

**"The Colloquium"**  
*an educative seminar series....*

**POST ACTIVITY REPORT**  
**Retail Sales & International Trade, Metal Purity**  
**& Production Excellence**

**Venue:** Hotel President, Surendranagar ; **Date:** 18.07.2019; **Time:** 8:00 PM

GJEPC RoS organized a seminar on Metal Purity and Production Excellence at Surendranagar on Thursday, 18<sup>th</sup> July 2019.

The main objective of Seminar to provide guidance and information on basic tips and latest trends in Retails Sales the export cycle and related documentation along with production excellence in jewellery manufacturing, various stages to identify the gold loss and restrict it to be cost effective, in addition provide knowledge to members on importance of Metal Purity (Gold & Silver) their standards and things to be considered while making jewellery on how to maintain the quality of metal.



Shri Sanjay Patadiya, President, Shri Surendranagar Sina-Chandi Vepari Association, Surendranagr, in his welcome address made audience aware of the motive of the seminar and briefed the crowd on basic concepts of the topics and why it is necessary to understand these factors for betterment of their business.

Regional Director, Smt. Jilpa Sheth apprised audience on various activities of GJEPC and how effectively GJEPC has been representing, Indian G&J

industry, to Indian Government to bring positive changes in policies and union budgets. He also urged members to learn processes and approaches being delivered from the platform provided by GJEPC to enhance production methodology and improve the sales force to achieve better sales targets.

Smt. Jilpa Sheth, in her presentation apprised members on economic scenario of G&J industry domestic level and worldwide. She further gave useful tips and latest trends to take care while dealing with customer in B2C transactions. She suggested basic changes to adopt with changing retail environment like keeping showcases at eye level rather than keeping them on tables, she also emphasized on training the staff to make them aware about the latest trends and technologies in market so that they can solve the queries and questions raised by today's customer who are well aware of latest products and their specifications, due to internet.

She elaborated on basics of International Trade and took the audience through the complete cycle of Export and required documentation for the same. Members were briefed on the importance to do business globally and how it can be helpful to them to expand their business.

Shri Samir Joshi, Executive Director, IDI apprised members on cycle of gold refining from dore to bullion and various stages involved in refining the Gold. He explained the various factors which affect the purity in refining stage itself. He explained the quality and standards of the gold and Silver from the perspective of BIS and Trade practices. Important provisions of proposed Hallmark regulation 2018 were explained including its practical impact on trade once announced and applicable. He made jewellers aware about different stages of jewellery making having chances of Metal losing its purity like soldering process, use of outsourced findings, plating of other metal etc. and provided technical and operational solution to keep close watch and checkpoints on such stages.



Shri Kamlesh Vyas, Managing Director, Mars Group, Hosur explained the disruptions and how it is indirectly affect the industry he informed that disruptions are abrupt and these days very rapid, the people are changing fast and adopting new changes fast hence it is the need of the hour to match the pace of the market and adopt changes before consumer does to sustain in the market. He further elaborated on importance of quality as quality is the key to retain an old customer and develop new customers. He also emphasized on providing better working environment & conditions to our artisans which makes them feel good and they will be loyal to the company and hence deliver better services to the company for relatively longer period he also talked on welfare, ethical practices, importance of SOPs and apprised the crowd, which was comprised of jewellery manufacturers, on different methodology to adopt and take care while manufacturing the jewellery. He emphasized on building a process to minimize the loss, he suggested to concentrate on loss minimization than to recovery. In Addition, he explained how modern approaches like just-in-time, Kaizen, Lean can be modified to be adopted in jewellery manufacturing industry.

Shri Ravi Motani from Edelwiese Insurance gave presentation on “Parichay Card” and “Swasthya Kosh” schemes launched by GJEPC for artisans of G&J industry.



GJEPC executed MoU with Shri Surendranagar Sona-Chandi Vepari Association, Surendranagr for issuance of “Gem & Jewellery Parichay Card”.

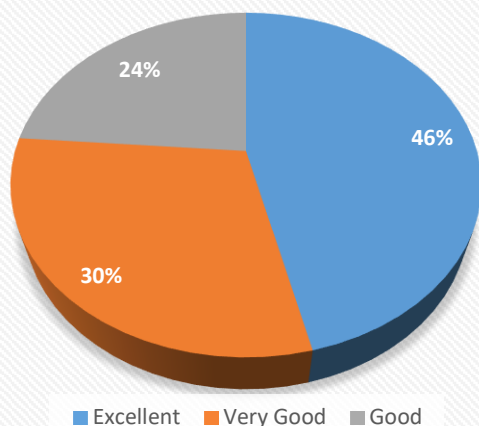
The session was made interactive by interesting questions raised by the audience.

Shri Darshan Halani, Secretary, Shri Surendranagar Sona-Chandi Vepari Association, Surendranagr concluded the seminar and thanked GJEPC and all the stake holders for their efforts and making the seminar possible.

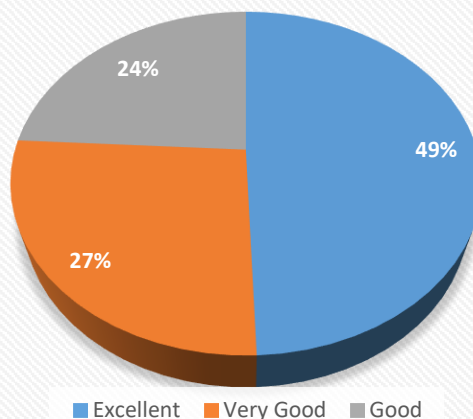


# Feedback Analysis

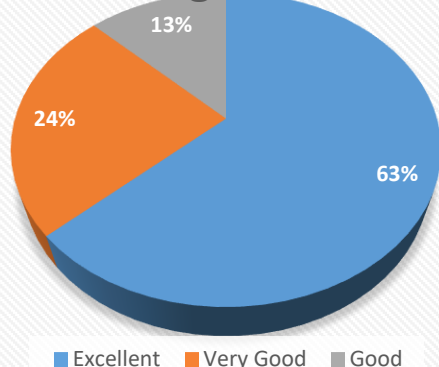
## Information Covered



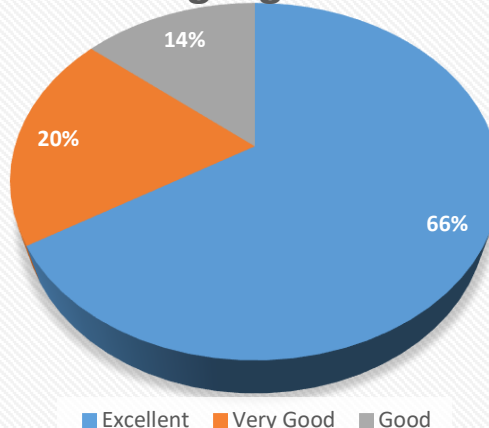
## Speakers



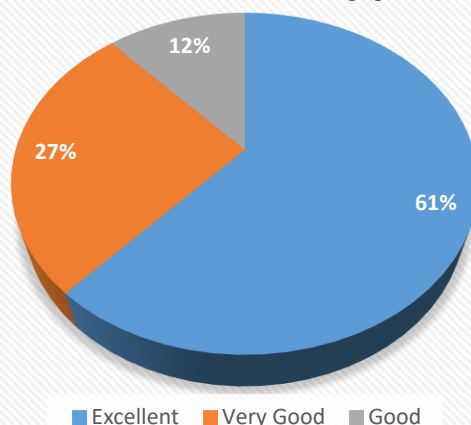
## Arrangement and Logistics



## Lanugauge Used



## GJEPC's Staff Support



## Benefits of the Seminar:

