

GJSCI launches new age Digital Learning platform to skill 1 Million Jewellery Retail Sales Associates

Keeping Digital India in mind, this is the first such initiative taken by any Sector Skill Council to skill individuals on such a large scale

Mumbai, 10th July 2015: The Gem & Jewellery Skill Council of India (GJSCI), under the National Skill Development Corporation (NSDC) introduced the new digital learning platform, to skill and upskill Jewellery Retail Sales Associates across India. This initiative will help individuals at remote locations get trained by themselves, along with their work, at a time of their convenience. The Digital platform, developed by Tech Partner – Qustn Technologies, was launched by **Chief Guest, Ms. Nirupa Bhatt, Managing Director – India & Middle East, GIA, Guest of Honor, Prof. V.K. Murti, Academic Head, Centre for Family Business, S.P. Jain Institute of Management & Research, Mumbai** along with **Mr. Prem Kumar Kothari, Chairman, GJSCI, Mr. Binit Bhatt, COO, GJSCI and Mr. Mrigank Tripathi, Founder & CEO, Qustn Technologies.**

Mr. Premkumar Kothari, Chairman, GJSCI said, “We are delighted to introduce the first one-of-its-kind Digital Learning platforms in our segment designed to meet adult learning needs and styles. We have 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. The Jewellery Retail Sales Associate (JRSA) job role has been translated into 9 languages to reach out to the smallest of towns in India, which will be imparted through E-learning, Classroom training as well as On-the-Job.”

GJSCI has certified over **56,000 candidates till date in various parts of India, with the help of 55 Training Partners and 11 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 Recognition of Prior Learning (RPL) and Dakshagraam projects. Thus, we have activated certifying 50,000 artisans under RPL in West Bengal as well as initiate the Dakshagraam project. For Kerala, we intend to conduct Vocational Courses 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 training 45 lakh youth in age group of 14-35 by 2016 – 2017 in Uttar Pradesh.

GJSCI has been requested to adopt various ailing ITIs, which are currently under the Ministry of Skill Development & Entrepreneurship (MSDE), to convert to manufacturing training centres. It is also looking at spare capacity options in current manufacturing facilities, to utilize them to train new manpower currently required by manufacturing units, and are ready to absorb individuals once they are trained.

GJSCI also has a dedicated team of trainers to train individuals for participation in WorldSkills Competition every year, to promote our industry in international waters as well. Last year, Mr. Bhabesh Chandra Jana earned a Medallion of Honour for India at WorldSkills Competition in July 2013. This year, **Mr. Surijitrana has won a Silver Medal in the competition held in Australia** and has now been selected for the 43rd edition, which is being held in São Paulo from 11th – 16th August 2015.

For inbound support, GJSCI intends to have periodic educational seminars for Senior Management of manufacturing units in SEEPZ, Mumbai, along with a job portal and additional e-learning modules to provide quality and affordable distance education to enhance the abilities of all employees with expertise, integrity and professionalism.

Currently, the Jewellery Retail Sales Associate (JRSA) training program provides a comprehensive overview of Jewellery product knowledge in terms of form, function, style, quality, and value and sales skills across various parts of India. Featuring interactive videos, assessments & role plays - the online course provides the benefits of a high-quality in-store orientation programme at a reasonable price. This online platform has been developed by Qustn Technologies.

The course, defined by GJSCI will be made available in **9 languages to the users** with various modules in it, 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.

Commenting on the potential of the jewellery industry, Mr. Binit Bhatt, COO, GJSCI said, “The Indian gem & jewellery industry is expected to skill over 4 million individuals by 2022. We are in the process of setting up an Education Committee to manage the quality of training and assessments, thus making it a robust educational structure.”

The Gems and jewelry sector in India plays a significant role in the Indian economy, contributing around 6-7 per cent of the country’s GDP and GJSCI strives to initiate programs which will contribute to our Hon. PM’s initiative of ‘Make in India’ and ‘Skill India’ campaign. As the market is expected to grow almost double by 2022-23, India will require a massive resource of skilled manpower to fill the growing needs of the gem & jewellery sector.

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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