

Artistic Jewellery Making

1. INTRODUCTION

The demand for artistic, handmade, and custom jewellery is on the rise due to a growing inclination toward unique and sustainable fashion items. The jewellery-making industry, especially artistic jewellery, allows for creative expression by using precious metals, gemstones, and various artisanal techniques. Uttarakhand, with its rich culture and artistic heritage, offers a favorable environment for this business. Moreover, the increasing shift toward ethical consumerism and sustainable production methods opens up immense opportunities for entrepreneurs in the field of artistic jewellery making.

2. MARKET IN INDIA AND UTTARAKHAND

India's jewellery industry is expected to grow significantly, driven by both traditional and modern consumer demand. Artisanal jewellery, in particular, is experiencing a boom, as consumers increasingly seek personalized, high-quality, and ethically sourced pieces. Uttarakhand, known for its handicrafts and artisanal traditions, has a growing market for unique jewellery designs catering to both domestic and international markets. Additionally, the rise of online marketplaces presents an opportunity to reach a global audience.

3. DESIRED QUALIFICATION FOR PROMOTER

The promoter should have:

- A strong creative background in arts and design.
- Knowledge of jewellery-making techniques such as soldering, casting, beading, and engraving.
- A background in business management, including marketing, finances, and sales.
- Experience or training in handling precious metals, gemstones, and other jewellery materials.
- Familiarity with ethical sourcing and sustainable practices.

4. BUSINESS OUTLOOK AND TRENDS

The demand for artistic jewellery is growing in both domestic and international markets. The key drivers for this growth include:

- Increased consumer interest in customized, unique pieces.
- The rise of digital platforms for selling handmade jewellery.
- The growing awareness and preference for eco-friendly and ethically sourced jewellery.
- The rising trend of online and social media marketing, enabling wider reach.

5. MARKET POTENTIAL AND MARKETING ISSUES

- **Market Potential:** The global jewellery market is projected to grow, with artisanal and handmade jewellery segments leading due to increasing consumer interest in personalization and sustainability.
- **Marketing Issues:**
 - High competition from mass-produced jewellery.
 - Dependence on trends and changing consumer preferences.
 - Costs associated with raw materials and skilled labor.

6. BUSINESS INPUTS

- **Raw Materials:** Precious metals, gemstones, beads, wires, and other jewellery components.
- **Machinery and Equipment:** Tools for cutting, engraving, soldering, polishing, casting, and setting stones.
- **Manpower:** Skilled artisans, designers, packaging staff, and marketing personnel.
- **Technology:** Design software and e-commerce platforms for sales.

7. ASSEMBLY PROCESS

- **Design Creation:** Initial sketching and designing of jewellery.
- **Material Sourcing:** Procurement of raw materials (metals, stones, beads).
- **Assembly:** Crafting the jewellery pieces by hand, including soldering, setting stones, and polishing.

- **Quality Control:** Ensuring each piece meets quality standards before final finishing.
- **Packaging and Sales:** Final inspection, packaging, and distribution for retail or online sales.

8. MANPOWER REQUIREMENT

Sr. No	Particulars	No.	No. of Months per Year	Wages/Salaries per Month (Rs. in Lakhs)	Annual Expense (Rs. in Lakhs)
1	Self-Employed	1	12	0.50	6.00
2	Skilled Labor	3	12	0.20	7.20
3	Helper	2	12	0.12	2.88
Total		6			16.08

9. IMPLEMENTATION SCHEDULE

Sr. No	Activity	Time Required (in months)
1	Acquisition of premises	1
2	Construction (if applicable)	1
3	Procurement & installation of machinery	2
4	Arrangement of finance	1.5
5	Recruitment of required manpower	1
Total		3.5

10. COST OF PROJECT

Sr. No	Particulars	Annual Expenses (Rs. in Lakhs)
1	Land	0.00
2	Building (Rented)	1.00
3	Plant & Machinery	2.50
4	Equipment and Furniture	1.00
5	Miscellaneous Fixed Assets	0.10
6	Preoperative & Preliminary Expenses	0.05
7	Working Capital	0.80
Total		5.45

11. MEANS OF FINANCE (Bank-term loans are assumed @ 60 %)

Sr. No	Particulars	Annual Expenses (Rs. in Lakhs)
1	Promoter's Contribution	2.18
2	Bank Finance	3.27
Total		5.45

12. LIST OF MACHINERY REQUIRED

Sr. No	Particulars	Unit	Price per Unit (Rs. in Lakhs)	Total Amount (Rs. in Lakhs)
1	Jewellery Making Tools	-	0.30	0.90
2	Soldering Equipment	-	0.50	0.50
3	Polishing and Engraving Equipment	-	0.30	0.60
Total		-		2.50

13. SALES REALISATION

Sr. No	Product	Sales Realisation (Rs. in Lakhs)
1	Assembled Jewellery Pieces	15.00

14. PROFITABILITY CALCULATIONS

Sr. No	Particulars	Annual Expenses (Rs. in Lakhs)
i)	Sales Realisation	15.00
ii)	Cost of Production	8.00
iii)	Gross Profit	7.00
iv)	Depreciation	0.30
v)	PBIT	6.70
vi)	Income Tax	1.00
vii)	Net Profit	5.70
	Repayment	1.50
	Retained Surplus	4.20

15. BREAKEVEN ANALYSIS

Particulars	Rs. in Lakhs
Fixed Cost	2.50
Variable Cost	5.00
Contribution Margin	40%
Break-even Point	6.25
Variable Cost per Unit	2,500
Revenue per Unit	10,000
Margin per Unit	7,500

Number of Sales to Break-even	350 units
Annual Capacity	1000 units

16. STATUTORY/GOVERNMENT APPROVALS

- GST Registration
- Trade License
- Import/Export License (if applicable)

17. TRAINING CENTERS AND COURSES

1. **National Institute of Design (NID)** – Jewellery Design Course
2. **The Gem & Jewellery Export Promotion Council (GJEPC)** – Jewellery Designing and Manufacturing
3. **Jewellery Design Institute (JDI)** – Artisanal Jewellery Making Course

Disclaimer

Only few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.