



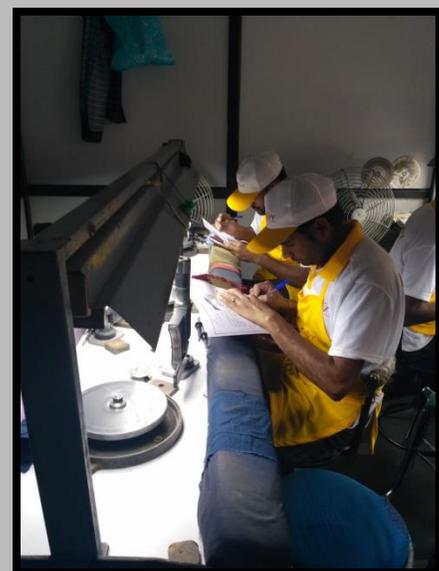
“With such diversified variety of jewellery making art forms in various parts of the country, we aim to revive and revamp all these heritage jewellery making art and giving them new life, making them marketable”

-Binit Bhatt- CEO GJSCI at IIS Seminar on Reviving Heritage jewellery for the Future world

GJSCI's RPL Programme begins at Jaipur



RPL MOU signed between GJSCI, JAJ & IIGJ- Jaipur aiming to skill and certify 10,000 artisans of Jaipur begins with an overwhelming response.



GJSCI organized RPL camp from 24th July- 29th July 2017, with IIGJ- Jaipur and JAJ where over 400 artisans participated. The RPL camp was organized for the job role of Gemstone Pre-shaper and Gemstone Polisher. Orientation for the RPL camp was organized at RMC Gemstones Company & later assessment was done at IIGJ-Jaipur.

BlueStone.com launches ad campaign with Alia Bhatt to promote 'Try At Home'



BlueStone.com launched a campaign to promote its unique 'Try At Home' experience with its first and newly appointed brand ambassador, Alia Bhatt. The 360 degree campaign, spread across multiple media, elucidates the brand's proposition with a touch of enticement from Bollywood's next generation superstar.

As part of the new campaign, the online jewellery brand has launched a TVC, featuring the young and vivacious actress, who exemplifies the spirit of picking the finest in jewellery. The 40 second Ad film portrays her as a fervent shopper who enjoys every moment of the unique 'Try At Home' experience offered to her by the jewellery brand before making her purchase. Key aspects that grab the viewer's attention include the element of convenience and a choice of the trendiest designs in contemporary fine jewellery offered by the brand.

Dil ki Baat

"I am glad that I enrolled in PMKVY RPL programme, been in the industry 10-15years I have received the acknowledgment today, I thank mission Skill India for creating awareness about importance of certification & recognition."

- Karanchand Batra, Gemstone Polisher

JULY



The ruby stone provides **strength and nobility**, helping protect its wearer from the evils in the world. It signifies love and passion while attracting good friends and **good luck**.

27th July-31st July '17 GJSCI participated in India International Jewellery Show (IIJS) Exhibition



27th July-31st July '17, Mumbai: GJSCI participated in IIJS Premier Show held at Bombay Exhibition Centre from 27th July- 31st July, where around 1200+ exhibitors participated. The aim was to promote various skilling initiatives by GJSCI.

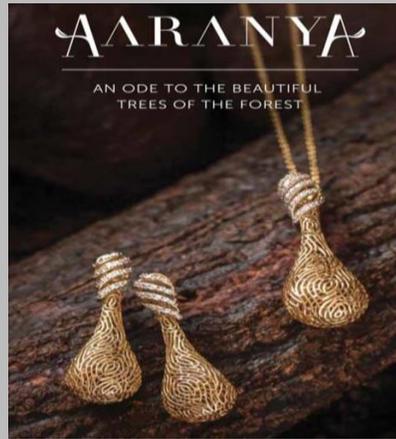


At the 4 days long exhibition show, GJSCI held two highly appreciated seminars – Hiring for the future, best practices in HR on 27th July 2017 which brought together Leading HR's namely Ms. Saumya Badgayan, Dr. Nirav Mandir, Mr. Vijay Deshpande & Mr. Prashant Khambasawdkar.



And on 30th July, seminar on 'Reviving Heritage jewellery for the Future world' which had combination of highly intellectual speakers namely- Dr. Varsha Shirgaonkar, Mr. Binit Bhatt & Ms. Simran Saluja followed by the panel discussion by the industry leaders – Mr. Sumesh Wadhera, Ms. Shweta Pathak, Ms. Pallavi Foley & Mr. Sanjay Gulabani.

CaratLane launches Aaranya: An ode to the beautiful trees of the forest



CaratLane, India's leading omni-channel jeweller has launched a line of 18K gold designs that marvel at the artistic pattern of wood grains, the exquisitely entangled roots, and the curvaceous leaves of the tree. It translates the fine details of this wonder of nature into mesmerising designs that are perfect for the modern woman.

The designs in this collection are meticulously crafted using 3D printing technology. The process of creating a design begins with a sketch, which is then made into a 3D file. This 3D file is then printed to give birth to a resin model. Lastly, the 3D print is moulded in gold, which has details that are as intricate as 0.3 mm. It is fascinating to see how the beauty of root fibres, contours of wood grains and veins of the leaf come to life with this collection. Each piece is a work of art that you can adorn on an evening that calls for a classy and elegant ensemble. You can shop for Aaranya at the CaratLane website and at CaratLane stores across Delhi, Noida, Gurgaon, Mumbai, Pune, Coimbatore, Thane, Chennai, Bangalore, Hyderabad and Chandigarh. The collection starts from Rs. 30,000.

22nd July 2017, Staff picnic to Kolad



On 22nd July 2017, GJSCI organized picnic to Kolad for its staff. This activity was undertaken to boost the morale of the employees & rejuvenate their spirit.

7th July '17, QP Validation meet organized at Mumbai



On 7th July '17, GJSCI organised fashion jewellery QP validation meet at Mumbai where Manufacturers of imitation jewellery marked their presence.