

**Syllabus For Jewellery and Gemstone Retail Sales Assistant**

<b>Course Name</b>	Jewellery and Gemstone Retail Sales Assistant
<b>Sector</b>	Gems and Jewellery
<b>Course Code</b>	G&J/2023/JRSA/255
<b>Level</b>	3
<b>Occupation</b>	Jewellery and Gemstone Retail Sales Assistant
<b>Job Description</b>	A Jewellery and Gemstone Retail Sales Assistant works in a retail setting, such as a jewellery store and is responsible for providing customer service, assisting customers in selecting and purchasing jewellery and gemstone products, maintaining product knowledge, managing inventory and displays, offering jewellery repair and cleaning services, operating the point of sale system, ensuring product security and adhering to store policies and industry regulations.
<b>Course Duration</b>	Total Duration 390 Hrs (T-90, P-180, OJT-60 and ES-60)
<b>Trainees' Entry Qualification</b>	Grade 10 OR Grade 8 with two year of (NTC/ NAC) after 8 <sup>th</sup> OR Grade 8 pass and pursuing continuous schooling in regular school with vocational subject OR 8th grade pass with 2 yrs relevant experience OR Previous relevant Qualification of NSQF Level 2 with one yr experience OR Previous relevant Qualification of NSQF Level 2.5 with 6 months experience
<b>Trainers Qualification</b>	Graduate with certificate course in Jewellery with 3 year work experience in the Jewellery Retail.

**Structure of Course:**

<b>Module No.</b>	<b>Module name</b>	<b>Outcome</b>	<b>Theory (Hrs)</b>	<b>Practical (Hrs)</b>	<b>Total (Hrs) [Multiple of 30]</b>
1	<b>Introduction to sales of Gem and Jewellery</b>	Describe the roles and responsibilities of a Gem and Jewellery sales person	10	20	30
2	<b>Jewellery and Gemstone Product Knowledge</b>	Identify the different types of jewellery and gemstone along with the manufacturing processes of jewellery	10	20	30
3	<b>Branding and Designer Jewellery</b>	Identify brand identity for a jewellery line including logos, brand messaging and style guides	15	15	30
4	<b>Sales Skills and Techniques</b>	Demonstrate the sales process, including the key strategies and techniques from initial greetings stage to closing stage	10	20	30

Module No.	Module name	Outcome	Theory (Hrs)	Practical (Hrs)	Total (Hrs) [Multiple of 30]
5	<b>Customer Service Skills</b>	Interact with customers to address their inquiries/complaints	15	45	60
6	<b>Visual Merchandising and Store Design</b>	Assist to plan for visual merchandising inside stores along with seasonal promotion strategy	10	20	30
7	<b>Jewellery Certification and Grading</b>	Develop the process of jewellery certification, grading and the ability to recognize counterfeit and treated gems	10	20	30
8	<b>Technology in Jewellery and Gems Retail</b>	Utilize various tech tools for effective retail sales of Gems and Jewellery	10	20	30
9	<b>OJT</b>	Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).	--	60	60
10	<b>Employability Skill</b>	As per guided curriculum	60	--	60
<b>TOTAL:</b>			<b>150</b>	<b>240</b>	<b>390</b>

**SYLLABUS:****Module No. 1: Introduction to sales of Gem and Jewellery****Outcome**

Describe the roles and responsibilities of a Gem and Jewellery sales person

**Theory Content:**

- Overview of the Jewellery and Gemstone industry
- Identification of basic gemstone and mineral as per color, hardness, lusters and cleavage and fracture.
- History and cultural significance of the jewellery
- Types of jewellery (e.g., fine, fashion, estate)
- Job opportunities and growth prospects for sales person in Gem and Jewellery sector
- Different types of functional and Behavioral skills required to sustain and prosper in Retail
- Difference of Jewellery retail against that of Grocery, Fashion/Apparel, electronics and Gadgets
- Understanding organizational ethos, operational style, Work ethics and cross-functional interface within a retail Organization
- Roles and responsibilities of Jewellery and gemstone Retail Sales Assistant
- New trend and niche segments within Jewellery retail.

**Practical Content:**

- Identify different types of jewellery (Fine/ Fashion/ Estate)
- Identify various types of gemstone and mineral

- Classify gemstones based on their chemical composition, crystal structure, and physical properties.

**Tools & Equipment needed:**

Laptop, white board, marker pen, projector

**Module No. 2: Jewellery and Gemstone Product Knowledge**

**Outcome**

Identify the different types of jewellery and gemstone along with the manufacturing processes of jewellery

**Theory Content:**

- Why product knowledge is paramount in retail.
- Gemstones and precious metals used in jewellery (gold, silver, platinum)
- Types of jewellery (e.g., rings, necklaces, bracelets)
- In-depth study of popular gemstones (diamonds, emeralds, ruby, sapphires etc.)
- Hands-on gemstone identification and grading
- Understanding gemstone characteristics (colour, clarity, cut, carat weight)
- Metal working and jewellery manufacturing processes
- Jewellery care and maintenance
- Jewellery trends
- How product knowledge helps customers take an appropriate purchase decision
- Step to follow for an effective product demonstration

**Practical Content:**

- Identify different types of precious metals used in jewellery
- Identify different types of jewellery
- Demonstrate popular gemstones
- Identify grading of gemstones
- Demonstrate with examples characteristics of gemstone
- Demonstrate with a flow chart the jewellery manufacturing processes
- Role play methodology on product demonstration that leads to better customer experience
- Learn to maintain FAB approach in product demonstration

**Tools & Equipment needed:**

Whiteboard, marker pen, computer or laptop attached to LCD projector, scanner, computer, speakers, Notepads, Pens, Pencils, Blank Sheets, Metal-Karat Chart, Jewellery, Display Bust, Ring Display Tray, Earring Stand, Bangle Stand, Jewellery Display Counter, Viewing Table Top Mirrors, Stone-Carat/Size Chart.

**Module No. 3: Branding and Designer Jewellery**

**Outcome**

Identify brand identity for a jewellery line including logos, brand messaging and style guides

**Theory Content:**

- Importance of branding in the jewellery industry
- Recognizing popular jewellery brands
- Designer jewellery and its significance
- Analyzing branded and designer jewellery

- Creating a brand identity
- Logo design and brand messaging

**Practical Content:**

- Design a logo of a jewellery brand and explain what does it convey
- Identify different jewellery from different designer houses
- Identify the popular jewellery brands at present prevailing in the market

**Tools & Equipment needed:**

Whiteboard, marker pen, computer or laptop attached to LCD projector, scanner, computer, speakers, Notepads, Pens, Pencils, Blank Sheets, Metal-Karat Chart, Jewellery, Display Bust, Ring Display Tray, Earring Stand, Bangle Stand, Jewellery Display Counter, Viewing Table Top Mirrors, Stone-Carat/Size Chart.

**Module No. 4: Sales Skills and Techniques**

**Outcome**

Demonstrate the sales process, including the key strategies and techniques from initial greetings stage to closing stage

**Theory Content:**

- The sales process - from greeting to closing
- Cross-selling and upselling strategies
- Building rapport with customers
- Active listening and asking the right questions
- Handling difficult customers and overcoming objections
- Product presentation and story telling
- Closing the sale

**Practical Content:**

- Create a role play scenario where the student has to go through an entire sales process from greeting a potential customer to successfully closing a sale.
- In a role play exercise ask a student to initiate a conversation with a customer and focus on building rapport by demonstrating the strategies.
- Assign each student a common objection (e.g., price, product features) and have them prepare a response or strategy to overcome it.
- In a real or fictional product scenario, have students create a compelling product presentation using story telling techniques.

**Tools & Equipment needed:**

Whiteboard, marker pen, computer or laptop attached to LCD projector, scanner, computer, speakers, Notepads, Pens, Pencils, Blank Sheets, Metal-Karat Chart, Jewellery, Display Bust, Ring Display Tray, Earring Stand, Bangle Stand, Jewellery Display Counter, Viewing Table Top Mirrors, Stone-Carat/Size Chart.

**Module No. 5: Customer Service Skills**

**Outcome**

Interact with customers to address their inquiries/complaints

**Theory Content:**

- The importance of customer service
- Define customer behavior and its types.
- Strategy to handle different types of customer behavior in order to maximize sale.

- Understanding customer needs and preferences
- Effective communication skills
- Handling customer Inquiries and complaints
- Handling difficult situations
- The psychology of pricing and discounts
- Building customer relationships

**Practical Content:**

- Choose a local jewellery shop and evaluate their customer service by visiting or interacting with them and write a report detailing your observations and recommendations for improvement
- Conduct an online survey or interview of at least 10 people to understand their needs and preference of jewellery and gems and present your findings in a report
- Develop a list of common customer inquiries and complaints related to jewellery and gems purchase
- Create a scenario based role play where a customer has specific jewellery requirements, and a salesperson must effectively communicate product information.

**Tools & Equipment needed:**

Whiteboard, marker pen, computer or laptop attached to LCD projector, scanner, computer, speakers, Notepads, Pens, Pencils, Blank Sheets, Metal-Karat Chart, Jewellery, Display Bust, Ring Display Tray, Earring Stand, Bangle Stand, Jewellery Display Counter, Viewing Table Top Mirrors, Stone-Carat/Size Chart.

**Module No. 6: Visual Merchandising and Store Design**

**Outcome**

Assist to plan for visual merchandising inside stores along with seasonal promotion strategy

**Theory Content:**

- Visual merchandising principles
- Values & benefits of Visual Merchandising.
- Understanding the responsibility of sales person/assistant towards visual merchandising.
- Concept of supply chain management
- Introduction to inventory management and how does it reduce the cost of operation
- Creating an appealing store layout and designs
- Jewellery display techniques
- Seasonal displays and promotions
- Handling valuable merchandise
- Loss prevention strategies
- Personal safety measures

**Practical Content:**

- Select a collection of jewellery items and create different display set ups for them
- Visit a jewellery store and analyze the use of visual merchandising principles including colour, lighting, and arrangements
- Use visually appealing window displays to attract customers
- Display the seasonal promotion for a jewellery store such as Valentine's Day, holiday-themed campaign.
- Update the window displays for new arrivals or highlight ongoing promotions.

**Tools & Equipment needed:**

Whiteboard, marker pen, computer or laptop attached to LCD projector, scanner, computer, speakers, Notepads, Pens, Pencils, Blank Sheets, Metal-Karat Chart, Jewellery, Display Bust, Ring Display Tray, Earring Stand, Bangle Stand, Jewellery Display Counter, Viewing Table Top Mirrors, Stone-Carat/Size Chart.

**Module No. 7: Jewellery Certification and Grading****Outcome**

Develop the process of jewellery certification, grading and the ability to recognize counterfeit and treated gems

**Theory Content:**

- Definition and importance of jewellery certification
- Role in ensuring quality and authenticity
- Explain the grading process which involves assessing various aspects of a jewellery piece
- Jewellery Grading Scale (e.g., 4Cs for diamonds)
- Certification Laboratories (e.g., GIA, IGI)
- Hands-on Certification and Grading exercises
- Recognizing counterfeit and treated gemstones
- Use of gemological tools
- Assessing the purity and quality of precious metals
- Assessments with real or simulated jewellery pieces
- Research and create a comprehensive report on the 4Cs used in the grading of diamonds
- Develop a grading scale for the gemstones based on criteria relevant to their type

**Practical Content:**

- Research and prepare a presentation on well-known certification laboratories such as Gemology Institute of America (GIA), Indian Gemological Institute (IGI), Gemological Institute of India (GII)
- Research common techniques used to create counterfeit gemstones or treat natural ones (e.g., heat treatment, dyeing)
- Evaluate diamond and other gemstones using 4Cs
- Identify counterfeit or treated gemstone
- Simulation exercise for creating jewellery grading reports

**Tools & Equipment needed:**

Whiteboard, marker pen, computer or laptop attached to LCD projector, scanner, computer, speakers, Notepads, Pens, Pencils, Blank Sheets, Metal-Karat Chart, Jewellery, Display Bust, Ring Display Tray, Earring Stand, Bangle Stand, Jewellery Display Counter, Viewing Table Top Mirrors, Stone-Carat/Size Chart.

**Module No. 8: Technology in Jewellery and Gems Retail sale****Outcome**

Utilize various tech tools for effective retail sales of Gems and Jewellery

**Theory Content:**

- Benefits and challenges of technology
- Point of Sale (POS) systems

- Online and offline sales channel
- Digital marketing strategies
- Jewellery design software
- Hands-on-experience with a POS system
- Social Media marketing strategies
- Email marketing and customer engagement
- Explain Search Engine Optimization (SEO) for Jewel Retail
- Online Advertising and paid campaigns
- Mobile Apps and E-Wallets for customer convenience
- Creating and managing a jewellery retail website
- Managing online reviews and reputations
- Customer relationship management (CRM) and data analysis
- Security and fraud prevention

**Practical Content:**

- Create a mock sales transaction using a popular POS system
- Compare and contrast the benefits and drawbacks of online and offline sales channel in the jewellery industry
- Visit a local jewellery store that uses a POS system and interview the store employees about their experiences with the system
- Demonstrate SEO in the jewellery retail industry
- Mobile app and e-wallets used in jewellery retail
- Demonstrate through website for a fictional jewellery store using a website builder or content management system.

**Tools & Equipment needed:**

Whiteboard, marker pen, computer or laptop attached to LCD projector, scanner, computer, speakers, Notepads, Pens, Pencils, Blank Sheets, Metal-Karat Chart, Jewellery, Display Bust, Ring Display Tray, Earring Stand, Bangle Stand, Jewellery Display Counter, Viewing Table Top Mirrors, Stone-Carat/Size Chart.

**Module no. 9 : OJT**

**Outcome:** Work in real job situation with special emphasis on basic safety and hazards in this domain

**Practical Content:**

Assessor will check report prepared for this component of Practical training of the course and assess whether competency has been developed to work in the real job situation with special emphasis on basic safety and hazards in this domain. (The trainee is expected to undertake work in actual workplace under any supervisor / contractor for **60 Hours.**)

**Module No. 10: Employability Skills (60 Hrs)**

**Key Learning Outcomes**

**Introduction to Employability Skills**

Duration: 1.5 Hours

After completing this programme, participants will be able to:

1. Discuss the Employability Skills required for jobs in various industries
2. List different learning and employability related GOI and private portals and their usage

**Constitutional values - Citizenship**

Duration: 1.5 Hours

3. Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen
4. Show how to practice different environmentally sustainable practices.

**Becoming a Professional in the 21st Century**

Duration: 2.5 Hours

5. Discuss importance of relevant 21st century skills.
6. Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life.
7. Describe the benefits of continuous learning.

**Basic English Skills**

Duration: 10 Hours

8. Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone
9. Read and interpret text written in basic English
10. Write a short note/paragraph / letter/e -mail using basic English

**Career Development & Goal Setting**

Duration: 2 Hours

11. Create a career development plan with well-defined short- and long-term goals

**Communication Skills**

Duration: 5 Hours

12. Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.
13. Explain the importance of active listening for effective communication
14. Discuss the significance of working collaboratively with others in a team

**Diversity & Inclusion**

Duration: 2.5 Hours

15. Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD
16. Discuss the significance of escalating sexual harassment issues as per POSH act.

**Financial and Legal Literacy**

Duration: 5 Hours

17. Outline the importance of selecting the right financial institution, product, and service
18. Demonstrate how to carry out offline and online financial transactions, safely and securely
19. List the common components of salary and compute income, expenditure, taxes, investments etc.
20. Discuss the legal rights, laws, and aids

**Essential Digital Skills**

Duration: 10 Hours

21. Describe the role of digital technology in today's life
22. Demonstrate how to operate digital devices and use the associated applications and features, safely and securely



23. Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely
24. Create sample word documents, excel sheets and presentations using basic features
25. utilize virtual collaboration tools to work effectively

**Entrepreneurship**

Duration: 7 Hours

26. Explain the types of entrepreneurship and enterprises
27. Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan
28. Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement
29. Create a sample business plan, for the selected business opportunity

**Customer Service**

Duration: 5 Hours

30. Describe the significance of analyzing different types and needs of customers
31. Explain the significance of identifying customer needs and responding to them in a professional manner.
32. Discuss the significance of maintaining hygiene and dressing appropriately

**Getting Ready for apprenticeship & Jobs**

Duration: 8 Hours

33. Create a professional Curriculum Vitae (CV)
34. Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively
35. Discuss the significance of maintaining hygiene and confidence during an interview
36. Perform a mock interview
37. List the steps for searching and registering for apprenticeship opportunities

**Learning Outcome – Assessment Criteria**

Module No.	Outcome	Assessment Criteria
1	Describe the roles and responsibilities of a Gem and Jewellery sales person	<p><b>After completion of this module students will be able to:</b></p> <p>1.1 Identify different types of jewellery (like fine/fashion/estate), jewellery styles and historical trends in jewellery design</p> <p>1.2 Provide historical context and examples of jewellery from different time periods and culture</p> <p>1.3 Identify key factors that determine the value and authenticity of different types of jewellery</p> <p>1.4 Demonstrate the specific characteristics of popular gemstones, their sources and history</p>
2	Identify the different types of jewellery and gemstone along with the manufacturing processes of jewellery	<p><b>After completion of this module students will be able to:</b></p> <p>2.1 Recognize and name the most common gemstones used in jewellery such as diamonds, sapphires, ruby, emeralds, and others</p> <p>2.2 Explain the principles of gemstone grading including the 4Cs for diamonds (colour, clarity, cut,</p>

Module No.	Outcome	Assessment Criteria
		carat) 2.3 Identify and select different types of jewellery like rings, necklace, bracelets etc. 2.4 Use gemological equipment for identification and accurately grade and evaluate gemstones 2.5 Explain various jewellery manufacturing processes 2.6 Demonstrate proper cleaning and maintenance procedures for different types of jewellery
3	Identify brand identity for a jewellery line including logos, brand messaging, and style guides	<b>After completion of this module students will be able to:</b> 3.1 Provide examples and case studies to support their understanding of branding in the jewellery industry 3.2 Identify well-known jewellery brands and explain their unique selling points and market positioning 3.3 Critically analyze branded and designer jewellery products, highlighting their similarity and differences 3.4 Develop a comprehensive brand identity for a fictional or real jewellery product or company 3.5 Create a visually appealing and conceptually sound logo for the chosen jewellery brand
4	Demonstrate the sales process, including the key strategies and techniques from initial greetings stage to closing stage	<b>After completion of this module students will be able to:</b> 4.1 Explain each stage of the sales process from the initial greeting to the closing of a sale 4.2 Demonstrate the opportunities for cross-selling and upselling and effectively employ these strategies 4.3 Establish and maintain a strong rapport with customers, creating a positive and comfortable shopping experience 4.4 Manage challenging customer situations and objections 4.5 Use storytelling to present jewellery and gem products to the customers
5	Interact with customers to address their inquiries/complaints	<b>After completion of this module students will be able to:</b> 5.1 Explain the reasons why customer service is crucial in the jewellery and gem retail industry 5.2 Identify and describe different customer segments and their specific needs and preferences 5.3 Respond to customer inquiries promptly and professionally 4.4 Explain the psychological factors that influence pricing and discount decisions

Module No.	Outcome	Assessment Criteria
		4.5 Describe methods for collecting and utilizing customer feedback to enhance the customer experience
6	Assist to plan for visual merchandising inside stores along with seasonal promotion strategy	<p><b>After completion of this module students will be able to:</b></p> <p>6.1 Develop a store layout and design that maximizes the store's aesthetics and customer flow</p> <p>6.2 Design and set up jewellery displays that effectively highlight the features and beauty of the products</p> <p>6.3 Evaluate the impact of seasonal displays and promotions on customer traffic and sales</p> <p>6.4 Demonstrate proper procedures for handling valuable jewellery and gems</p> <p>6.5 Outline personal safety measures for employees and customers</p>
7	Develop the process of jewellery certification, grading and the ability to recognize counterfeit and treated gems	<p><b>After completion of this module students will be able to:</b></p> <p>7.1 Demonstrate a comprehensive understanding of jewellery certification and grading concepts, including the 4Cs for diamonds</p> <p>7.2 Explain the role of the certification laboratories</p> <p>7.3 Explain the significance of accurate grading</p> <p>7.4 Apply the 4Cs to evaluate diamonds and other gemstones</p> <p>7.5 Recognize counterfeit or treated gemstones</p>
8	Utilize various tech tools for effective retail sales of Gems and Jewellery	<p><b>After completion of this module students will be able to:</b></p> <p>8.1 Operate a POS system</p> <p>8.2 Execute social media marketing campaigns including content creation and audience engagement</p> <p>8.3 Perform basic search engine optimization (SEO) techniques to improve online visibility</p> <p>8.4 Utilize mobile apps and e-wallets effectively to enhance customer convenience and satisfaction</p>
9	Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).	Assessor will check report prepared for this component of Practical training of the course and assess whether competency has been developed to work in the real job situation with special emphasis on basic safety and hazards in this domain. (The trainee is expected to undertake work in actual workplace under any supervisor / contractor for 60 Hours.)
10	Employability Skill	As per guided curriculum

**List of Tools, Equipment & materials needed for 30 Trainees (Practical)**

SI No	Items Name	Specification	Qty
<b>A. THEORY / CLASS ROOM</b>			
1	Instructor's table with glass top	6 feet x 4 feet	1Nos.
2	Revolving Chair for Classroom		1Nos.
3	Instructor's revolving with arm chair		2Nos.
4	Visitor's chair		2Nos.
5	Class room chairs (armless)		30 Nos.
6	Class room table single / Dual desk		30 /15 Nos.
7	Almirah steel (major)	6" / higher	02 Nos.
8	Steel Cupboard	180 x 90 x 45 cm	02 Nos.
9	Steel Cupboard	120 x 60 x 45 cm	02 Nos.
10	Book Shelf with lock		02 Nos.
11	Magnetic White Board	6' x 4'	2Nos.
12	Working table size	1250x950	2nos
13	Students Lockers	with 8 compartments	4Nos.
14	Wooden Chest of Drawers		5Nos.
15	First Aid Box		01 No.
16	Fire Extinguisher		01 No.
17	Wall Clock		01 No.
<b>B. TRAINEES TOOL KIT</b>			
18	Desktop / laptop/ Notebook/ PC	Latest Configuration	10 Nos.
19	Printer (any basic model) and Printer Table		1 No. each
20	Office Packages (MS Word, MS Power Point, MS Excel, MS Outlook)		10 Nos.
21	Computer Table		10 Nos.
22	LCD Projector with screen		1 no
23	Flip chart, marker , Metal karat chart		As required
24	Broadband connectivity		1 no
	PPE kit	Gloves, safety shoes, goggles, ear plugs, boiler suit	As required
25	All types of packaging tools and materials		As required
26	Fire extinguishers		4 nos
27	Stone carat/size chart		5 nos
28	Sample Jewellery of various types		Set of jewellery as per curriculum
29	Jewellery Display Bust		2 No
30	Ring Display Tray		2 no
31	Earring Stand		2 no
32	Bangle Stand		2 no
33	Jewellery Display Counter		2 no
34	Viewing Table Top Mirrors		2 no

Note: -

1. All the tools and equipment are to be procured as per BIS specification.

## Marks Distribution

Outcome	Outcome Code	Total Th marks	Total Pr marks	Total OJT marks
Describe the roles and responsibilities of a Gem and Jewellery sales person	GJR/1302/OC1	10	80	0
Identify the different types of jewellery and gemstone along with the manufacturing processes of jewellery	GJR/1302/OC2	20	80	0
Identify brand identity for a jewellery line including logos, brand messaging and style guides	GJR/1302/OC3	20	60	0
Demonstrate the sales process, including the key strategies and techniques from initial greetings stage to closing stage	GJR/1302/OC4	20	80	0
Interact with customers to address their inquiries/complaints	GJR/1302/OC5	20	110	0
Assist to plan for visual merchandising inside stores along with seasonal promotion strategy	GJR/1302/OC6	20	80	0
Develop the process of jewellery certification, grading and the ability to recognize counterfeit and treated gems	GJR/1302/OC7	20	80	0
Utilize various tech tools for effective retail sales of Gems and Jewellery	GJR/1302/OC8	20	80	0
Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).	GJR/1302/OC9	0	0	150
Employability Skills – 60 Hrs	DGT/VSQ/N0102	50	0	0