GJSCI launches new age Digital Learning Platform to skill 1 lakh Jewellery Retail Sales Associates

- Gems & Jewellery sector requires 35.9 lakh skilled workforce by 2022 as per NSDC report
- The Gems and jewelry sector contributes around 6-7 per cent of the country's GDP
- The platform will help to meet the skilled manpower requirement of the sector

New Delhi, 26 September 2015: The Gem & Jewellery Skill Council of India (GJSCI), under the aegis of National Skill Development Corporation (NSDC) today launched the new digital learning platform in Delhi, to skill and upskill 1 lakh Jewellery Retail Sales Associates across India by end of 2016. The programme, developed by Tech Partner – Qustn Technologies, was launched by **Chief Guest - Mr. Pawan Agarwal, Joint Secretary, Ministry of Skill Development & Entrepreneurship (MSDE), Guest of Honour - Mr. D.D. Karel, Director, N.M. Karel & Sons, Mr. Prem Kumar Kothari, Chairman, GJSCI, Mr. Binit Bhatt, COO, GJSCI and Mr. Mrigank Tripathi, Founder and CEO, Qustn Technologies.**

This initiative will help individuals at remote locations to get trained at their convenience from any part of the country at any time. While the course, designed by GJSCI is currently available in **English and Hindi** to the users, it will also be available in 7 additional regional languages shortly. The course includes various modules, covering all key topics including the basics of gold and jewellery products, selling process, customer service along with others. To make the system even more intuitive, the online module is simplified into simple steps which ensures it is easily comprehensible. The online training programme will also help thousands of small enterprises selling jewellery from their homes to increase efficiency and save costs on training.

On the occasion of the launch, **Chief Guest Shri Pawan Agarwal, Joint Secretary, Ministry of Skill Development & Entrepreneurship** said, "We congratulate GJSCI on the new digital platform creation. Ministry of Skill Development and Entrepreneurship is here to support all the innovative efforts undertaken by various institutions working towards making India the skill capital of the world. This digital platform created by the GJSCI is expected to scale up the skill development efforts in the sector. We plan to replicate this model for other sectors as well."

Mr. Premkumar Kothari, Chairman, GJSCI said, "We are proud to introduce the first E-learning platform for the jewellery industry. GJSCI has been collaborating with front running Indian jewellery manufacturers and multinational educational institutions, which have helped to broaden the industry's course offerings and provide quality training and a well-trained workforce. This is one such initiative, where the Jewellery Retail Sales Associate (JRSA) online training programme will help us reach out to small towns and provide efficient workforce to our retail jewellery industry at a reasonable price."

GJSCI has certified over **40,000 candidates till date in various parts of India, with the help of 135 Training Partners and 14 Assessment agencies**. GJSCI has also signed MoUs with state governments including West Bengal, Kerala and Uttar Pradesh to encourage the population to be a part of the gem & jewellery industry, with the help of our Recognition of Prior Learning (RPL) programme.

Through this, we intend to conduct Vocational Courses in Kerala during vacations in schools and colleges and have enrolled 375 students with plans to add 990 artisans for RPL. We are also in the process of certifying 20,000 artisans as part of an MoU signed with Surat Diamond Association

(SDA). GJSCI also recently signed an MoU with the Rajasthan Skill and Livelihoods Development Corporation (RSLDC) to initiate various activities and promote the artisans in Jaipur and other states of Rajasthan.

GJSCI has taken the responsibility to identify and train India's candidates for the WorldSkills International event till the year 2021. In the year 2013, GJSCI supported Mr. Bhabesh Jana at Worldskills 2013, and earned a Medallion of Honor for India. This year, Mr. Surajith Rana was finalised to represent India for gem & jewellery making segment in August 2015 at Sao Paulo, and after winning a Silver Medal in Oceania Competition held in New Zealand, won the Medallion of Honor for India. GJSCI also recently conducted the regional rounds for Skill Competition, Birmingham, UK. 'WorldSkills India' Jewellery competition. Sanjay Pramanik, Sweta Singh, Savita Palariya and Ashrof Jamal were declared as the national winners of the 'WorldSkills India' Jewellery competition held at IIGJ Jaipur.

Commenting on GJSCI's role, Mr. Binit Bhatt, COO, GJSCI said, "In addition to skilling, assisting in employment is also one of the key mandates of GJSCI. To enhance the employability of the trained workforce, we have already initiated an industry specific job portal which will map the requirements from Manufacturers & Retailers with the available work force & human interface will align the demand & supply."

GJSCI has developed 117 job roles and created National Occupational Standards for training, assessment and student manuals, which will be used as a benchmark for training in our industry. Collaborations with front running Indian jewellery manufacturers and multinational educational institutions have helped to broaden the industry's course offerings and provide quality training and a well-trained workforce.

About Gem & Jewellery Skill Council of India
Formed under the aegis of the National Skill Development Corporation (NSDC) in 2012, the Gem & Jewellery Skill Council of India (GJSCI) is the nodal entity for skill development of the Indian gem & jewellery industry. It covers all the areas and functions of the industry such as diamond processing, coloured gemstone processing, jewellery manufacturing, wholesale, retail and exports.

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