

Venue: Auditorium, Engineering Association, Rajkot; **Date:** 30.06.2019; **Time:** 11:00 AM

GJEPC ROS organized a seminar on Retail Sales and Production Excellence at Rajkot on Sunday, 30th June 2019.

The main objective of Seminar to provide guidance and information on 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 changing consumer demand, socio-economic situations, art of selling, how to retain consumers.



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.

She shared few facts and figures showcasing the performance of G&J industry in international market, local market and at electronic and virtual market. She explained the basic need to become exportable and tried to

make audience aware of their potential as well the potential of the market at national and international level, in her presentation, Smt. Jilpa Sheth explained the Parichay Card scheme and the Swasthya Kosh scheme associated with the same.

Considering the importance of this scheme, the Gems & Jewellery Association Rajkot showed their interest; based on their requisition and keen interest to contribute towards GJEPC's initiative an MOU was executed between GJEPC and Surat Jewellery Manufacturers' Association to issue 20,000 Parichay cards to the workforce of Jewellery Manufacturing industry of Rajkot.



Shri Pravin Vaidya, Regional Committee Member, Gujarat, GJEPC apprised member on CFC and importance of the same at Rajkot. An MOU was executed between GJEPC and Gems & Jewellery Association, Rajkot to establish first Jewellery CFC of Gujarat at Rajkot.



Shri Divyesh Patadiya, President, Gems & Jewellery Association, Rajkot, in his welcome address, apprised the members on the motive of seminar and appreciated the effort of GJEPC to make the seminar possible as per their requirements at short notice.



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.

Smt. Hetal Vakil Valia, Marketing Consultant and Trainer, Mumbai provided details on Retail Sales and provided guidance on how to understand the requirement of consumer. She explained the detailed role of Sales Person, she emphasized on calling sales man as Luxry Sales Associates instead of sales-man or sales-woman. It boosts their self confidence and brings the better attitude towards their work. She also explained on various types of training needed to empower the sales force so

that they can easily handle the questions coming from the client which is well aware of product and has done research before coming to purchase. This type of product knowledge helps build trust and confidence in consumer. She further gave details on the knowledge they should possess while dealing with different age group of customers. She gave few tips for selling like launching individual story telling products, providing customization to the clients, do better visual merchandising to provide a life time experience to the client walking in to the store and apprised on how to address the changing requirement & taste of consumers at local and world level.



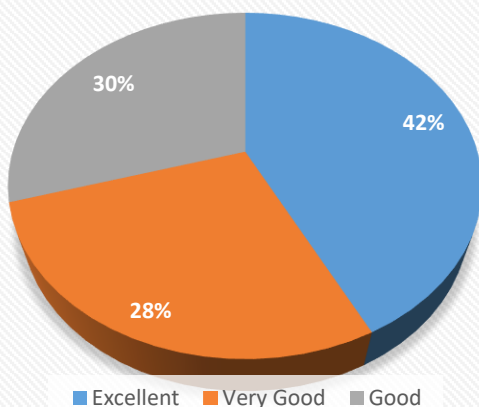
The session was made interactive by interesting questions raised by the audience.



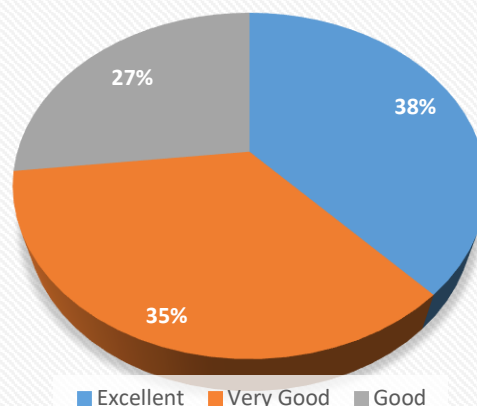
Shri Mayur Adesara, Secretary, Gems & Jewellery Association, Rajkot concluded the seminar and thanked all the stake holders for their efforts and making the seminar possible.

Feedback Analysis

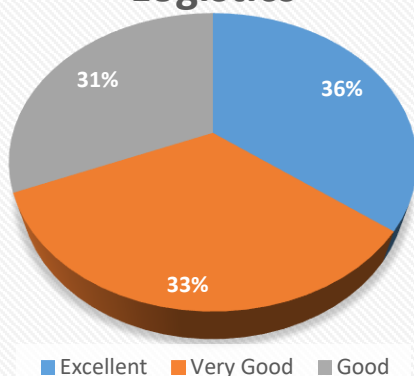
Information Covered



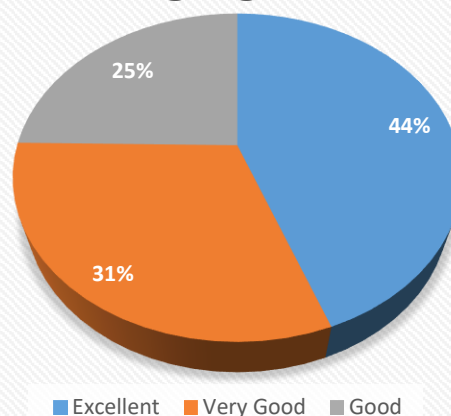
Speakers



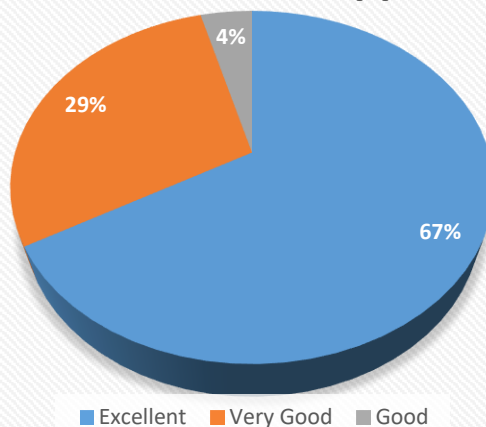
Arrangement and Logistics



Lanugauge Used



GJEPC Staff's Support



Benefits of the Seminar:



Media Converge

તા. 04/07/2019

દિવ્ય ભાસ્કર

જનરેશન ગેપથી માત્ર કુટુંબ જ નહીં પણ સોનાનો વેપાર પણ પ્રભાવિત

જેમ્સ એન્ડ જવેલરી એસો. દ્વારા સોની વેપારીઓ માટે સેમિનાર

બિઝનેસ રિપોર્ટર/સજ્જોટ

જનરેશન ગેપથી માત્ર કુટુંબ જ નહીં પણ સોનાનો વેપાર પણ પ્રભાવિત છે. જેમ જેમ જનરેશન ગેપ વધતો જાય છે તેમ તેમ સ્થાનિક કક્ષાનો સોનાનો વેપાર ઘટતો જાય છે. અત્યારની યંગ જનરેશન ઓનલાઈન ખરીદીનો આગ્રહ રાખે છે ત્યારે સમય મુજબ વેપારીઓએ પણ બદલાવું પડશે. અન્યથા તેના વેપારને સારી એવી ખાધ જોવા મળશે. આ પ્રકારની માહિતી સોની વેપારીઓને રિટેઈલ્સ સેલ્સ અને ઉત્પાદન ઉત્કૃષ્ટતા વિષય પર આયોજિત સેમિનારમાં આપવામાં આવી હતી.

ધી જેમ્સ એન્ડ જવેલરી એક્સપોર્ટ પ્રમોશન કાઉન્સિલ તેમજ જેમ્સ એન્ડ



જવેલરી એસો. દ્વારા આયોજિત સેમિનારમાં 300 થી વધુ વેપારીઓ હાજર રહ્યા હતા. જેમાં કમલેશ વ્યાસ અને માર્કેટિંગ ટ્રેનર અને કન્સલ્ટન્ટ મુંબઈથી હેતલ વાલિયાએ પોતાનું વક્તવ્ય આપ્યું હતું. રિટેઈલ્સ સેલ્સ વિશે માહિતી આપતા કમલેશ વ્યાસે જણાવ્યું હતું કે જે 35 થી 50 વરસ કે તેથી વધુ ઉંમરના છે એ લોકો આજે પણ પોતાના પરંપરાગત સોની વેપારીઓ પાસેથી સોનું ખરીદવાનો

આગ્રહ રાખે છે, જ્યારે 18 થી 30 વરસના ગ્રાહકોને નવી નવી અને આધુનિક ડિઝાઈન જોઈએ છે તેને કારણે તેઓ ઓનલાઈન ખરીદીનો આગ્રહ રાખે છે. આવા સમયે ઓનલાઈનનો વિરોધ કરવાને બદલે સોની વેપારીઓએ પણ ખુદ અપડેટ રહેવું પડશે, જ્યારે હેતલ વાલિયાએ કહ્યું હતું કે, ઉત્પાદન ઉત્કૃષ્ટ બને તે માટે માત્ર માણસની સાથે મશીનનો પણ ઉપયોગ કરવો જોઈએ.

