

GJEPC, Eastern Regional Office Kolkata organized an awareness workshop Program for starting exports of Costume & Fashion jewellery from Kolkata held on September 6, 2019 at Singur, Dist. Hooghly specially on “Costume & Fashion Jewellery” This workshop was follow up action of the Exporter’s Meet held at Kolkata on 23rd of July 2019,

The objectives of the work-shop:

- 1) Potentiality of employment generation.
- 2) Higher Value addition at low investment.
- 3) Untapped scope of exports.
- 4) Low investments.

Following dignitaries were on dias as key speakers for the above workshop :

Shri Prakash Chandra Pincha, Regional Chairman, GJEPC, Eastern Region

Shri Pankaj Kumar Parekh, Member, Steering Committee, GJSCI

Shri Nagendra Mehta, Secretary, IJMA

Shri Nabakumar Das, President, Singur Jewellery Association

Shri Rajkumar Ghosh, President, Costume Jewellery Association, Singur

Shri Shusanta Ray, Head of Manufacturing, Haritsons Designs Pvt. Ltd. Jaipur.

The workshop was attended by 70 manufacturers of Costume Jewellery in Singur.

Mr. Kaushik Ghosh, Sr. Manager (In-Charge), GJEPC, ER, welcomed and introduced all the dignitaries on dias and called upon Shri P.C. Pincha, Regional Chairman, ER, to address the gathering. Shri Prakash Chandra

Pincha, Regional Chairman, ER welcomed the participants for the workshop and addressed the gathering. He gave presentation on export statistics of Costume Jewellery, major buyers and export destinations. He further explained about vast untapped opportunities and how to penetrate in the world markets of costume & Fashion Jewellery. He advised the audience to come forward for exports of costume & fashion jewellery as karigars/artisans of Bengal are one of the best in the global markets. From audience, there was a question regarding inability to invest in high cost machines to achieve quality casting and surface finishing. At this point, Mr. Pincha informed that Council is in the process of establishing a Common Facility Centre (CFC) at Bowbazar, Kolkata, for the artisans of Bengal which will come up by the end of January 2020 and requested the present entrepreneurs to visit the same once in operation. He further explained how CFC will be a boom to smallest of artisan units. Mr. Pincha further tried to inspire the presents to come forward for participating in the Jaipur International Show 2020. On the prohibitory cost of participation, Mr. Pincha assured them to take up the matter in the H.O to convince the Exhibition Committee to subsidize the stall rate provided at least 20-30 exhibitors show interest for participation.

Thereafter, Mr. Nagendra Mehta, Secretary, IJMA praised the craftsmanship of the artisans of Bengal. He elaborately discussed about Costume & fashion Jewellery and it's future in the global markets. He also informed that Imitation Jewellery has been proposed to be named as "Costume & Fashion Jewellery". He suggested that there should be a separate panel member in COA of Council to give proper representation of this sector which has high growth potentiality. He requested Mr. Pincha to take it up with the appropriate forum in the Council for necessary approval. Mr. Pincha assured that he will look into the same. He also

spoke on the statistics of costume & fashion jewellery. Mr. Mehta also encouraged the entrepreneurs of Singur to come forward with the new technology as has been adopted by China. He also emphasized on the machine made jewellery and requirement of a separate CFC for the Costume & Fashion Jewellery. He stressed that a new jewellery App on Costume & fashion jewellery should be made available for the benefits of the trade.

Thereafter, Mr. Pankaj Parekh, Member, Steering Committee, GJSCI addressed the gathering and explained about the Schemes of GJSCI and its skill upgrading training programmes & RPL 4. Mr. Parekh also stressed that recognition of an artisan is must for which artisans himself needs to be upgraded. He requested the participants to take part in such training programmes of GJSCI for their own benefits and updating their skills. He assured to organize such training programmes shortly in Singur.

Thereafter, Mr. Shusanta Roy, Head of Manufacturing, Haritsons Designs Pvt. Ltd. Jaipur, addressed the gathering and shared his experience which he has achieved in 19 years of manufacturing of Costume & Fashion Jewellery. He explained modern techniques in manufacturing of Costume & Fashion Jewellery as well. He further emphasized on Designing and Quality control. He advised and explained to adopt methods of maintaining proper documentation for each stage of production to reap maximum production and QC.

The workshop at length dealt with Question & answers of the attendees which helped to clarify the doubts and queries, promote export possibilities, impart training on Fashion & Costume Jewellery.

Mr. Partha Kajli, Executive, GJEPC, R.O. Kolkata informed the audience about GJEPC Parichay Card and its benefits and Mr. Pratyay Bhattacharya of Edelweiss spoke on the Swastharatna Medi-claim schemes for the benefit of the artisans of Bengal.

Thereafter, Mr. Kaushik Ghosh advised the entrepreneurs of Singur to come forward and take advantages of the MSME Schemes, and membership services, benefits, Parichay Cards, and Swashtaratna Mediciclaim etc. as available with the GJEPC.

At last, Mr. Nabo Kumar Das, President, Singur Jewellery Samity gave vote of thanks to the dignitaries on Dias and jewellery fraternity of Singur for their active participation and support for making the said seminar/workshop meaningful.