

**Venue:** IDI, Vesu, Surat; **Date:** 28.06.2019; **Time:** 6:00 PM

GJEPC ROS organized a seminar on Retail Sales and Production Excellence at Surat on Friday, 28<sup>th</sup> 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 Chairman, Shri Dinesh Navadiya 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, Regional Director, Gujarat apprised members on various initiatives of GJEPC at Gujarat level and at Pan India.

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.

Regional Director, Smt. Jilpa Sheth explained the Parichay Card scheme and the Swasthya Kosh scheme associated with the same.

Considering the importance of this scheme, the Surat Jewellery Manufacturers' Association showed their interest and 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 10,000 Parichay cards to the workforce of Jewellery Manufacturing industry of Surat.



Shri Jayanti Savalia, President, Surat Jewellers Manufacturers' Association 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.





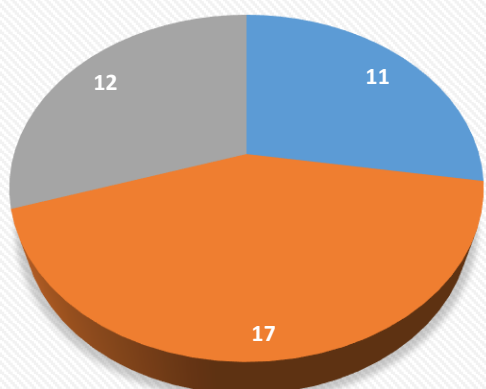
The session was made interactive by interesting questions raised by the audience.



Shri Rajat Wani, Manager, GJEPC, RO-Surat concluded the seminar and thanked all the stake holders for their efforts and making the seminar possible.

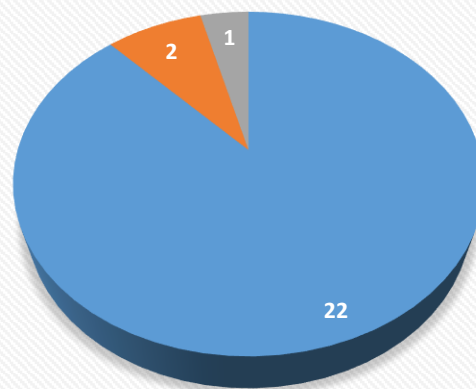
## Feedback Analysis

### Information covered



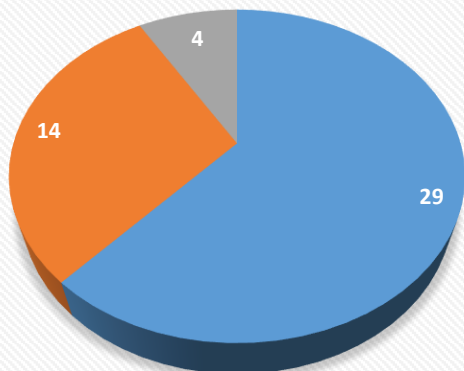
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### Speakers



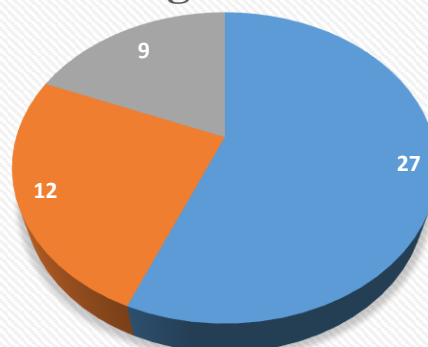
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### Lanugauge Used



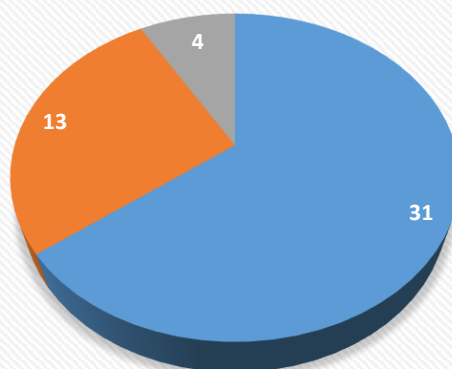
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### Arrangement and Logistics



■ Excellent ■ Very Good ■ Good ■ Average

### GJEPC Staff's Support



■ Excellent ■ Very Good ■ Good ■ Average

## Benefits of the Seminar:

