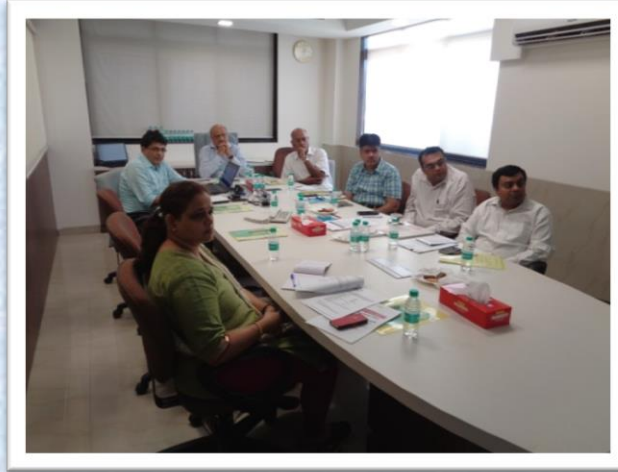


GJSCI's Board Meeting on 15th June 2016



“The gems & jewellery sector is growing rapidly & by 2022, 3.5 million additional workforce will join this sector. This is evident by the openings of jewellery stores almost every day across India. One major impediment I see is of standardization in terms of processes.”

-Binit Bhatt C.O.O,
GJSCI



We at GJSCI firmly believe that the way you run board meetings says much about how you run the company. Successful companies use board meetings to create and improve key business strategies.

GJSCI held its 1st Board meeting for the financial year 2016-17 on 15th June 2016; meeting was organized at Business Facilitation Centre, 3rd Floor, Board room, SEEPZ, Special Economic Zone, Andheri East, Mumbai 400 096.

Meeting was conducted to assess the current strategy & its effectiveness and determining future strategy of skilling under PMKVY 2 & other non-scheme options. The board provided its reaction and directions to these strategies. Also, it reviewed if GJSCI's operations are aligned with its strategy. The meeting monitored financial performances against its budget. Major emphasis was given on SSC Transit & PMKVY 2. The meeting was attended by Mr. Premkumar Kothari (GJSCI), Mr. Binit Bhatt (GJSCI), Mr. Rajesh Lad (GJSCI), Mr. Jatin Chheda(GJF), Mr. D.D. Karel (GJF), Prof. Vasudev Krishna Maurti(Academician), Mr. Manoj Dwivedi IAS (J.S. Ministry of Commerce).

July Birthstone

• Ruby •



A **ruby** provides strength, vigor, and nobility, helping protect its wearer from the evils of the world. It signifies love and passion while attracting good luck.

Do You Know??

Prince Charles proposed Lady Diana with a sapphire ring prized \$38,488.

Middleton is the proud owner of the mesmerizing piece of jewellery.

How GJSCI's Digital JRSA is changing the traditional system of learning for retail sales associate?



Gem & Jewellery Skill Council of India (GJSCI) launched digital Jewellery Retail Sales Associate (JRSA) a learning application; it is basically a digital medium of learning to upgrade the employability. It upgrades the knowledge of sales associate with the latest trends in the industry and skill of selling.

Following are some of the unique features of Digital JRSA:

- Digital JRSA is an online course, making it highly convenient & accessible to the sales associate. They can learn this course online on their laptop, smartphones, and tabs.
- Digital JRSA introduces an individual to the jewelry industry, acknowledging them with the details of the industry.
- Digital JRSA has been specially designed for the associates, making it easy-to-understand.
- NSQF level of the JRSA is 4. NSQF is basically an internationally recognized qualification level, so the NSQF level of the employee will be 4 in India as well as in some foreign country, giving them recognition globally.

700+ women of Project Vanika come together to celebrate Self-Empowerment



On the occasion of Tribal Minister of Maharashtra, Shri. Vishnuji Savra's birthday on 1st June 2016, 700+ tribal women of Project Vanika celebrated empowerment. They planned and executed the event as a gesture of appreciation for GJSCI, Asamant Foundation, IJMA & Shri. Vishnuji Savra for helping facilitate this initiative and it turned out to be a heart-warming affair filled with gratitude.

This Project was launched on 6th March 2016. In a short span of 90 days, 32 batches have been conducted till date where more than 900+ women have attained self-employment.

Dil ki Baat



"RPL gave me new perspective of working, though I was in the industry since long but undergoing RPL & getting certified has helped my performance."-Kiran Howal, RPL Certified Artisan

GJSCI's visit to Hupari-Kolhapur to do the feasibility studies for implementing Prime Minister Skill Development program.



On 9th June 2016, GJSCI visited Hupari(Taluka-Kolhapur) which is famous for the production of silver ornaments. Most of the families in this village have ancestral skill for developing artistic ornaments from silver.

GJSCI visited to assess the current business scenario, working conditions & environment of Hupari. GJSCI plans to implement Prime Minister Skill Development program at Hupari, by upskilling the artisans & providing them with the latest machinery & equipment's to achieve higher productivity.

GJSCI conducts weeklong Yoga workshop for International Yoga Day in Seepz



Gems & Jewellery Skill Council of India conducted a weeklong Yoga workshop at the Seepz Lake Side with an aim to promote International Yoga Day. The four day workshop was conducted by Isha Yoga Foundation and more than 1500 people from Gems & Jewellery industry participated. The purpose of GJSCI in organizing the workshop is to help members of the Gems and Jewellery industry in understanding and embracing Yoga as a part of their everyday regime.

Workforce in Jewellery Retail:



The lion's share of the 350,000 jewellery retail outlets in the country are small-scale independent outlets run on a proprietorship or partnership model. Typically, such an outlet employs about three people viz. a proprietor, sales executive and a helper. Unlike the processing and manufacturing sub-sectors there is a higher educational background requirement in the sector in recent times. This is driven by the share of sales function in the workforce. With such high value of the products on offer, the expectations of the clientele need to be understood and met by the customer facing staff. Therefore, employers are increasingly seeking two skills in the employees that they hire viz. customer service orientation and speed and ability to grasp and gain knowledge about the product portfolio in the sector to establish a connect with the customer. Considering the skill set required in jewellery retail is similar to that in retail segments of other sectors, employers are seeing a greater churn between the luxury, accessories and apparel retail.

Source: NSDC report