style-type: none"> Ensure that the products are procured at the best rates so as to maximise the profit of the jewellery store. You are also responsible to make sure that the ordered products, as per the agreed terms, get delivered to the retail store on time.

Table 1.1.1: Roles and responsibilities

1.1.2 Skills Required

A jewellery retail merchandiser is required to plan, strategize and procure the jewellery products to be sold in the retail store. It includes analysis of the market trends, selecting the vendor and pricing the product. The merchandiser needs certain skills to carry out the responsibilities as per the job role.

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



Click Here

Gem & Jewellery industry Orientation

The following figure shows various skills required by a jewellery retail merchandiser:



Fig. 1.1.1: Skills required by a jewellery retail merchandiser

Exercise

- Which among the following options is not the responsibility of a jewellery retail merchandiser?
 - Manage staffing requirements of the store
 - Analyse the sales data
 - Finalise product requirements of the store
 - Select the vendor to fulfil the product requirements
 - Procure the stock from vendors

2. Mention some of the skills required by a jewellery retail merchandiser.

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

UNIT 1.2: Characteristics of Different types of Jewellery

Unit Objectives

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

1. Explain the jewellery value chain from mining to consumption
2. List characteristics of different types of precious metal and jewellery
3. List characteristics of different types of gemstones, pearls and diamonds
4. Explain the 4Cs concept, grading process and types setting related to diamond jewellery
5. Identify the characteristics of different types of jewellery
6. Classify jewellery into its various types
7. Describe the process of soldering and its types

1.2.1 Gem and Jewellery Value Chain

The gem and jewellery value chain begins from mining and gemstone processing, carries on to jewellery manufacturing and finally leads to jewellery retailing. An important role in this value chain is that of India's certification authority, The Gem & Jewellery Promotion Council. It provides the required certification. This certification establishes India in the global market. Another significant element in the value chain of the jewellery sector is the use of technology solutions for management of inventory, production and supply chain. Each element in this value chain has its own potential and strength and offers a wide range of opportunities for growth.

The following figure shows the value chain of the Gem & Jewellery sector in India:

Mining

- India has substantial reserves of gold, diamond, ruby and gemstones
- Key states with mining potential include Maharashtra, Madhya Pradesh, Orissa, Chattisgarh, Bihar and Andhra Pradesh.

Gemstone Processing

- India pioneers in mining, cutting, polishing and trading diamonds in the world.
- Key strengths include skilled labour and low cost of gemstone processing.

Jewellery Manufacturing

- India has expertise in making traditional as well as modern handmade jewellery.
- Recently, India has also developed expertise in machine made jewellery.

Jewellery Retailing

- India has a very large domestic jewellery market. New brands are emerging as key players in jewellery retailing.
- Growing preference for design and quality is contributing towards making it a much more organised sector.

Fig. 1.2.1: Gem and jewellery value chain

1.2.2 Characteristics of Precious Metals

A metal is precious because of its rarity, utility and quality. A precious metal is high in lustre and economic value and has a high melting point as well. It is low in reactivity, which enhances its durability compared to other metals. When it comes to jewellery, gold, platinum and silver are widely chosen to be moulded into various beautiful forms, each one having its unique set of characteristics.

The following figure shows the characteristics of the precious metals that are used in jewellery:

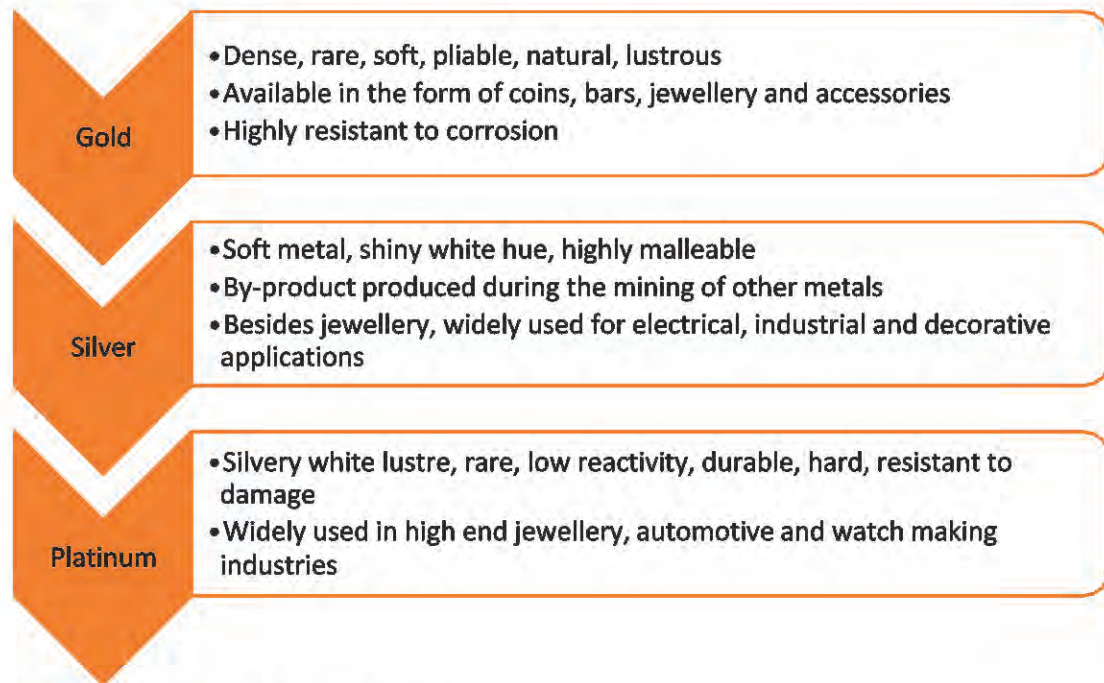


Fig. 1.2.2: Characteristics of precious metals

Scan the QR Code to open the related document or click on link



Click Here
Diversity in Indian
Jewellery



Click Here
Indian Heritage & Crafts in
Global Market 1



Click Here
Indian Heritage & Crafts in
Global Market 2



Click Here
Categories of Indian
Jewellery

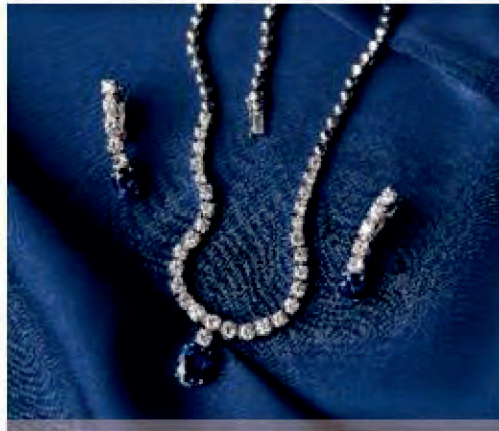
The following images show different types of gold jewellery such as rings and bracelets, types of silver jewellery and platinum jewellery:



Gold Jewellery



Silver Jewellery



Platinum Jewellery

Fig. 1.2.3: Different types of jewellery

1.2.3 Standards, Hallmarking and Certification of Jewellery

A jewellery retail merchandiser needs to be well versed with the required standards, hallmarking and certification of the jewellery sold in the store to be able to explain it to the customers.



Fig. 1.2.4: A goldsmith punches a hallmark into a golden ring on an anvil

- The Bureau of Indian Standards (BIS), the governing authority on standards, hallmarking and certification of gold and silver jewellery in India, functions under the Ministry of Consumer Affairs, Food & Public Distribution, and Government of India. Aiming to safeguard the interest of jewellery buyers, the Bureau of Indian Standards (BIS), the national standards organisation, issues a certificate to confirm the standards of quality. This certificate is called the BIS hallmark.
- BIS hallmarking scheme meets the international criteria for hallmarking. As per this scheme, BIS grant registration to the jewellers. The jewellers can get their jewellery hallmarked from any of the BIS recognised assay and hallmarking centres. The recognition of an assay and hallmarking centre is done under IS 15820:2009.
- The hallmarking for silver jewellery was introduced by BIS in December 2005 under IS 2112 i.e. the standard specification for 'Hallmarking of Silver Jewellery/Artefacts'.
- The BIS system of hallmarking of gold jewellery began in April 2000. The standard specifications governing this system are IS 1417 (grades of gold and gold alloys, jewellery/artefacts), IS 1418 (assaying of gold in gold bullion, gold alloys and gold jewellery/artefacts), IS 2790 (guidelines for manufacture of 23, 22, 21, 20, 19, 18, 17, 16, 14 and 9 carat gold alloys) and IS 3095 (gold solders for use in manufacturing of jewellery).

The following figure shows the components of gold jewellery hallmarking by BIS:

BIS Standard Mark

- Confirms purity of the metal

Purity Grade

- Fineness number corresponding to the carat value of gold
- 22K916 corresponding to 22 Carat, 20K833 corresponding to 20 Carat 18K750 corresponding to 18 Carat and 14K585 corresponding to 14 Carat.

Hallmarking Centre's Mark

- Mark of hallmarking centre

Year of Marking

- Denoted by a code decided by BIS; indicates the year of hallmarking

Jeweller's Mark

- Unique logo / mark of the jeweller certified by BIS

Fig. 1.2.5: BIS gold jewellery hallmarking

1.2.4 Types of Gemstones

Different types of gemstones are broadly categorised as precious and semi-precious based on their value and rarity. Precious gemstones are those that have high value due to their immense rarity. There are primarily four types of precious gemstones. These are namely diamond, ruby, sapphire and emerald. Apart from these, even pearls are precious. All other types of gemstones fall in the category of semi-precious gemstones. This is mainly because they are available in abundance as compared to precious gemstones. The key distinctions between them are in colour, translucency and hardness. Some of the common semi-precious gemstones include alexandrite, agate, amethyst, aquamarine, garnet, lapis lazuli, moonstone, opal, pearl, peridot, rhodochrosite, rose quartz, spinel, tanzanite, tourmaline, turquoise and zircon.



Fig. 1.2.6: Some of the common semi-precious gemstones including peridot, sulphur, garnet, rhodochrosite, amethyst and tanzanite.

1.2.5 Types of Pearls

The Indian jewellery market has pearl jewellery in abundance but these gems are not easily found in their natural forms. The two types of pearls available in the market are natural and cultured.

The following figure shows the characteristics of natural and cultured pearls:

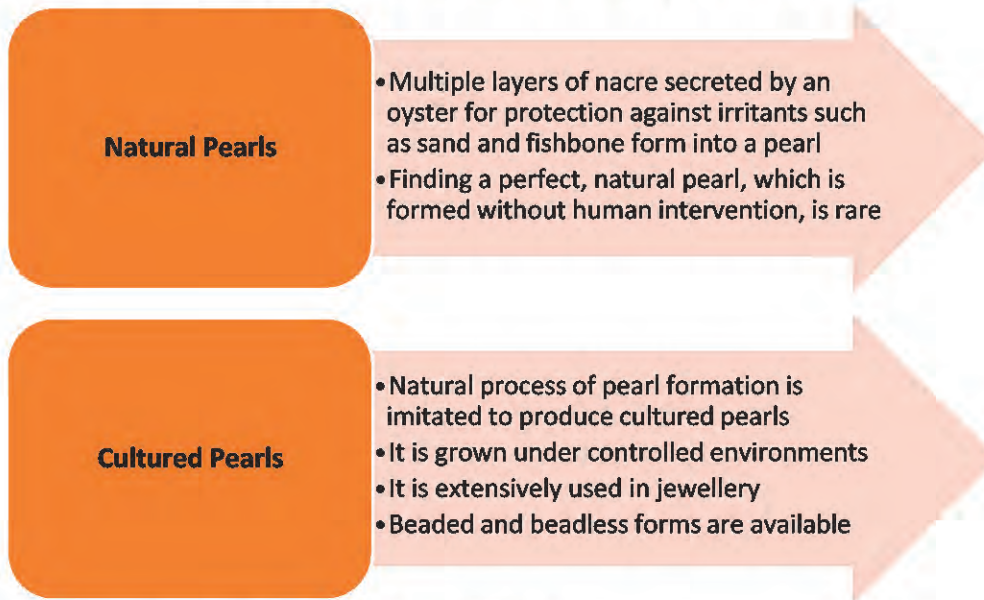


Fig. 1.2.7: Characteristics of natural and cultured pearls

The following image shows natural and cultured pearls:



Natural Pearls



Cultured Pearls

Fig. 1.2.8: Natural and Cultured pearls

1.2.6 Characteristics of Different Pearls

Pearls are available in different sizes, shapes and colours, but what primarily differentiates one pearl from another is its type. Since pearls are hard and rare to find in their natural form, most of them that are available at the stores are cultured pearls. A jewellery retail merchandiser must have good knowledge about the origin and characteristics of the different types of pearls to be able to understand present and recommend them to the customers in an informed manner.

The following figure shows different types of pearls used in pearl jewellery and their characteristics:

Freshwater Pearls	South Sea Pearls	Akoya Pearls	Black pearls produced by black oysters	Biwa Pearls	Baroque Pearls
<ul style="list-style-type: none"> •Grown in molluscs instead of oyster •Irregular shaped •Wide range of colours from pure white to cream and from pink to orange and lavender 	<ul style="list-style-type: none"> •Largest •Rarest •Ranging from glossy white, silky silver, champagne, creamy pink to deep golden tones •White pearl comes from silver lipped oyster •Golden pearl comes from gold lipped oyster 	<ul style="list-style-type: none"> •Saltwater pearls produced by Akoya oysters •The first round of cultured pearls has been introduced into the jewellery market •White coloured •Brilliant lustre •Perfectly round •Tahitian Pearls 	<ul style="list-style-type: none"> •Ranging from midnight black to grey with green, blue and red accents •High lustre •Fashionable 	<ul style="list-style-type: none"> •Freshwater pearls cultured from mussels •Unique shapes & contours •Resembles rice grains and sticks •Usually white, pink and black 	<ul style="list-style-type: none"> •Available in variety of shapes such as cross or square or has the shape of a coin, egg, rice and so on

Fig. 1.2.9: Characteristics of different pearls

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



Click Here
Types of Gemstone Setting

The following images show freshwater pearls in different shapes and sizes, South Sea pearls, Tahitian pearl and a strand of Baroque pearls:



Freshwater Pearls



South Sea Pearl



Tahitian Pearl



Baroque Pearls

Fig. 1.2.10: Freshwater pearls in different shapes and sizes

1.2.7 Types of Diamonds

Apart from real diamonds, there are two other kinds of diamonds available in the jewellery market: synthetic and simulated. More often than not, only a trained gemologist can identify and differentiate between them through advanced scientific tools. Thus, a buyer is always dependent on the jeweller when it comes to determining the authenticity and quality of a product.

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



[Click Here](#)
Common features & Diamond

The following figure shows the characteristics of synthetic and simulated diamonds:



Synthetic Diamonds

- Produced in a laboratory in contrast to being mined from earth; also called as lab-grown, man-made or factory produced
- Grown over a very short period of time
- Chemical and physical properties are similar to that of natural diamonds, making it difficult to differentiate between the two



Simulated Diamonds

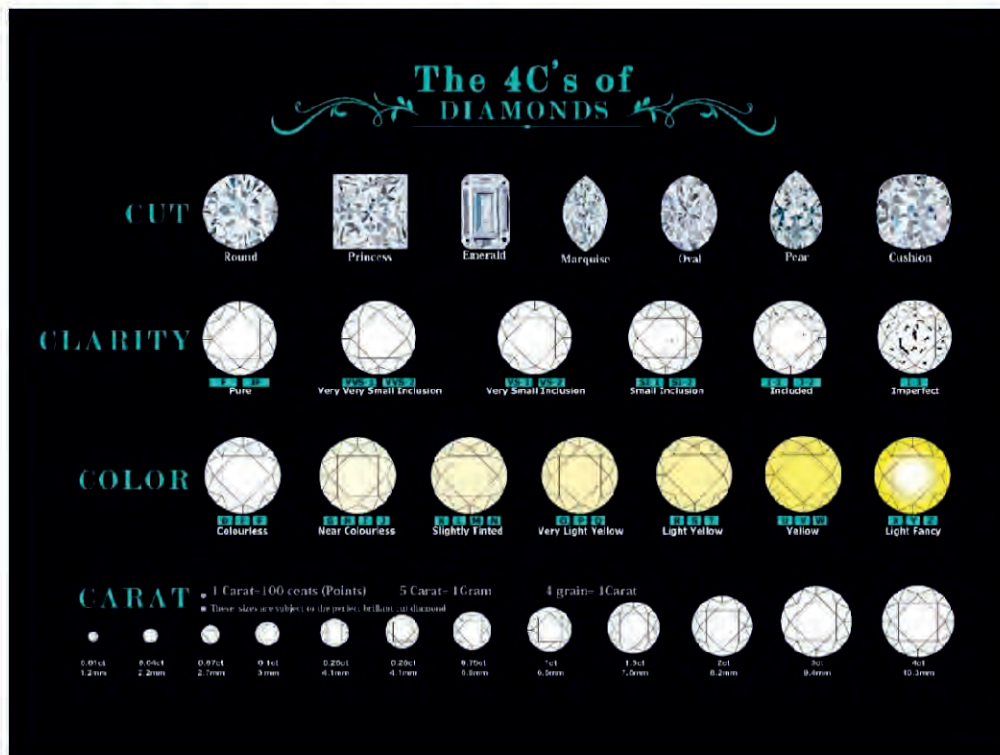
- Lookalike of diamond, that is, simulates the appearance of a diamond; also referred to as imitations, fake and faux
- Has totally different chemical and physical properties from diamonds
- Comprises of crystalline materials like moissanite, cubic zirconia, etc.

Fig. 1.2.11: Characteristics of synthetic and simulated diamonds

1.2.8 Characteristics of Diamond

Diamond is the most desirable, cherished and precious gemstone. It is said to be the only gem, which is composed of 99.95% pure carbon with 0.05% of trace elements. It is also the hardest naturally occurring substance. There are four unique characteristics of diamonds, popularly known as 4C's. These need to be considered to determine the quality of the diamonds.

The following figure shows the 4C's of a diamond:



Cut

- When mined, the diamond is rough and hard. It goes through a process called as diamond cutting to be converted into a gem. Precise artistry and workmanship is required to cut it into appropriate proportions so that the facets interact well with the light.
- The cut of a diamond determines its shine, sparkle and attraction.
- The cut of a diamond is all about scintillation, brightness and dispersion of white light into rainbow colours

Colour

- No colour is the best colour in case of diamonds. Such diamonds are rare and expensive. Usually, diamonds have a yellowish tinge.
- Colour scale range begins with 0 which means 'colourless', down to 1 which means 'near colourless' and so on till Z.

Clarity

- Clarity of a diamond is about flaws, inclusions and blemishes.
- Clarity is rated on the following scale: IF (internally flawless), VVS1-VVS2 (very, very slightly included), VS1-VS2 (very slightly included) and S1-S2 (slightly included).

Carat

- Weight of the diamond is measured in carats where 1 carat = 0.2 gms. Ironically, higher the carat size, higher are the flaws and lesser is the clarity.
- Cost is calculated proportionate to the weight.

Fig. 1.2.12: 4C's of a diamond

The following image shows the six different cuts of a diamond:



Fig. 1.2.13: Six shapes of diamonds

1.2.9 Types of Diamond Settings

Diamond setting refers to the style of setting a loose diamond in a jewellery piece. It is about fixing the diamond in such a way that it stays safe and secure, yet gives an attractive look. Various techniques are used in doing the diamond settings.

The following figure shows the different types of diamond settings:

Prongs: This is one of the most popular styles of setting, also known as claw setting. To secure the diamond in place, it uses two or more prongs from the base of the ring. These are wrapped around the crown. It minimises the metal use and allows more light to pass through the diamond which is prominently placed in this setting.

Bezel: It encircles the diamond in a metal rim either fully or partially. It is the most secure and protective setting to keep the precious stone in place. This kind of setting makes the stone appear larger.

Channel: It entails setting the diamonds within the channel / groove in the metal, much like stacking diamonds one after another in a straight line, with no space between them. In some cases, there are vertical metal walls between the diamonds to secure them in place.

Pave: This type of setting is also called as bead setting because diamonds are set closely and tightly using tiny metal beads. In case of smaller diamonds, tiny prongs are created with the help of a microscope. This is done to set the diamonds securely.

Tension: In this type of setting, the diamond appears to be suspended in air without any support of prongs or bezel. The diamonds sit firmly in place due to the bold and heavy sides that have small shallow arching grooves to act as a gridle.

Fig. 1.2.14: Diamond settings

The following images show the different types of settings of diamonds:






Fig. 1.2.15: Different settings of diamonds




1.2.10 Types of Jewellery

Jewellery occupies an important place in the rich tradition and diverse culture of India. This diversity has given rise to many different types of jewellery, each one having its own unique style, special characteristic and artistry. The following figure shows different types of jewellery available in India:

Type of Jewellery	Image of Jewellery	Characteristics of Jewellery
Antique Jewellery		<ul style="list-style-type: none"> • Antique jewellery refers to jewellery pieces older than 100 years that are marked by distinctive design, lustre, state-of-the-art artisanship and rusty look. • Different antique styles include tarakashi, thewa, pachichikam, meenakari, kundanari, jadau and Victorian. • These are handmade.

Type of Jewellery	Image of Jewellery	Characteristics of Jewellery
Bead Jewellery		<ul style="list-style-type: none"> • Beadwork in India hails to the times of Indus Valley Civilisation, which is estimated to have existed around 5000 years ago. In those days people used to make beads out of gold, silver, ivory and wood. Nowadays, artisans continue to create new types of beads. • Different types and styles of beads include tribal beads, rudraksha beads, lac beads, Maruti beads and Kashmiri beads. • These are handmade.
Bridal Jewellery		<ul style="list-style-type: none"> • Exquisite touch of bridal jewellery is what completes the make-up of a bride; enhancing her beauty and making her look majestic. • Essential jewellery pieces adorned by a bride include maang tikka, necklace, earrings, nose ring, bangles, finger rings, anklet, payal and waistband.
Custom Jewellery		<ul style="list-style-type: none"> • Custom-made jewellery is uniquely designed as per the requirements of the buyer. • It includes traditional elements of precious metals and stones. • It allows confluence of various themes and styles to create the customised design. • It is handmade.

Type of Jewellery	Image of Jewellery	Characteristics of Jewellery
Filigree Jewellery		<ul style="list-style-type: none"> • Filigree art of jewellery is about interweaving gold and silver wires to create a lace-like design. It originated in Mesopotamia and Egypt and spread in Asian continent around 2500 BC. • Its intricate design needs high technicality along with patience and determined work. • In India, artisans of Cuttack city of Orissa are majorly involved in this art. Thus, this art is known as Cuttaki Tarakasi in Orissa. • Eastern states of India are well known for exquisite silver filigree work. • This jewellery is handmade.
Gold Jewellery		<ul style="list-style-type: none"> • Gold jewellery has a traditional and religious significance in wedding ceremonies in India. • Different types of gold ornaments popular with Indian women include necklace, pendants, earrings, nose pins, hairpin, bangles, bracelets, anklet, toe ring, waist chain, and others.
Jadau Jewellery		<ul style="list-style-type: none"> • Brought into the country by Mughals and improvised by artisans of Rajasthan, Jadau work has its base in Bikaner, Jaipur and Gujarat. • Jadau is about embedding precious and semi-precious stones, pearls and crystals into the jewellery pieces. • Gold is melted to set the stones with care and finesse.

Type of Jewellery	Image of Jewellery	Characteristics of Jewellery
Kundan Jewellery		<ul style="list-style-type: none"> • Kundan jewellery is a traditional form of jewellery having its origin in Rajasthan and Gujarat. • Glass pieces are embedded in gold creating a magnificent look in an ancient style. • Kundan jewellery pieces often have gemstones set on the front side and meenakari work is done at the backside; meenakari is done using colourful enamel. • This jewellery is handmade.
Lac Jewellery		<ul style="list-style-type: none"> • Lac jewellery has its origin in Rajasthan. It was initially developed by the tribal people but is now popular all over the country. • Its making process is quite arduous and complex, involving intricate designs made of glass beads, and flower shaped mirrors and decorative wires. • Although lac bangles are very popular, the jewellery range also includes bala, bajuband, rakhi, jod, gajra, gokhru and timaniyan
Meenakari Jewellery		<ul style="list-style-type: none"> • The art of Meenakari is about coating grooves/engravings of ornaments with coloured enamels. • It was created by Iranian artisans of the Sassanid era and brought to India by Mongols. • Although gold is a preferred metal for this art, brass, copper and silver are also used for this work. • The jewellery is handmade.

Type of Jewellery	Image of Jewellery	Characteristics of Jewellery
Dokra Jewellery		<ul style="list-style-type: none"> • Dokra is non-ferrous metal casting that uses the lost-wax casting technique. • The art and craft of Dokra hail to the tribal belts of West Bengal, Andhra Pradesh, Orissa and Madhya Pradesh. Its jewellery is primarily made from brass scrap. • Artisans create this jewellery with the help of wax, resin, firewood from the forest, riverbed clay and other material available in nature.
Fusion Jewellery		<ul style="list-style-type: none"> • Fusion jewellery is a beautiful amalgamation of modern and traditional designs. • Fusion jewellery is created in line with the fashion trend. • It includes diverse forms of jewellery such as German silver, Terracotta, Dokra, Beads and so on.
Thewa Jewellery		<ul style="list-style-type: none"> • Thewa is a unique form of making ornaments and has its origin in the Mughal era. It further evolved in Pratapgarh district of Rajasthan. • It is a traditional art of fusing intricate gold work with multi-coloured glass. Thewa pendants are well renowned for their exquisite design. • Creation of Thewa jewellery involves a very detailed, intricate and time-consuming process. • The jewellery is handmade.

Table 1.2.1: Different types of jewellery

1.2.11 Soldering Process and its Types

- Jewellery is composed of several components that are joined and assembled by soldering. Soldering, is a process in which two or more metals are joined together by melting and putting a filler metal (solder) into the joint, the filler metal having a lower melting point than the adjoining metal. It is important to note here that maximum cause of under-karating and thereby failure in hallmarking process is due to bad practices of alloying and soldering in the manufacturing process of jewellery.
- Gold alloys are of different colours, according to the kind and proportion of the other metals used. There are yellow, red, white, and green gold alloys. The colour of the special alloy should of course be in harmony with the colour of the Jewellery components to be soldered, in order that the seams may be as inconspicuous as possible.



Fig. 1.2.16: Soldering of a silver earring with a flame from a welding torch

- Karat gold solders for jewellery are hard solders or brazing alloys, as they melt above 450°C. A requirement of solders is that their melting temperature is at least 20°C below the solidus temperature of the karat golds being soldered. The parent metal does not melt during soldering. To vary the colour of coloured solders to achieve a colour match, the compositions should be adjusted. To make a solder more red, increase copper and reduce silver. To make a paler yellow, reduce copper and increase silver (and/or zinc).
- Soldering differs from welding in that soldering does not involve melting the work pieces. In brazing, the filler metal melts at a higher temperature, but the work piece metal does not melt. For each karat and colour, a range of solders can be designed with different melting ranges to enable 'step' soldering. This is to avoid the danger of re-melting soldered joints made previously when doing the next soldering operation. These are normally designated hard, medium and easy grades with their melting ranges reducing, so that the easy grade has the lowest melting range. At low karatages an 'extra-easy' grade may be available, which is useful for repairing broken jewellery.

Forms of Solder

Typically, goldsmiths use solder in the form of wire, thin strip or coupons (Paillons) cut from a strip. However, there is a growing use of solder in the form of solder paste. Solder pastes are homogenised mixtures of solder. Extremely fine karat gold alloy powder is combined with an organic binder, which may or may not contain a flux depending on whether torch heating or furnace heating with a protective atmosphere is to be used. Some more details on soldering are given in the following figure:

-

The paste is dispensed from plastic syringes using a hollow needle of appropriate size.

An electro-pneumatic device is used to supply compressed air for a pre-determined time interval to deliver an exact and reproducible amount of paste to the joint.

Where precise control is not required, simpler hand operated syringes can be supplied.

The solder paste can be supplied in all karatages and colours up to and including 22 kt.

They do cost more than the conventional wire and strip forms.

- . The following figure shows soldering gold on silver jewellery using solder wire:



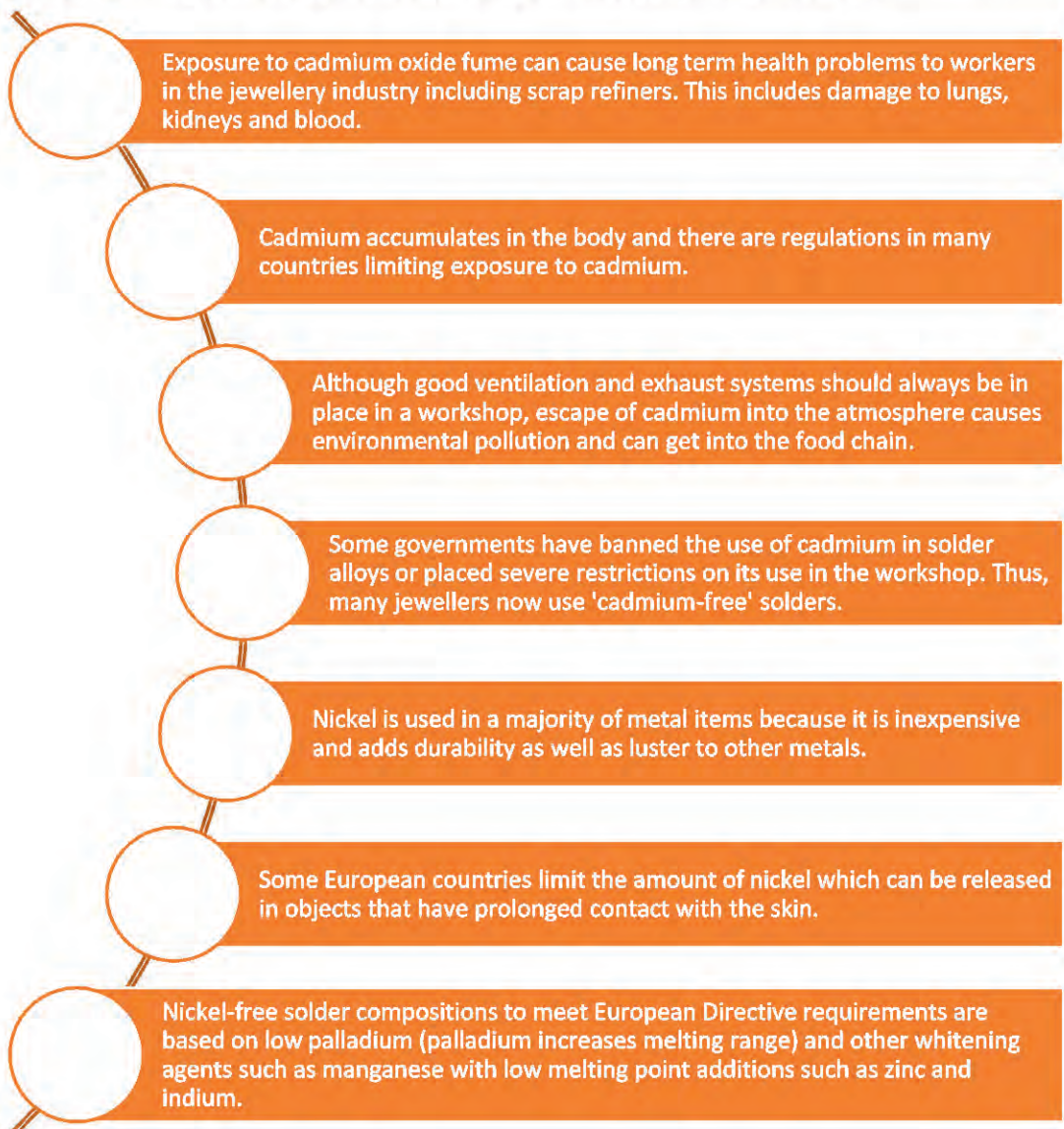
Fig. 1.2.17: Soldering gold on silver jewellery

- Most solders are based on the coloured gold-silver-copper alloys with additions of low melting point metals such as zinc, cadmium, tin and indium to lower the melting range. Gold solders containing zinc and cadmium are generally used for 9K and 12K articles.

- Solders used on the higher karat gold are in most cases of lower quality than the gold of the same karat. For example, solders for 18K gold rarely exceed 17K quality. These additions tend to whiten the solder alloy. To compensate for this change in colour, the copper content needs to be increased. White gold solders are based on white gold compositions with similar low melting alloying additions to lower the melting range.

Cadmium and Cadmium-free Soldering

- Cadmium has traditionally been used in jewellery solders as it confers good melt fluidity as well as lowers the melting range. Unfortunately, it has been discovered that cadmium has a serious toxicity problem. It has a low melting point of 321°C, boils at 767°C and has a high vapour pressure. This means that, on melting the solder, it readily boils off and forms a vapour that reacts with air to form poisonous cadmium oxide fume



1.2.12 Data Mining, Data Analysis and Budget Preparation

Data mining and analysis have a significant role in sales generation, reducing operation costs and improving the overall performance of a jewellery store. It facilitates in maintaining a competitive advantage over other brands and retailers.

A jewellery retail merchandiser is responsible for carrying out data mining, that is, examining the database to discover trends and patterns and analysing the same for increased productivity. At first, huge volumes of data related to customer experience, feedback and preferences is gathered through various online and offline mediums. It is then analysed to arrive at relevant insights such as best selling items, slow-moving styles, loyal customers, preferred combinations and so on.

Data mining and analysis are done using computer/laptop installed with the required applications and software. It goes a long way in strengthening the brand and planning effective marketing strategies to boost sales as well as enhance customer satisfaction.

A jewellery retail merchandiser uses this data to arrive at projected sales figures and forecast product requirements in different categories. The budget is accordingly prepared while allocating the proportionate amount to each category.

The following image shows a team analysing data using statistical tools:



Fig. 1.2.18: A person doing data analysis

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



[Click Here
About Joining Metals](#)

2. Planning and Procuring Jewellery for Retail Store



Unit 2.1 - Market Overview, Data Analysis and Product Requirement

Unit 2.2 - Selecting Vendors and Procuring Products



Key Learning Outcomes

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

1. Identify the market segments of gem & jewellery sector
2. Categorise the jewellery products in demand
3. Distinguish between different types of jewellery
4. Identify customer preferences based on different factors
5. Assess competition scenario as per location
6. Analyse sales data and take decisions accordingly
7. Identify the general industry trends
8. Estimate the product requirement of the jewellery store
9. Identify the vendors of specific/general jewellery products
10. Select vendors to fulfil requirements of the jewellery store
11. Implement ways to procure a stock of jewellery products
12. Explain visual inspection of jewellery product for hallmarking
13. Demonstrate how to calculate the value of jewellery product

UNIT 2.1: Market Overview, Data Analysis and Product Requirement

Unit Objectives

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

1. Identify the market segments of Gem & Jewellery sector
2. Categorise the jewellery products in demand
3. Distinguish between different types of jewellery
4. Identify customer preferences based on different factors
5. Assess competitive scenario as per location
6. Analyse sales data and take decisions accordingly
7. Identify the general industry trends
8. Estimate the product requirement of the jewellery store

2.1.1 Segments of Gem & Jewellery Sector

Although the Gem & Jewellery sector in India has a wide range of segments, it is primarily dominated by gold jewellery and diamonds. While the major share of the Indian jewellery market is that of gold jewellery, a small percentage comprises of fabricated diamond and gemstone studded jewellery. Most of the gold jewellery is consumed in the domestic market itself. However, in the case of diamonds, the major chunk of uncut diamonds processed in India is exported, either in the form of polished diamonds or finished diamond jewellery. In fact, given the country's whopping volume of employment in this sector, which is over 94 % of the global workers, and hi-tech laser machines, India has become a global leader in diamond cutting and polishing industry. It exports 75 % of the world's polished diamonds.

The following figure shows the diverse segments of the Gem & Jewellery sector of India:

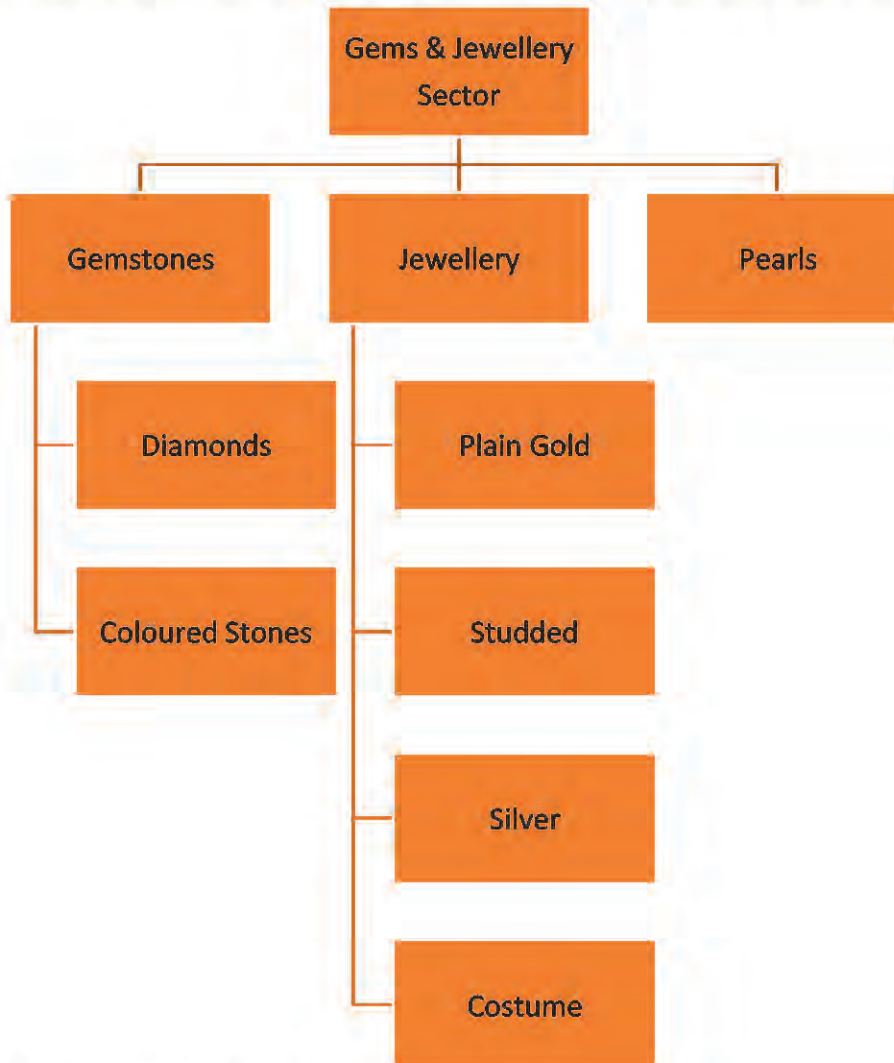


Fig. 2.1.1: Segments of Gem & Jewellery sector

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



Click Here
About Gold

The following images show the three broad segments of the Gem and Jewellery sector, that is, gemstones, gold jewellery with pearls and silver jewellery with pearls:



Gold and Pearls Jewellery



Traditional Silver Jewellery



Gemstones

Fig. 2.1.2: Different types of jewellery and gemstones

The following figure shows the composition of Gems & Jewellery sector in India:

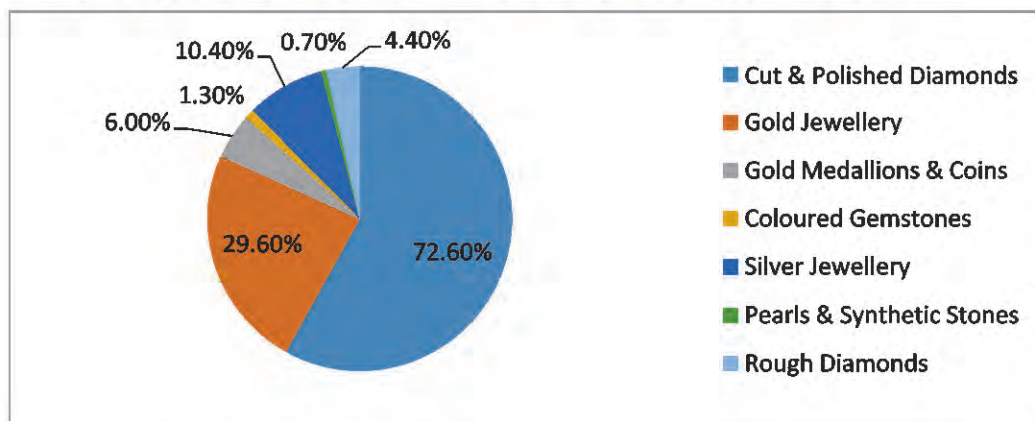


Fig. 2.1.3: Gems & Jewellery sector composition

2.1.2 Categories of Jewellery Products

A jewellery retail store showcases a wide range of jewellery, in different precious metals, across diverse styles, types and cultures. It also offers gold coins and gold bars. It is one of the key responsibilities of a jewellery retail merchandiser to understand the market trend and pattern of different jewellery products before procuring them for the store. This includes studying the competitive market scenario as well as market scenario at a national level.

The following figure shows the categories of different popular jewellery products:

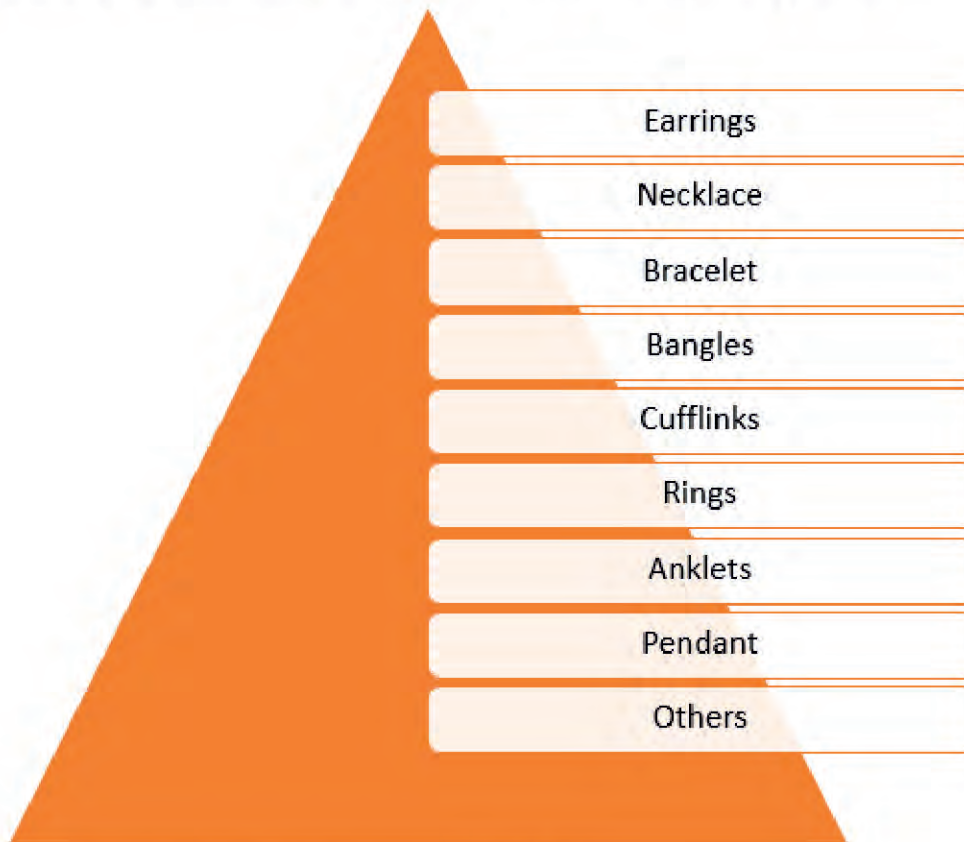


Fig. 2.1.4: Categories of Jewellery Products in Jewellery Store

Above mentioned jewellery items across different categories, available in the store, are showcased in a presentable manner so as to catch the customer's attention. The following figure shows the jewellery items showcased in the jewellery store:



Fig.2.1.5: Different forms of gold jewellery

The jewellery store also stocks gold bars and coins which are mainly in demand for investment purpose. These gold bars and coins are available in different shapes and sizes with respect to the weight in karats.

The following figure shows the gold bars available in the jewellery store:



Fig.2.1.6: Different types of gold bars

The following figure shows the market scenario of the gem and jewellery sector at the international level:



Fig.2.1.7: India in global gem and jewellery market

The following figure shows India's growth in the gem and jewellery industry backed by strong government initiatives:

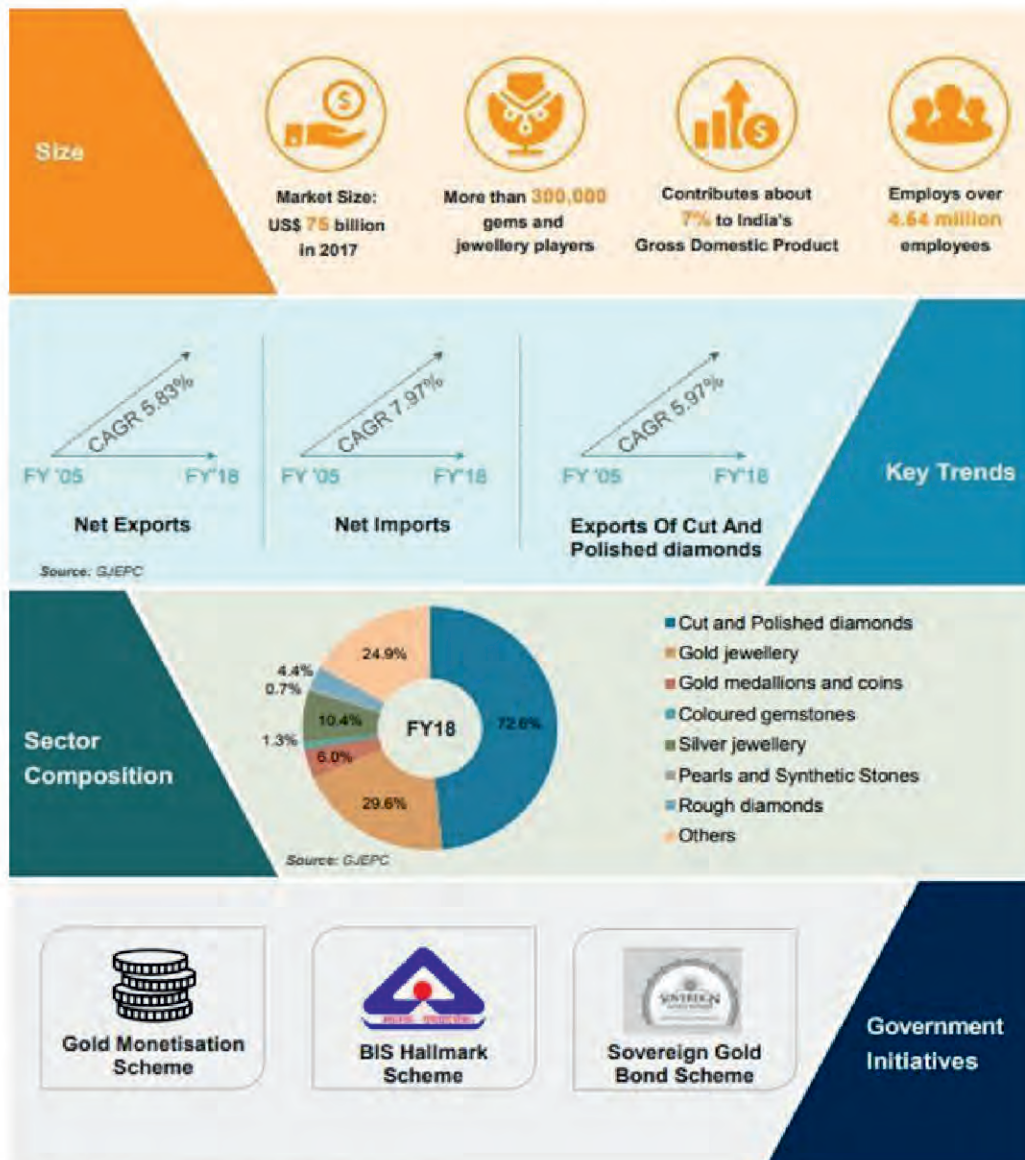


Fig. 2.1.8: India's gem and jewellery industry

2.1.3 Different Types of Indian Jewellery

Adorning oneself with different types of jewellery is a tradition in India that has been alive since ancient times. In those times, rulers would give patronage to artists for developing the art of making exquisite ornaments. Royals would adorn jewellery as an integral part of their day to day attire. It was often studded with diamonds and gems so as to make it attractive and appealing. Legend has it that India's rich geological reserves attracted Mughals to set up their empire here and it was during their era that the stone workmanship flourished all across the country.

The following figure shows the characteristics of different popular types of Indian jewellery:

Kundan

- Has its origins in the royal courts of Rajasthan and Gujarat
- Glass pieces are used instead of diamonds to be embedded in gold
- Kundan work of Jaipur, Bikaner and Nathwara is quite popular

Jadau

- Also known as engraved jewellery, this artwork is made with semi-precious and precious stones, crystals and beads embedded in gold
- Popularly worn on festivals and occasions like marriage
- Jadau work of Bikaner, Gujarat, Jaipur and Rajasthan are well-known

Lac

- Lacquer jewellery is available in versatile designs. While Lac bangles are quite popular for their bright colour and glass work, some of the other examples include Bala, Bajuband, Rakhi, Jod, Gajra, Gokhru and Timaniyan
- Prominent craft of Rajasthan which is also the origin of Lac jewellery

Navratna

- Made up of nine gems namely ruby, pearl, diamond, emerald, coral, cat's eye, sapphire, topaz and garnet,, each having great spiritual significance

Pachchikam

- Handcrafted pieces with silver base that encase un-cut precious and semi-precious gemstones and glasswork.
- Includes brooches, necklaces, earrings, anklets, armlets, trinkets and head gears
- Mainly fabricated in Kutch

Beaded

- Stone studded beads are strung together to create accessories
- Beads include Maruti beads, Kashmiri beads, Lac beads, Rudraksha beads, Meenakari beads, Tribal beads and so on
- Bead work of Gujarat is famous

Contemporary

- Contemporary stone jewellery blends diverse art forms to give it a contemporary look
- Usually sterling silver is used as the base to set the combination of precious and semi-precious gemstones

Fig. 2.1.9: Popular types of Indian jewellery

2.1.4 Jewellery Preferences of Customers

In India, the jewellery consumption is greatly influenced by the diversity in cultures, traditions and geographies. Thus, consumer preferences and tastes vary from region to region, depending upon their tradition and culture. Consumers from the eastern and southern parts of the country prefer more gold than those in northern and western parts. It is so because of their customs, festival celebrations and ceremonial demands. This further reflects in their designs as well, which are more traditional in these parts.

On the other hand, consumers from northern and western parts prefer diamond jewellery and white gold, for these reflect status and fashion; they are more demanding about creativity and craftsmanship. The following image shows some examples of contemporary Indian jewellery.

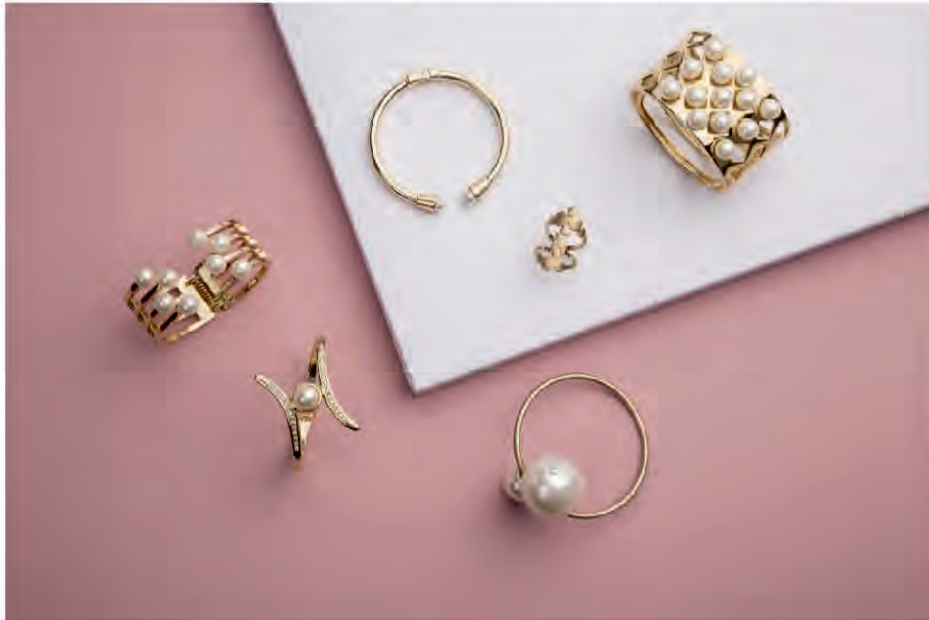


Fig. 2.1.10: Contemporary Indian jewellery

Overall, the Indian Jewellery Industry is witnessing a shift in consumer preferences from heavy gold jewellery to light and contemporary jewellery for everyday use and from occasion-based consumption to fashion accessories. Although traditional jewellery is a preferred choice for occasions such as a wedding, consumers now prefer to buy customised, trendy and fashionable jewellery in gold and platinum with a combination of gemstones instead of ready to wear pieces. It is no more meant to be stored in lockers and taken out to be worn only on occasions but to be worn on a daily basis and in different roles. It has a unique style and class attached to it.

2.1.5 Competitive Scenario

The competitive landscape of the Gems & Jewellery sector is expanding with the entry of new key players in the sector. These major players offer a wide range of jewellery products in different categories, at a competitive price, to suit the requirements of the consumers. It is important to stay updated with the profiles and portfolios of the competitors in order to understand the scope and demand for jewellery products in the market. A jewellery retail merchandiser needs to assess, from time to time, the competitive scenario in detail before finalising the product requirement of the store.

The following figure shows the steps to assess the competitive scenario:

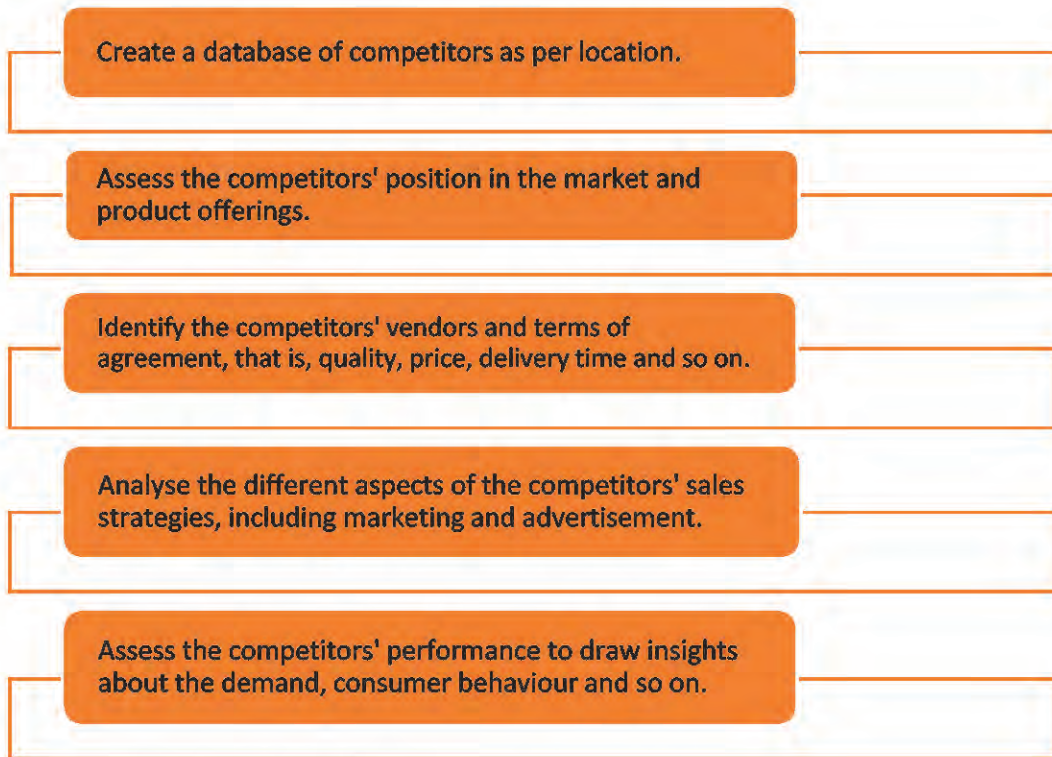


Fig.2.1.11: Assessing Competitive Scenario

2.1.6 Analysis of Sales Data

Analysis of sales data is crucial for making decisions about product requirements of the store at any given time. It is an integral part of studying the market. It entails activities such as interpreting the facts and figures pertaining to fast moving products, analysis of sales conversion rate and average ticket size for jewellery retail store to name a few.

A jewellery retail merchandiser must arrange for the collection of sales data as per the following parameters to chart the future course of action accordingly:

Fast Moving Products:

- A jewellery store has certain categories of products which are fast-moving and others that keep changing with the change in consumer lifestyles and choices.
- All the data related to fast-moving categories as well as other products must be gathered in order to analyse the sales data at large.

Sales Conversion:

- Sales conversion is related to the customers who have already stepped in the store for buying gold/jewellery, which means they are the potential buyers.
- Sales conversion rate means the percentage of conversions over the total walk-ins.

Average Ticket Size

- Jewellery stores follow the concept of the average ticket. In simple terms, it refers to the average amount of sales by a customer.
- It is used to analyse sales and performance of the store and helps to measure the profitability during a given period.
- To arrive at average ticket size, that is, sales value per customer, total sales amount during a certain tenure is divided by the number of customers.

Fig.2.1.12: Parameters for collection of sales data

A jewellery retail merchandiser needs to collate and interpret sales data of the store from time to time to identify the sales pattern of each category, including jewellery items, the success of saving schemes and so on. This helps to understand the buying behaviour of the customers during different times of the year and also brings forth the data on the effectiveness of offers, deals and discounts. In a nutshell, one can conclude what is working and what is not in context with items/strategy. Once the data is interpreted and analysed on different parameters, then the insights can be drawn and used to make decisions.

2.1.7 Finalising Product Requirement

A jewellery retail merchandiser is responsible for finalising the product requirements of the store across different categories. It is not fixed around the year but varies from time to time, depending upon the season, gold price and upcoming festivals.

In India, a wedding is one of the prime occasions when jewellery is bought in huge volumes to suit the various ceremonies. Astrologically, there is a wedding season which is considered to be auspicious, and that is the time when demand for jewellery products surges. In addition to weddings, festivals are significant times when the demand for jewellery products rises.

The following image shows some festive jewellery items:

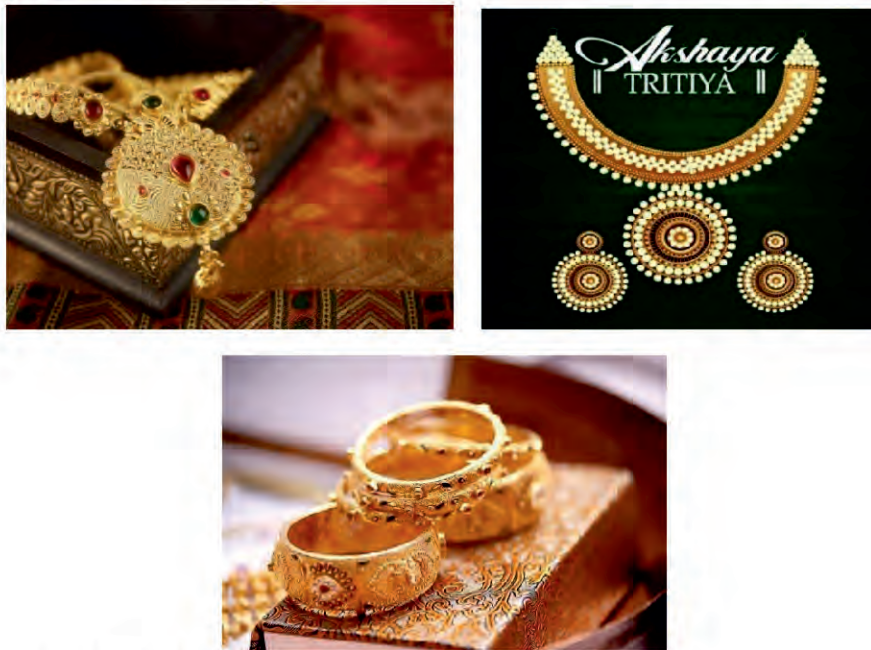


Fig.2.1.13: Indian festive jewellery

A jewellery retail merchandiser needs to estimate the demand for jewellery products across different categories based on the general industry trends, which includes seasonality effects, price and festivals. Another factor that has an important role in determining the product requirement of the store is previous sales data and its analysis. Thus, the merchandiser can finalise the product requirement based on the above-given factors.

The following figure shows the factors involved in finalising the product requirement:



Fig.2.1.14: Factors determining the product requirement

UNIT 2.2: Select Vendors and Procure Stock

Unit Objectives

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

1. Identify the vendors of specific/general jewellery products
2. Select vendors to fulfil requirements of the jewellery store
3. Implement ways to procure a stock of jewellery products
4. Explain visual inspection of jewellery product for hallmarking
5. Explain the valuation of jewellery product

2.2.1 Identifying Vendors of Jewellery Products

A jewellery retail merchandiser is responsible for preparing a database of vendors who can provide a stock of jewellery products as per the desired quality and requirements of the store.

It is important to have information about multiple vendors with their key strengths and weaknesses to deal with them according to their area of expertise and speciality.

Moreover, at any given time, if a vendor is not able to fulfil the demand due to any reason/s, one can avail the services of another vendor and procure stock accordingly.

Thus, identifying vendors is indispensable for the smooth functioning of the jewellery store and falls under one of the key responsibility areas of the jewellery retail merchandiser.

The following figure shows the ways to identify vendors for a jewellery store:

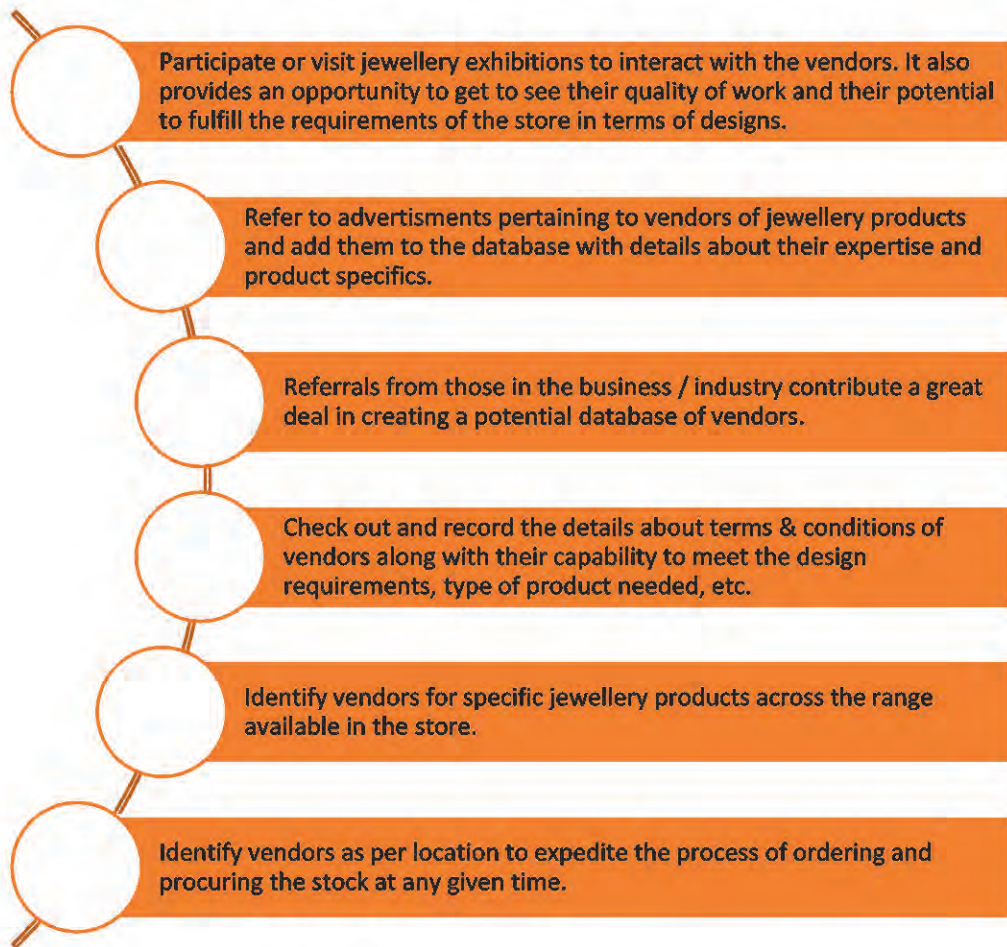


Fig.2.2.1: Identifying vendors for the product requirements

2.2.2 Selecting Vendors for Jewellery Store

A jewellery retail merchandiser needs to select the vendor/s with whom to place the order for jewellery products. There could be a single vendor or multiple vendors according to their expertise and speciality when it comes to fulfilling the requirements of the store at any given time. Selection of the vendor from the database created by the jewellery retail merchandiser entails interaction, analysis, inspection and certain other factors before the process is finalised.

The following figure shows the process of selecting the vendor for the jewellery store:

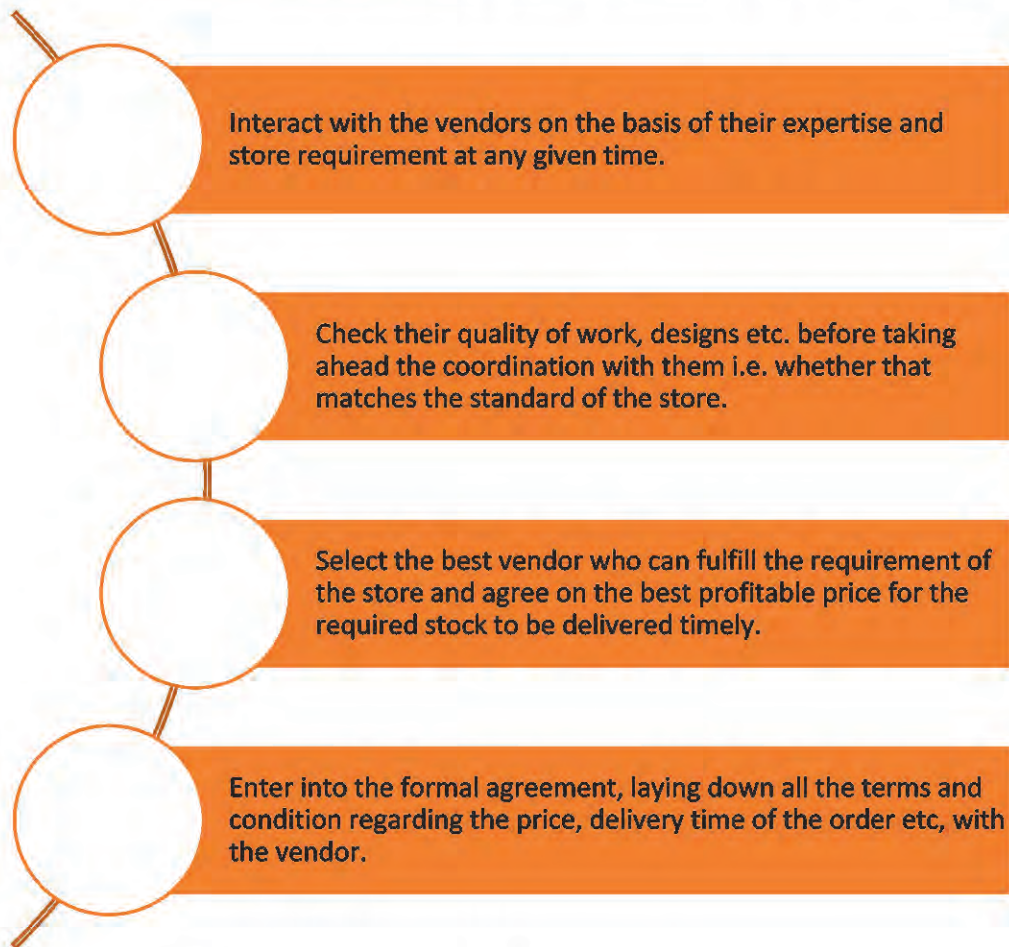


Fig.2.2.2: Selecting vendors for the product requirements

2.2.3 Procuring the Required Stock

A jewellery retail merchandiser is not only responsible for selecting the vendors and placing the order of required jewellery products with them but also procuring the same at best profitable price. It begins with creating a database of potential vendors, interacting with them to know their expertise and then dealing with them to fulfil the product requirements of the jewellery store. It is followed with the signing of an agreement with the selected vendors for a specific range of product/s. The final stage is the procurement of the stock from the vendor at the given time.

The following figure shows the process of procurement of stock from the vendor:

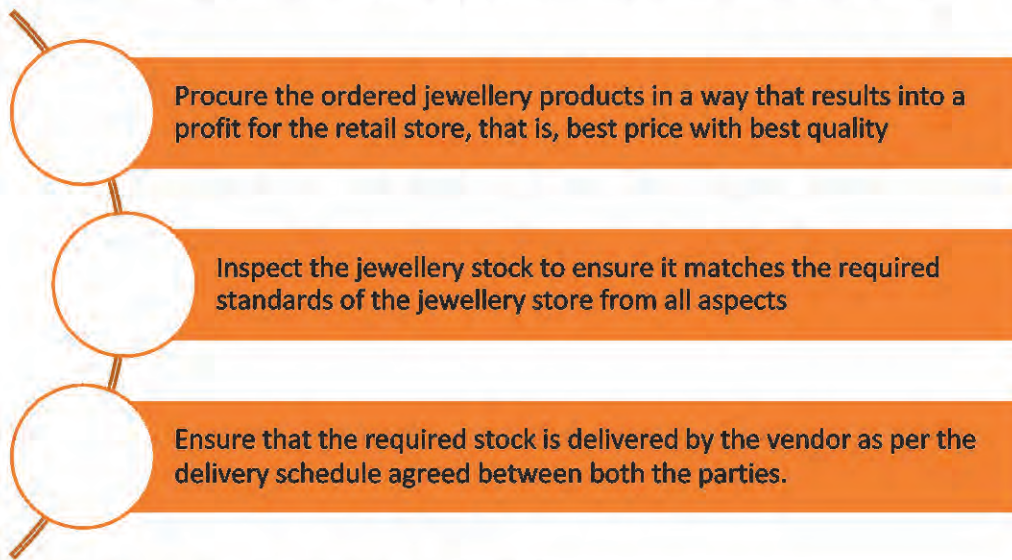


Fig.2.2.3: Procuring the ordered stock from the vendors

2.2.4 Checking the Jewellery for Hallmarking

Hallmarking confirms the purity / fineness of precious metal articles. It is the exact determination of the proportionate content of precious metal in the valuable metal articles which are being officially recorded. Therefore, Hallmarks are considered to be official marks, being widely used across many countries.

The objectives of the hallmarking scheme are shown in the following figure:

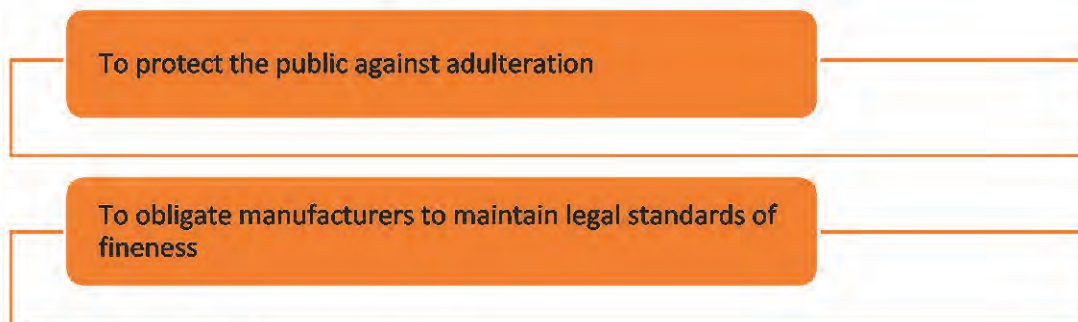


Fig 2.2.4: Objectives of the hallmarking scheme

At present, in India, gold and silver are the two precious metals that are brought under the purview of hallmarking.

The BIS hallmarking scheme is in alignment with the international criteria set for hallmarking. The license approval is given to the jewellers by BIS under the hallmarking scheme. BIS certified jewellers (retailers/manufacturers) have the right to register their retail shop with any of the BIS recognised Assaying and Hallmarking Centres to get their jewellery hallmarked.

Assaying and Hallmarking Centre recognition is done against IS 15820:2009. BIS inspects the certified jewellers within a defined period. Market scrutiny involves gathering required information about the hallmarked gold jewellers from a licensee's retail store or from manufacturing sites and testing it for compliance in BIS recognised Hallmarking Centre. If there is any discrepancy in the information, the jeweller's license may even be cancelled or it may lead to legal implications.

The yearly consumption of gold has presently increased to over 800 tonnes from 65 tonnes estimated in 1982. The following figure shows the demand percentage of gold:

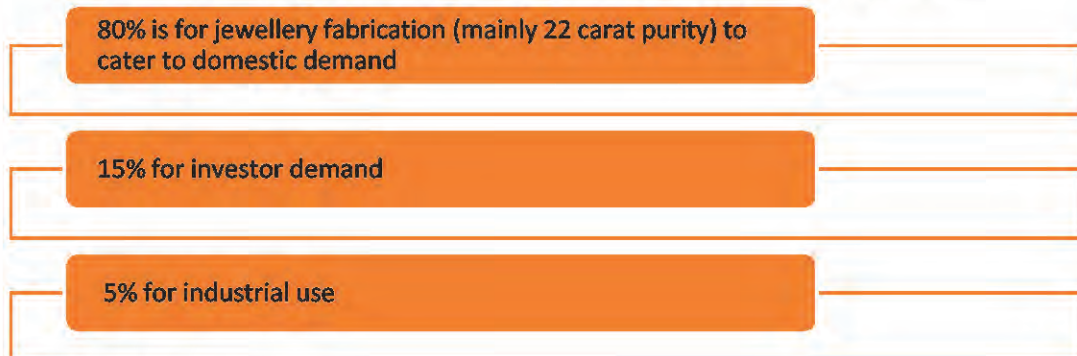


Fig 2.2.5: Gold demand

According to a FICCI study, there are 15000 players in the gold processing industry, which have around 80 units and revenues over the US \$ 5 million. India has around 4,50,000 goldsmiths, over 100,000 gold jewellers and about 6000 diamonds- processing players, along with 8000 diamond jewellers.

Hallmarked jewellery should bear the following five marks etched with a laser marker:

1. **BIS mark:** The following image shows a BIS mark:



Fig 2.2.6: BIS mark

2. **Purity in karat or fineness mark:** The following table shows the codes for determining the karatage of a gold article; each code represents a certain karatage:

958	Corresponding to 23 Carat
916	Corresponding to 22 Carat
875	Corresponding to 21 Carat
750	Corresponding to 18 Carat
708	Corresponding to 17 Carat
585	Corresponding to 14 Carat
375	Corresponding to 9 Carat

3. **Assaying and hallmarking centre's logo:** The logo of BIS recognized Assaying and Hallmarking Centre where the jewellery has been assayed and hallmarked.
4. **Year of marking:** Denoted by a code decided by BIS indicating the year of hallmarking
5. **Jeweller's mark:** Logo of the BIS certified jewellery manufacturer.

The following figure shows the five symbols of hallmark that need to be kept in mind while buying jewellery:

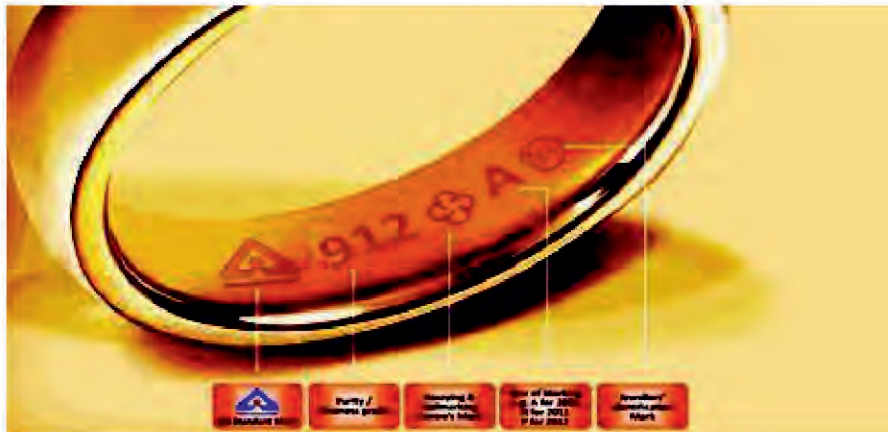


Fig 2.2.6: Symbols of a hallmark

From 1st January 2017, hallmarking is done only for 3 levels of purity and has only four marks. The following image shows the four hallmarking marks:

BIS Mark	
Purity in karat or fineness mark	
Assaying and hallmarking center's mark or logo	
Year of marking denoted by a code letter	

Fig 2.2.7: Four hallmarking marks

Laser Hallmarking

Hallmarking is generally done using laser and this has many benefits. It does not require any physical contact with the finished article and uses a very precise fibre laser-engraving machine. It also does not cause any sort of bruising or distortion or metal loss. So, no subsequent refinishing is needed. It is likely to mark both even and curved surfaces; which makes it easier to mark small, delicate, hollow or complex shaped jewellery or article. Laser markings are long-lasting and retain excellent definition even after re-polishing.

The following images show laser hallmarking:



Fig 2.2.8: Laser hallmarking

2.2.5 Estimating Value of Jewellery Product

The different criterions that must be checked for jewellery valuation are as follows:

- Determine the weight of the article, by weighing preferably on an electronic balance.
- Feel the heft or weight.
- Determine the colour of the article.
- Look out for open joints.
- Look out for peeling effect by plating over a period of time.
- Look out for the hardness of the gold. Higher karat gold will be softer compared with lower karat.
- Look for excessive solders.
- Look for discolouration due to oxidation.

The following image shows a specialist measuring the weight of gems on a jewellery scale:



Fig 2.2.9: Specialist measures the weight of gems on a jewellery scale

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



Click Here
Gold Appraiser and Valuer





3. Coordinate with Others

Unit 3.1 – Effective Communication

Unit 3.2 – Coordination with Supervisor and Colleagues

Unit 3.3 – Comply with Company Policies



Key Learning Outcomes

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

1. Discuss the importance of effective communication.
2. Explain the components of effective communication.
3. Identify the need for interpersonal relationships.
4. Explain coordination with supervisor and colleagues.
5. Discuss the need to follow the company's policies.

UNIT 3.1: Effective Communication

Unit Objectives

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

1. Explain the need for effective communication
2. Explain the components of effective communication
3. List the importance of listening skills

3.1.1 Need for Effective Communication

All around the world people, animals and trees communicate in their own unique way. Presenting yourself and your abilities are equally important for any profession today. Also, it is beneficial at any workplace, as it helps to communicate one's ideas and thought the process in a better way within his team or outside. Effective communication benefits everyone at all levels whether it is interdepartmental, intradepartmental or personal.

Inter-Department Communication is a process by which individuals exchange ideas, thoughts and information with another department in an organization. It is very important for any professional to communicate with other departments to complete his task efficiently.

Intra Department Communication is a process by which any professional exchanges ideas, thoughts and information with his superiors and subordinates within his department. It is very important that he communicates within his departments to complete his task efficiently.

The following figure shows communication between employees:



Fig. 3.1.1: Effective communication make jobs easy

3.1.2 Process of Communication

The process of information transfer from the sender to the receiver, who understands and shares feedback, is known as communication. Every act of communication whether it is speaking, writing, listening or reading is more than a single isolated action.

It is a chain of events which has certain characteristics:

- It is a two-way process
- It has a sender and a receiver
- A message is sent across
- It is effective only when it gets the desired response from the receiver
- Constant feedback ensures effective communication

The three primary steps in communication are:

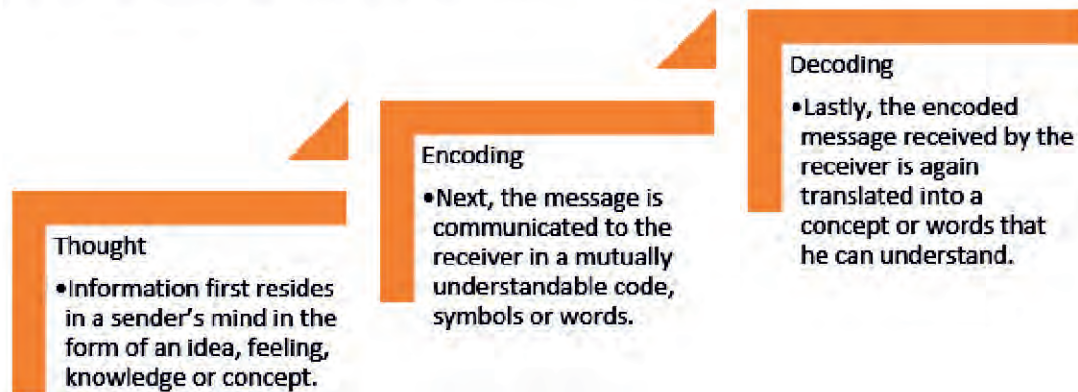


Fig. 3.1.2: Three primary steps in communication

Any individual demonstrate communication in his personal as well as professional life, few examples are:

- While interacting with family/friends
- Applying for a job (Interviews)
- Product demonstration
- Responding to a message
- Giving instructions to working partners, contractors
- Listening
- Developing a new relationship

3.1.3 Types of Communication

Communication includes both verbal and non-verbal types of communication, which further have multiple forms viz. body language, eye contact, sign language and so on.

Types of communication

- **Verbal communication:** Language plays a significant role in verbal communication. In order to describe events, ideas or products, a person needs words and symbols that represent thoughts in a meaningful pattern. These are arranged as per the grammar rules of a language, put in a proper sequence.

Following are the ways to improve verbal communication:

- Use positive words
- Ask the right questions
- Think and prepare before speaking
- Reduce usage of verbal pauses
- Avoid careless language
- **Written Communication:** Written communication is important because a written message can be used as a record. A written document is referred to in the absence of the person and therefore it must be foolproof. One can explain the product benefits to a buyer in a one-to-one conversation but in the absence of the salesperson, written communication is the basis for discussion, thus making it as a prime form of communication. In business written communication can be in the form of a letter, memo and report. Following are the ways to effective written communication:
 - Clear, coherent, concise
 - Correct with courtesy and confidence
- **Non-Verbal Communication:** This is the most common and basic form of communication. Anthropologists believe that long before mankind started using words as a means of communication, our ancestors used various parts of the body to communicate with each other. For example, gritting teeth was to express anger, smiling or touching each other was for affection. As per popular research, 7 per cent impact is through verbal communication, 38 per cent is through the tone of our voice and 55 per cent is given to the expression we have/use while communicating, thus making an expression or nonverbal communication the most important aspect. Communication without words i.e. non-verbal communication consists of the following clues:
 - Body language
 - The emotion of the sender and receiver
 - Perceptions due to prior interactions

WHAT you say is not nearly as important as HOW you say it! "So Let Us Implement".

3.1.4 Listening Skills

No matter where a person may be, he/she does not only want to be heard but, wants to be truly understood. Therefore, active listening plays a vital role in life, especially in the service industry. This skill can be developed with practice and patience.

In a layman's term, listening means paying attention. It means full concentration, engagement in and absorption of what the other person is trying to convey. It includes expressing and giving responses by:

- Shaking the head (expressing denial/no)
- Nodding the head (expressing agreement/yes)
- Asking questions to clarify and understand the customer requirements better
- Making/maintaining eye contact to show confidence

Why is listening important?

There are three major reasons as to why listening is essential. The following figure lists the three major reasons:

Shows respect for peers and earns their trust

- Given the amount of pressure and stress at a workplace, people like to have understanding and supportive peers.
- A person's value increases when they show understanding and reach out.

Helps understand issues and provide solutions

- An active listener gains a better insight to any of the peer's concerns.
- A deeper understanding to problem results in providing better and accurate solutions.

Helps to diffuse conflict

- A workplace brimming with ideas is subject to conflict of interests.
- A person's openness to opinions and different perceptions revolving around a situation help in diffusion of conflicts.

Fig. 3.1.3: Importance of listening

How does listening improve workplace performance?

One can notice benefits if there is emphasis laid on effective listening at work. It results in better productivity, timely achievement of goals and better coordination between employees.

UNIT 3.2: Coordination with Supervisor and Colleagues

Unit Objectives

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

1. Discuss how to coordinate with the supervisor
2. Identify the importance of coordination with colleagues
3. Explain the importance of teamwork

3.2.1 Coordination with Supervisor

The supervisor can guide an employee to work efficiently. The employee must be able to communicate with the supervisor in a proper way. The following figure highlights the points for which the jewellery retail merchandiser must interact with the supervisor:



Fig. 3.2.1: Interaction with Superior

Jewellery retail merchandiser needs to understand the work requirements, the instructions of the supervisor and the standard working procedures to carry out the work efficiently.

Work ethics means differentiating between the right and the wrong way of doing a job and adopting the right conduct.

Work ethics involve certain principles as shown in the following figure:



Fig. 3.2.2: Work ethics

3.2.2 Coordination with Colleagues/Team Members

A team is formed when a group of people work together with an objective to achieve the goals and targets. Working as a team helps to understand the work and also have better coordination at work.

The following figure lists the key points to consider while interacting with colleagues:

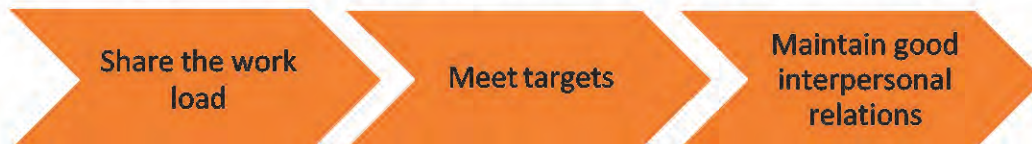


Fig. 3.2.3: Key points while interacting with colleagues

The following figure lists some practices to be followed by jewellery retail merchandiser while working in a team:

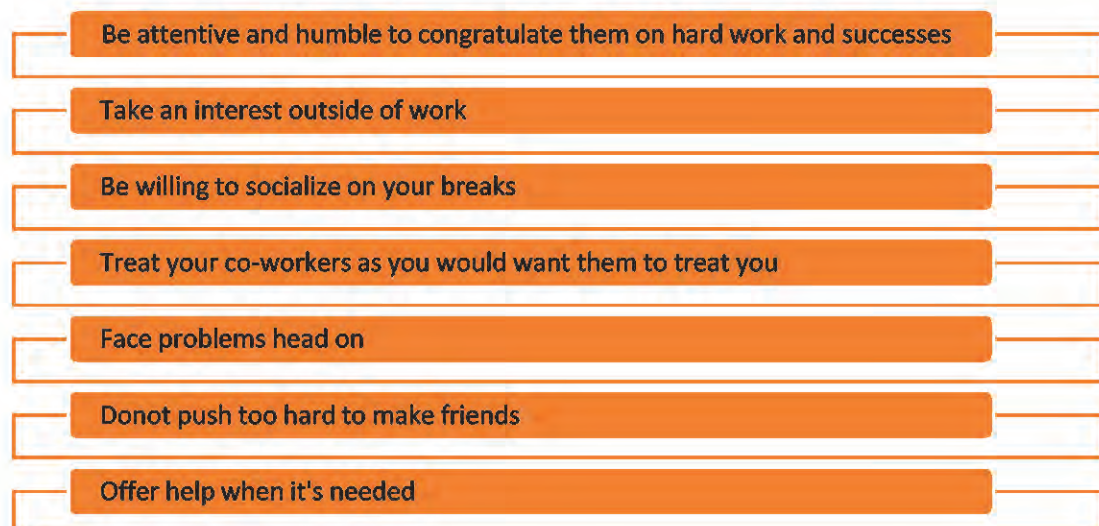


Fig. 3.2.4: Practices to be followed for working in a team

To maintain a healthy interpersonal relationship, it is important to adhere to the points shown in the following figure:

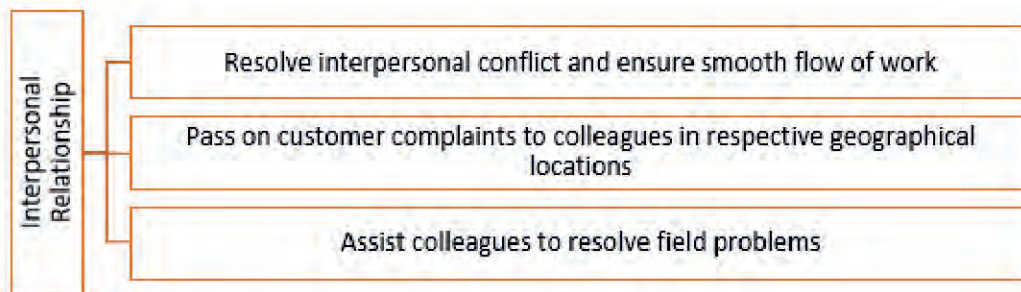


Fig. 3.2.5: Managing interpersonal relationship

UNIT 3.3: Comply with Company Policies

Unit Objectives

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

1. Explain the importance of company policies.

3.3.1 Code of Conduct Policies

In an organization, the code of conduct means the core values, ethics, responsibilities, commitments and virtues that every employee of that organization needs to comply with. It lays down the general guidelines that the organization expects from its employees in specific situations. Thus, it is necessary to follow a proper code of conduct in terms of behaviour and work output delivered.

3.3.2 Organizational Culture

Organizational culture is defined as the shared values, beliefs and norms within an organization and the demands of a job role. The following figure represents the characteristics of organizational culture which the jewellery retail merchandiser should reflect:

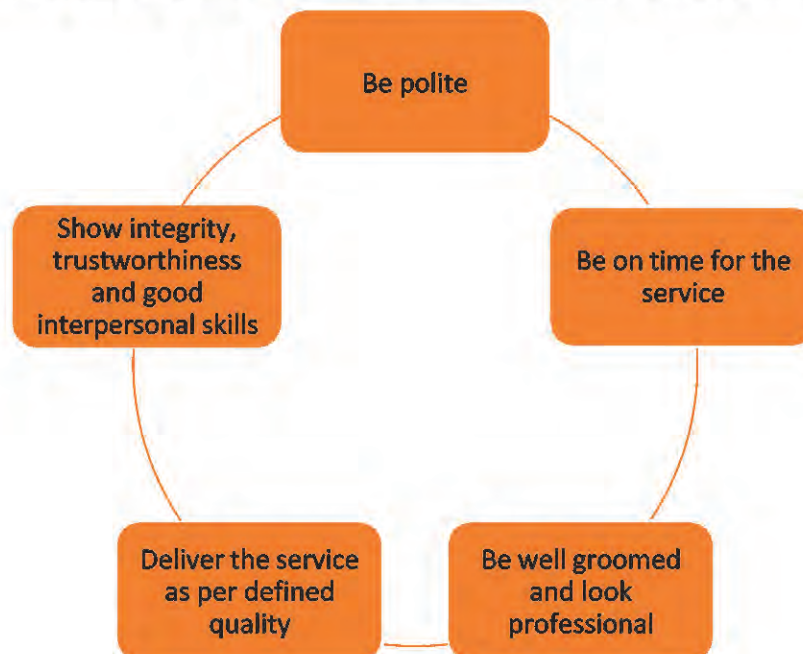


Fig. 3.3.1: Characteristics of organizational culture

Company's Policies and Rules

If a company's policies and rules are not defined clearly, then the employees may not comply with the disciplinary standards wholeheartedly. The following figure lists a few examples of a company's policies:

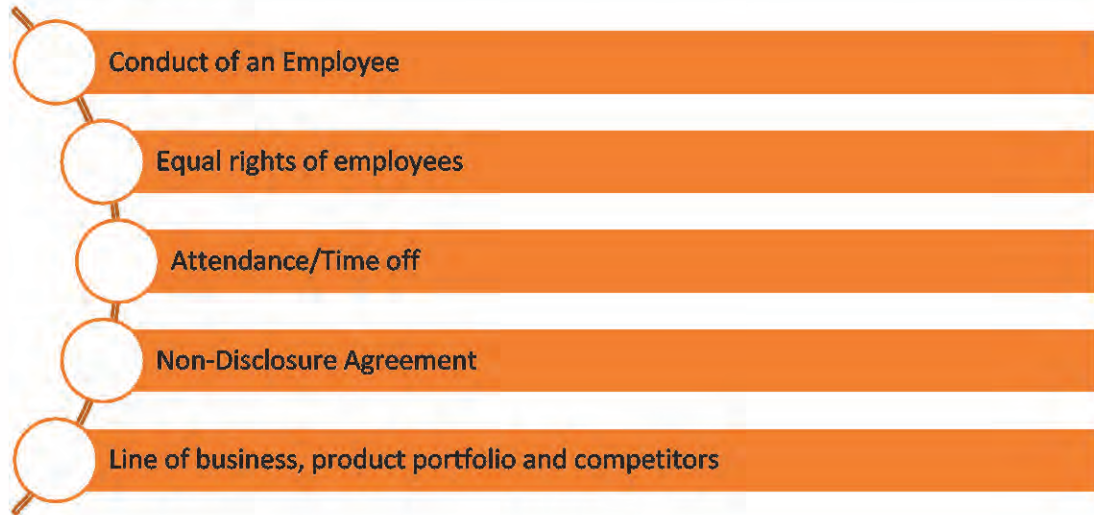


Fig. 3.3.2: A company's common policies

Reporting Structure

There are set rules and regulations within an organization which an employee needs to follow. These outline the responsibilities of both the employers and the employees.

The following figure lists the key points of the reporting and documentation process which needs to be ensured while working in an organization:



Fig. 3.3.3: Reporting and documentation process

4. Maintaining Health and Safety at Work Place



Unit 4.1 - Health & Safety in Work Area

Unit 4.2 - Fire Safety

Unit 4.3 - Emergencies, Rescue and First-aid Procedures



Key Learning Outcomes



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

1. Describe different types of safety gears needed for protection
2. List the components of personal protective equipment(PPE)
3. Explain how to avoid the risk of activities
4. Identify the types of fire
5. Explain the precautions to be taken for avoiding fire hazards
6. List the key points of a fire drill
7. Describe how to use a fire extinguisher
8. Demonstrate the first aid techniques
9. Explain emergency procedures

UNIT 4.1: Safety Gears and Protection

Unit Objectives

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

1. Describe different types of safety gears needed for protection
2. Explain how to avoid the risk of electric shock
3. Demonstrate correct postures at work

4.1.1 Purpose of PPE

Safety gears are meant to protect the individuals from exposure to job-related occupational hazards so as to prevent accidents and injuries that may occur during the course of work along with ensuring health and safety. Personal Protection Equipment (PPE) normally includes protective safety gears for eyes, ears, head, foot and so on, however, the Jewellery Retail Merchandiser would primarily need skin and eye protection while carrying out the activities.

The following figure highlights different types of protections required by jewellery retail merchandiser:

Skin Protection

- The most common type of occupational diseases are related to skin and their treatment is expensive.
- Skin damage may be due to severe cuts, punctures, burns, abrasions or extreme temperatures.
- Any form of PPE acting as a barrier between the skin and agent of exposure is considered a skin protector.
- Gloves are an essential PPE for skin protection; for example, heat resistant gloves, cut-resistant gloves and chainsaw gloves.

Eye Protection

- Example of eye injury is when solid particles such as wood chips, cement, metal slivers or sand get into the eye.
- Smaller and larger particles in smoke, such as broken glass, also account for particulate matter that cause eye injuries.
- Goggles provide better protection than safety glasses and are effective in preventing eye injury from situations such as a dusty environment, chemical splashes and welding.

Fig. 4.1.1: Types of protection

PPE is essential to avoid any physical hazard. A PPE may not eliminate a particular hazard from occurring, but it avoids an employee from being exposed to it.

PPE is specially made to protect from the following:

- Injuries caused by impacts of electricity
- Electrical hazards
- Other occupational safety hazards

The following figure lists the components of PPE:

Rubber Gloves:

- To protect hands from hazardous and chemical substances

Particle Masks:

- To prevent any gaseous substance from entering into body through inhalation

Glasses/Goggles:

- To protect eyes from outside particles and dust

Fig. 4.1.2: Components of PPE

The following image lists the PPE required for Jewellery Retail Merchandiser:



Protective Gloves



Protective Eye Glasses

Fig. 4.1.3: PPE required for Jewellery Retail Merchandiser

PPE is the last measure of control when exposed to safety hazards cannot be eliminated by feasible work practices.

The following figure lists some responsibilities of an employer and the employees regarding the use of PPE:

- Responsibilities of the employer
 - Assess hazards at the workplace
 - Provide PPE
 - Determine the use of the PPE
 - Ensure protective helmet for employees at all times to avoid head injuries
- Responsibilities of employee
 - Use PPE as per the instructions received in the training
 - Inspect condition of PPE regularly
 - Maintain PPE and keep it in a clean/reliable condition

4.1.2 Risks of Electric Shock

Electric shock is one of the common incidents that can occur while working in the Jewellery Store, given the predominant use of electric equipment such as electric display units, laptops, sockets etc. Workers, team members and other employees are exposed to the risk of an electric shock. Jewellery Retail Merchandiser must ensure that electrical system and electrical equipment are in good working condition, store floor is clear of any kind of loose wires or extension cords, and safety switches are hardwired into electrical switchboards. He/she should put a warning sign near high voltage electrical appliances. The following image shows a high voltage sign:



Fig. 4.1.4: A high voltage sign

4.1.3 Postures at Work

Jewellery Store Supervisor is required to work on Personal Computer (PC) / Laptop for data analysis, supervising inventory management etc. for which one needs to sit on the chair at the desk. In order to avoid lower back pain, shoulder ache or pain in any part of the body that may arise due to a wrong posture held for a longer duration, the supervisor must maintain correct sitting posture. As the Jewellery Store Supervisor also needs to oversee and supervise activities of the store while standing and walking, his posture while performing other tasks and activities should exude confidence.

The following images show both incorrect and correct postures, to stay healthy and to be able to work longer while performing different activities:



Correct & Incorrect Sitting Postures



Correct & Incorrect Postures

Fig. 4.1.5: Incorrect and correct postures

Exercise

1. Mention the function of the given Personal Protective Equipment.
 - Rubber Gloves:
 - Particle Masks:
 - Glasses/Goggles:
2. Identify and name the PPE given in the figure below.





3. Write down the responsibilities of an employer and an employee regarding the use of PPEs.

Responsibilities of employer

- a. _____
- b. _____
- c. _____

Responsibilities of employee

- a. _____
- b. _____
- c. _____

UNIT 4.2: Fire Safety

Unit Objectives

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

1. Identify the types of fire
2. Explain the precautions to be taken for avoiding fire hazards
3. List the key points of a fire drill
4. Describe how to use a fire extinguisher

4.2.1 Types of Fire

Fire class refers to the type of fire. Fire is categorised based on the kind of combustion materials. The extinguishing of fire is dependent on the class of fire. The following image lists the different types of fire:



Fig. 4.2.1: Types of fire

Class A

The sources of Class A fire are common flammable materials such as paper, plastic, wood, fabric and so on.

Class B

The sources of Class B fire are flammable liquids with a flash point lower than 100 °F, gases such as gasoline, kerosene, oils, and paints that contain petroleum.

Class C

The sources of Class C fire are flammable gases such as natural gas.

Class D

The sources of Class D fire are flammable metals.

Class E

The sources of Class E fire are overloaded electrical materials and short circuit of equipment. Class E fire can cause severe hazards. For example, electric shock to a person using water, as electricity is through the water.

Class K

The sources of Class K fire are flammable cooking oils and fats with larger flashpoints.

4.2.2 Precautions for Fire Hazards

It is essential to ensure safety from fire, thus employees should participate in safety workshops or fire drills organized by the Jewellery store. A "No Smoking" signboard must always be put up and adhered to. In case of fire, the following steps should be followed:

- The glass of the nearest manual call point must be broken, and people must be alerted. Alternatively, emergency phone numbers must be dialled to give information about the location of the fire or a fire bell must be used.
- An attempt must be made to extinguish the fire with the help of available fire fighting equipment.
- If familiar with the plant/machinery/equipment affected by fire, try to avoid the spread of fire or isolate it.
- Avoid using water to extinguish a fire in case the source of fire is from electrical power. Instead, switch the mains off.
- Hose reel and hydrants must not be used at any other time except in case of a fire.

4.2.3 Fire Drill

A fire drill is a practice of the procedure of evacuating a building in case of an emergency. The points shown in the following figure should be kept in focus while conducting a fire drill:

Fire evacuation strategy

Action on hearing the fire alarm

Calling the fire brigade

Identification of key escape routes

Appropriate use of the fire extinguisher

Correct use of the emergency evacuation plan

Fig. 4.2.2: Key points of a fire drill

After completion of the drill, the in-charge person should do the following actions:

- Record the total evacuation time.
- Silence the alarms.
- Bring the fire alarm system back to its normal operating condition.
- Re-evaluate and discuss concerns arising during the fire drill.
- Keep records and notes of the fire drill and update the evacuation checklist report.

4.2.4 Using Fire Extinguisher

One of the most important safety equipment is the fire extinguisher because fire is the most common and serious hazard that one faces in this industry. It can be used immediately to douse and contain a small fire until the fire engine arrives, and consequently save lives and property. The following image represents a portable fire extinguisher:



Fig. 4.2.3: A fire extinguisher

The steps given in the following image show the correct way of operating a fire extinguisher in case of a fire emergency:



Identify the safety pin of the fire extinguisher which is generally present in its handle.



Break the seal and pull the safety pin from the handle.



Use the fire extinguisher by squeezing the lever.

Fig. 4.2.4: Procedure for using a fire extinguisher

The following image shows the type of fire extinguishers to be used for different classes of fire:



Fig. 4.2.5: Fire extinguishers to be used for different classes of fire

Exercise 

1. Mention the steps to be performed in case of a fire at a workplace.

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

2. Match the classes of fire with the type of combustion materials that are their sources.

- | | |
|------------|--------------------------|
| 1. Class A | a. Electrical Appliances |
| 2. Class B | b. Flammable Gases |
| 3. Class C | c. Flammable Liquids |
| 4. Class D | d. Ordinary Combustibles |
| 5. Class E | e. Combustible Metals |

UNIT 4.3: First Aid, Rescue and Emergency Procedures

Unit Objectives

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

1. Demonstrate the first aid techniques
2. Explain emergency procedures

4.3.1 Demonstration of Rescue and First Aid Techniques

It is important to be aware of the first aid techniques to provide help in an emergency to the co-workers. It may be required to move an injured person, to provide first aid or to perform rescue operation to minimize loss.

Free a Person from Electrocutation

The following figure lists the steps for freeing a person from electrocution:

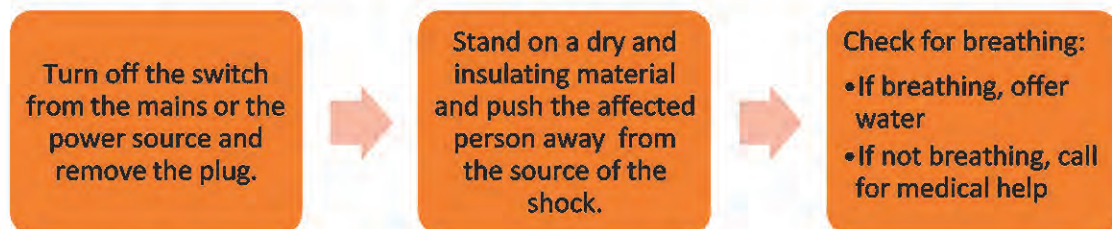


Fig. 4.3.1: Steps for freeing a person from electrocution

Basic Techniques of Bandaging

The following figure shows the steps for bandaging:

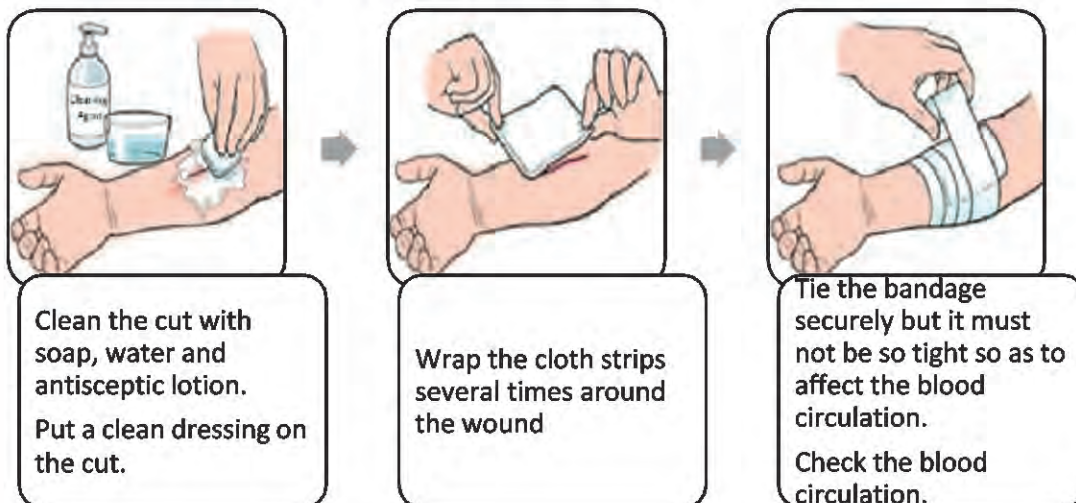


Fig. 4.3.2: Steps for bandaging a cut

4.3.2 Emergency Procedures

All industries have an emergency plan to manage situations of accidents that could happen at a workplace. Employees should be aware of the plans and procedures that are to be followed as defined by the organization. He/she must assemble at the correct assembly point, attend the roll call and return to work after everything comes to normal.

Workshop training is required to make employees capable of handling emergencies. The focus of this training should be to make people familiar with the emergency evacuation plan. An example of this type of training is the fire evacuation plan.

Emergency evacuation procedure is defined as the guidelines required to be followed at the workplace to escape from the building in a case of an emergency such as a fire, an earthquake and so on. The following image shows an evacuation procedure in case of a fire:



Fig. 4.3.3: An evacuation procedure

Regular training, practice and instruction are pre-requisites for an efficient fire routine. The drills should be carried out by using different escape routes, ignoring the normal evacuation route. In case of an emergency such as a fire breakout or an earthquake, the following should be done:

- Take necessary precautions
- Raise an alarm
- Prepare and implement an evacuation

Take Necessary Precautions

There are certain precautions which should be taken while working which include the following points:

- See if there is a risk of fire near the work area.
- Be alert and keep the work area clutter-free so that, if a fire breaks out, it can be easily noticed.

- Ensure that all exits are clear and easily accessible during an emergency evacuation.
- See and report if any fire-fighting equipment, such as a sand bucket or a fire extinguisher, is missing or not working.
- Ensure that all safety equipment is well maintained by the concerned authority and report in case of any negligence.
- Ensure that people do not smoke near electrical equipment or machinery or any other such material which may catch fire easily.

Raise an Alarm

In case of a fire, the first one to discover it should immediately perform certain steps as shown in the following figure:

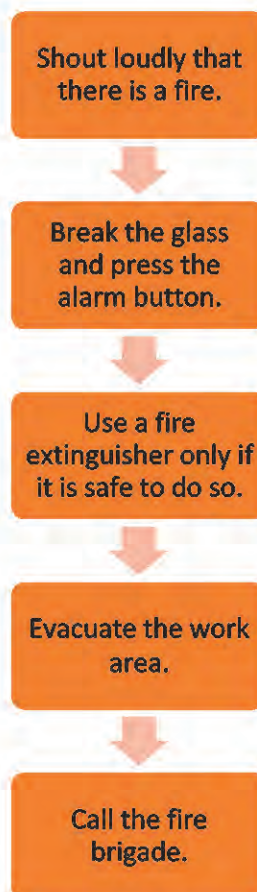


Fig. 4.3.4: Steps for raising an alarm and acting accordingly

Prepare and Implement Evacuation

In case someone is shouting that there is a fire or a fire alarm is being raised, immediately exit the work area using the nearest exit door. Help other people, who might have been injured or traumatized due to the incident. During an evacuation, do not try and grab personal belongings or any tools as it may hinder the evacuation process.

After exiting from the work area, go to the designated assembly area or point. In case of someone or a colleague missing, immediately report to the fireman present there.

Exercise 

1. Mention the correct way of raising an alarm in an emergency situation.

_____ → _____ → _____ → _____ → _____

2. Mention the details that should be included in reporting any incident.

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____



5. Annexure

Annexures 1 - QR codes - Video Link



Annexure: Chapter wise QR codes

Chapter No.	Unit No.	Topic Name	Page No.	Url	QR code (s)
1. Introduction to Role of Jewellery Retail Merchandiser	UNIT 1.1: Role and Responsibilities of Jewellery Retail Merchandiser	1.1.2 Skills Required	4	https://www.youtube.com/watch?v=nKY1AbPz668&t=1s	 Gem & Jewellery industry Orientation
1. Introduction to Role of Jewellery Retail Merchandiser	UNIT 1.2: Characteristics of Different types of Jewellery	1.2.2 Characteristics of Precious Metals	8	https://drive.google.com/file/d/1Reg-5FCnxLzJkTj9NFecrL8EYnNNv6nA/view?usp=sharing	 Diversity in Indian Jewellery
1. Introduction to Role of Jewellery Retail Merchandiser	UNIT 1.2: Characteristics of Different types of Jewellery	1.2.2 Characteristics of Precious Metals	8	https://youtu.be/XEn-Cq2pDLc	 Indian Heritage & Crafts in Global Market 1
1. Introduction to Role of Jewellery Retail Merchandiser	UNIT 1.2: Characteristics of Different types of Jewellery	1.2.2 Characteristics of Precious Metals	8	https://youtu.be/1NZ-1Gxpos4	 Indian Heritage & Crafts in Global Market 2
1. Introduction to Role of Jewellery Retail Merchandiser	UNIT 1.2: Characteristics of Different types of Jewellery	1.2.2 Characteristics of Precious Metals	8	https://drive.google.com/file/d/1szE3LWEmzgSt1xGopymE3shRhDCwplqf/view?usp=sharing	 Categories of Indian Jewellery

Chapter No.	Unit No.	Topic Name	Page No.	Url	QR code (s)
1. Introduction to Role of Jewellery Retail Merchandiser	UNIT 1.2: Characteristics of Different types of Jewellery	1.2.6 Characteristics of Different Pearls	13	https://drive.google.com/file/d/1_2XPTcEapET9ICY4n0IJ_BaRTmWX1c3q/view?usp=sharing	 Types of Gemstone Setting
1. Introduction to Role of Jewellery Retail Merchandiser	UNIT 1.2: Characteristics of Different types of Jewellery	1.2.7 Types of Diamonds	14	https://drive.google.com/file/d/1hu_XQdhI02jklckOyMfPuV2VweuUCIfX/view?usp=sharing	 Common features & Diamond
1. Introduction to Role of Jewellery Retail Merchandiser	UNIT 1.2: Characteristics of Different types of Jewellery	1.2.12 Data Mining , Data Anaysis and Budget Preparation	28	https://youtu.be/Qa9rKVmTagQ	 About Joining Metals
2. Planning and Procuring Jewellery for Retail Store	Unit 2.1: Market Overview, Data Analysis and Product Requirement	2.1.1 Segments of Gem & Jewellery Sector	32	https://youtu.be/NXsASXmTh98	 About Gold
2. Planning and Procuring Jewellery for Retail Store	Unit 2.2: Select Vendors and Procure Sock	2.2.2 Estimating Value of Jewellery Product	49	https://youtu.be/rzB7InchcSs	 Gold Appraiser and Valuer
Employability Skills				https://www.skillindia.digital.gov.in/content/list	 Employability Skills



Skill India
कौशल भारत - कुशल भारत



सत्यमेव जयते
GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP



N.S.D.C.
National
Skill Development
Corporation
Transforming the skill landscape



Scan this QR Code to access ebook or
Click Here

GJSCI
Gem & Jewellery Skill Council of India

Address: Gem & Jewellery Skill Council of India
4th Floor, BFC Building, SEEPZ SEZ, Mumbai 400 096, India.
Email: info@gjsci.org
Web: www.gjsci.org
Phone: 022-28293941
CIN No.: U80904MH2012NPL233740

Price: ₹

This book is provided free to students under PMKVY (Pradhan Mantri Kaushal Vikas Yojana)