

A Study on Jaipur Jewellery Show and its Growing Importance in Jaipur

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ABSTRACT

Gems and Jewellery has an important role in the Indian economy and symbolise Indian tradition in a lot many ways, India has been one among the world's largest consumer and importer of gold. Several international and national trade shows occur that promote jewellery designs, supplies, equipment, packing and display etc. It helps to create their presence in the international market. It directly reach the consumers and promotes one-on-one interaction between brand representatives and the consumer. The paper tries to study the effect of trade shows especially Jaipur Jewellery Show in promoting the gem and jewellery industry in Jaipur. Rajasthan which offers diverse shades and flavors and is also a destination for jewellery. Jaipur the capital of Rajasthan has emerged as a significant gem and jewellery centre with tremendous employment potential. It organises a jewellery show once a year which is popularly known as Jaipur Jewellery show, it is one of the prime and largest B2C jewellery shows of India also known as JJS or the DECEMBER show. JJS has emerged as the largest show in the north India which showcases an unending collection from different national and international brand of jewellers. JJS has completed 13 successful years and has proved to be a preferred destination for B2B as well as B2C interaction. It undertakes various promotional activities and also has emerged as a seminar spectrum providing learning and disseminating technical knowledge and skills. The paper also tries to highlight the increasing importance of JJS in the sector.

Key words : Gems, Jewellery, B2C Jewellery.

INTRODUCTION

Trade fair is one of the most important promotional tools where different types of sellers and buyers gather together under one roof to trade their products, ideas, and views. The participation not only promotes immediate sales in the shows and trade fairs, but also introduces them in the international scenario. The jewellery shows are important in making a network between business personals. Such shows help to capture the domestic and international audience. India has emerged as one of the most dynamic centres of the gems and jewellery industry worldwide. The gems and jewellery industry has an important place in India's culture and mythology and it symbolise Indian tradition. Indian jewellery in its components includes not only conventional gold but also diamond, platinum with varied precious and semi-precious stones. Gold has been reserved as an objects of luxury, it symbolises power and status. The Indian Hindu calendar even has auspicious days to get gold for the duration of these festivals, like Dhanteras and Dussehra, Akha Teej & Pushay Nakshatra.

Gold jewellery forms the backbone of the precious jewellery industry.

OBJECTIVES

The objective of the study is to analyze the effect of Jewellery shows on gems and jewellery industry. The changing consumer preference towards jewellery purchase and the factors effecting the consumers while purchasing gold jewellery. The destination Jaipur chosen for the show and its.

RESEARCH METHODOLOGY

This research will accomplish chiefly through quantitative approach that is based on the survey through questionnaire. As well as qualitative studies like secondary information are also considered and taken into account. As the population is large, a sample of 360 gold jewellery customers of Jaipur was taken. The sample was selected using convenient sampling method as it was not possible to prepare a list of gold jewellery consumers and then subjects could be chosen randomly. 40 floor

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managers of both branded and non-branded gold jewellery showroom/shops were selected and interviewed to seek their opinion regarding current trends in perception of retail customers about purchasing gold from branded and non-branded gold jewellery showrooms/shops, which brought the sample size to 400.

TRADE SHOWS: A GENERIC JEWELLERY PROMOTION

Trade shows are vital for the sector to create their presence in the international market and to enhance the credibility it gives the saturated business a chance to survive the competition. These trade shows are innovative solutions to minimise the hurdles of rising costs of precious metals and gems by generic advertising. Generic advertising is the best way to advertise for jewellery which is a collective effort to drive jewellery sales. In such an effort the retailers, manufacturers and miners should join hands to carry out generic jewellery promotions. Generic advertising is important to build a demand for the product, building consumer confidence and also driving sales at retail level. Exhibitions and marketing promotions are a good option and such collaboration for a common good between the premier trade organisations like the Gems & Jewellery Fair (GJF) and Gems & Jewellery Export Promotion Council (GJEPC) has helped the industry to focus better. Consumer exhibitions and shows are an effective way to directly reach consumers it promotes one-on-one interaction between brand representatives and the consumer to widen the customer base. It is an excellent platform to present new collections and even to attract potential customers for building business contacts. These jewellery shows prove to be an attempt for India's budding and leading designers and design houses to provide an international platform and to unveil their fascinating, classic and contemporary jewellery collections to the world jewellery market; thereby establishing themselves in an international arena. Show organizers have a unique opportunity to provide exhibitors with a valuable service and generate new revenues by connecting consumer inquiries about products and services with the appropriate exhibitors. It also provides them with additional touchpoints to their ultimate customers. Indian gems and jewellery industry has found the most convenient way to establish itself to the reach of traders, buyers, sellers, retailers and wholesalers through the shows and exhibitions.

The GJEPC has initiated various B2B trade fairs and received phenomenal response for each of them over the years. The endeavour of such shows is to organize an event directly targeting consumers. The India Trade Promotion Organisation (ITPO) over the years through its exhibitions has been actively promoting the industry, bringing the trade and the consumer that are held across the country as well as showcasing Indian products and craft at international exhibitions. In its bid to provide an added boost to the gem and jewellery industry, the ITPO signed an MOU with the GJEPC to organize the first India Gems & Jewellery Fair (IGJF). GJEPC is the apex body of the gem & jewellery industry having major contributions towards the continuous growth of this sector. It has played a significant role in the evolution of the Indian gem and jewellery industry to its present stature, over the years it has effectively moulded the scattered efforts of individual exporters into a powerful instrument for driving the growth of India's export and also training the artisans and designers to international standards. The Jaipur Jewellery Show (JJS) with its extravaganza has placed Jaipur on the world jewellery map.

JAIPUR- THE DESTINATION OF JEWELLERY SHOW

Rajasthan is an unbelievable destination of India which offers diverse shades and flavors. It has always been identified as a mosaic of unsurpassed beauty. The city of Jaipur is the leading example of the culture and tradition of the Rajputana Empire. The royal city of Jaipur owes its name to the founder of the city, Sawai Jai Singh II (1693-1743) who founded Jaipur in 1627. Being the capital of Rajasthan, the city is mirror to everything that Rajasthan signifies, be its golden sands, forts, grand palaces, placid lakes, culture, tradition, society, and, royalty. Jaipur holds a remarkable name on the globe as largest exporter of Gold, Diamond and Stone Jewelry in Asia. A Jaipur jewellery market is one of the biggest and dynamic jewellery markets in India. Jaipur is the central hub of India for jewellery of precious and semi-precious stones, colored gemstones especially meenakari and kundan work, as well as for remarkable gold and silver work. The jewellery of this state is renowned for its stylishness and beauty. Jaipur jewellery is highly appreciated all over India. Jaipur is India's second most important gems and jewellery exporting centre and it has always kept pace with the changing times. Government is also setting up

Special Economic Zones (SEZs) in with the objective of developing these zones to boost the gems and jewellery industry and to build competency among the local players to survive in the competitive international market. Jaipur's jewellery industry is amongst the oldest in the country and the jewellery trade in Jaipur has flourished over time. Today, the Jaipur centre is the second most organized one where jewellery industry is concerned. Jaipur has always remained as a major centre for jewellery and the industry have grown tremendously. Jaipur is also renowned for its Gem Stone Jewellery and carved Kundan and Meenakari work. Jewellery in Jaipur is up to the mark and meet International quality standard. Keeping all these in view the Jaipur Jewellery Show came into existence in the year 2003 for the benefit of the gems and jewellery trade of this region, which has now developed into the second largest show of this category in India and the largest in Northern India. Jaipur Jewellery Show is one of the prime and Largest B to C jewellery shows of India. It also known as JJS or the DECEMBER show.

It creates a centre of attention thousands visitors including professionals, traders and consumers from around the world with its gripping regal ambiance and complementary colourful natural attractiveness. It will present an astonishing showcase various traditional Indian jewellery by some of the leading jewellers and jewellery designers. The reason why the fabled Pink City has been chosen to be the venue for JJS is the incontrovertible fact that it happens to be a G&J City. Jaipur has a rich tradition, as old as city's history itself, of the exquisite art of jewellery and gem-stones. Jaipur Jewellery Show is a world over significant event in the calendar of the gems and jewellery. JJS is a B2B as well as B2C Jewellery fair. Jaipur Jewellery Show is one of the prime and Largest B to C jewellery shows of India. It has acquired the strata of being addressed as the largest B to C Jewellery Show of India. JJS has become much-talked-about jewellery happening in the G&J sector. Popularly this show is also known as JJS or the DECEMBER show. The show creates a centre of attention for thousands visitors including professionals, traders and consumers from all over the world with its mesmerizing royal ambiance and complementary colourful natural attractiveness which the show is bounding in its jewellery collection. The retailers indulged in casual buying results in dynamic networking that takes place between Businessmen to Businessmen (B2B) and Businessmen to Consumers (B2C). It provides

an excellent opportunity for jewellers and designers to highlight their uniqueness in styles and designs of jewellery in order to gain popularity among jewellers and jewellery fan consumers.

Jaipur Jewellery Show is a not-for-profit-Organisation, incorporated under Rajasthan Non Trading Companies Act. 1960 and is also registered under section 12AA of the Income Tax Act 1961. Jaipur for the first time witnessed a grand, glittering and glitzy show attracting galaxy of famous people from the gems and jewellery sector in the year 2003 with a clear vision of placing Jaipur on the World Gem & Jewellery Map. The show has been founded with the objective provide a platform to the manufacturers of Gem & Jewellery to market these products at National & International levels and also create awareness about the potential of the industry by setting up of research and training facilities. The show has also generated job opportunities at rural & urban level and also initiated several projects for enhancement of gemstones & upgrading automation.

SUCCESS HIGHLIGHTS OF JJS

With the humble beginning of the show with 45 booths at Entertainment Paradise (EP), JJS saw an encouraging response, interaction and zeal from the industry. The first show was organised from 20th to 22nd December 2003 with the theme of Redefining Colours, attracted 10,000 visitors from India and across the world. Since then JJS has emerged as the largest Show in the North India. In 2004 JJS witnessed a quantum leap to 139 booths, again organised at Entertainment Paradise with its theme of defining colours & defining value from 24-27 Dec. The number of its visitors also raised to 25,000. In 2005, the venue was shifted to the Rajmahal Palace, with as many as 289 booths, under the theme of The Mystique of gems. The show further started setting trends in the field of gems and jewellery also left its footprints of excellence. In year 2006 the number of booths raised to 309 with 35,000 visitors from around the globe from 22-25 Dec, Emerald was the theme of the show then. In 2007 the show emerged as the second most important in terms of a B2B as well as B2C event. For the year 2008-09 the tanzanite theme based jewellery acquired the attention of the visitors. From 2010 onwards the keen interest aroused among the visitors was seen for the Kundan Meena theme based jewellery. JJS has grown from strength to strength. Jaipur Jewellery Show in its 10th year, in the year 2012. Diamond Jewellery being

the theme attracted wide attention of visitors and jewellers from the countries— Thailand and Hong Kong also participated in the event. Apart from them, exhibitors from Bangalore, Hyderabad, Surat, Junagarh, Mumbai, Kolhapur, Meerut and Delhi came to participate in the event. The theme reflected the favourable trends towards diamonds and diamond jewellery, the selection of the theme highlights the speciality of Jaipur and provides a platform for national and international marketing. Making the show theme-based enables the event to get publicity mileage in India and abroad.

The tenth edition of Jaipur Jewellery Show 2012 (JJS), got off to a rousing start on Saturday December 22, 2012. JJS 2012 has emerged as an outstanding event of international status. The show saw the presence of jewellers from the countries— Thailand and Hong Kong participated in the event. Apart from them, exhibitors from Bangalore, Hyderabad, Surat, Junagarh, Mumbai, Kolhapur, Meerut and Delhi came to participate in the event. JJS in view with keeping the pace with trends and appealing young generation has preferred to sign up supermodels and former Miss India Universe-2008. The 11th edition of the Jaipur Jewellery show was slotted from 20 to 23 December 2013. JJS in this needed a permanent trade fair infrastructure to grow and establish its position in the jewellery sector, the government authorities also acknowledged the problem. The 12th edition of Jaipur Jewellery Show, endearingly called “The December Show” was christened for the dates from 20 to 23 December 2014. This glamorous jewellery show in all matters cheers the jewellery lovers, visitors and buyers.

The 13th Edition of 4-day long prestigious jewellery Event- Jaipur Jewellery Show begins today. The 2015 edition of 'JJS-IJ, Jewellers' choice design awards 2015' attracted unprecedented amount of exposure, glitz and media coverage. The 14th edition with the theme Ruby-Red, Rare, Royal was slated from 23rd Dec to 26th Dec, 2016. The four day event will witness the latest and the finest collection of G&J products not only from Jaipur but also from exhibitors worldwide. There will be more than 700 booths in the show with 8 special booth dedicated to upcoming designers. 130 Top Jewellery retailers are invited in the show. Jaipur Jewellery Show 2017 is scheduled to be held from 22nd-25th Dec'17 at Jaipur Exhibition and Convention Centre (JECC). JJS has been continually creating new trends and has become a platform for creative jewellery, hugely popular among the

new generation. The Jaipur Jewellery Show (JJS) has touched its pinnacle in 14 years.

JJS has also been emerged as a seminar spectrum giving participants a chance to educate themselves on the latest trends and developments in the Gem and Jewellery industry and also for learning and disseminating technical knowledge and skills. The topics of the seminars conducted were varied and attempts were made to cover the entire spectrum of relevant topics from jewellery design, diamonds and precious metal trends, price points. The presentations were also given by The Gemological Institute of America (GIA) & National Institute of Designing (NID) on the topics of much concern such as 'Synthetic (Lab Grown) Diamonds' “Future Trend Visioning” respectively.

Jaipur Jewellery Show (JJS) to boost diamond jewellery purchasing in India formed a Diamond Jewellery Promotion Group to undertake promotional activities pan-India, it also has a strategic partnership with Rio Tinto. Rio Tinto is one of the world's leading mining and metals companies. It operates a fully integrated diamonds business from exploration to sales and marketing. India is a key market for its products, and for its global operations it also provides with goods and services. It undertakes promotional activities pan-India for trends in diamond jewellery. Support group for Diamond Jewellery promotion also comprises of 9 prominent jewellers other than M/s Rio Tinto as prime sponsors for this promotion They are Abaran Jewellers, Birdhichand Ghanshyamdas Jewellers, Ghatiwala Jewellers, Jaipur Jewels, Kalajee Jewellery, KGK Entice (India) Pvt. Ltd., P.C. Totuka & Sons, Priide Jewels & Rawat Jewels.

ANALYSIS AND INTERPRETATIONS

1.1 Factors effecting the purchase of gold jewellery

Table 1.1 represent the things respondents kept in mind while purchasing gold jewellery. The quality / purity of gold gets first rank, variety of design gets second while weight & price of product gets the third rank. The fifth & sixth rank hold by hallmarking and exchange facility. The uniqueness of design gets seventh, future value of investment gets eight, brand name gets ninth and behaviour of shopkeeper / sales person gets tenth rank. The promotional schemes offered by show rooms stands on eleventh rank, ambience of show room stands on twelfth while facilities provided at show room stands on thirteen rank. The advertisement gets the lowest rank among all.

Table 1.1: Factors effecting the purchase of gold jewellery

	High	Moderate	Low	Rank
Price of product	85.00	10.00	1.67	3
Quality/purity of gold jewellery	90.00	7.22	2.50	1
Variety of Design	85.56	10.28	2.22	2
Uniqueness of design	76.39	13.89	3.89	7
Future value of investment	75.00	15.28	4.72	8
Its Advertisement	31.11	32.22	31.11	14
Brand name	56.11	28.89	11.67	9
Promotional scheme offered	43.61	30.56	20.56	11
Behaviour of sales person /shopkeeper	42.50	36.11	16.94	10
Facilities provided at shop/show room	40.00	35.00	19.72	13
Ambience of shop / show room	39.72	35.83	19.17	12
Weight	84.44	9.72	3.89	3
Hallmarking	85.56	7.22	2.22	5
Exchange facility	77.22	16.39	3.61	6
Any Other	6.94	4.72	1.94	15

1.2 Trusted person while purchasing gold jewellery

Table 1.2 represent about the most trusted person of respondents while purchasing gold jewellery. Most of the respondents purchase gold jewellery on the basis of their

own shopping experience, according to second rank respondents purchase gold jewellery on the advice of friend / relative, advice of shopkeeper gets third rank, advice of gold jewellery expert gets fourth rank. Fifth rank goes to advertisements while celebrity endorsement gets sixth rank among all.

Table 1.2 : Most Trusted person while purchasing gold jewellery

	High	Moderate	Low	Rank
Advice of friend / relative	67.50	26.11	5.28	2
Advice of shopkeeper	43.89	42.78	9.72	3
My own shopping experience	88.06	8.89	0.56	1
Celebrity endorsement	24.44	31.11	38.33	6
Advertisement	31.94	28.61	34.72	5
Advice of Gold jewellery expert	44.44	32.78	12.78	4
Any Other	6.11	5.56	3.89	7

1.3 Visit of respondents to jewellery trade fairs

Table 1.3 represent about the visit of respondents to

jewellery trade fairs. According to 140 (38.89%) respondents, they visit jewellery trade fairs while 220 (61.11%) respondents denied.

Table 1.3: Do you visit jewellery trade fairs?

Response	N	%
Yes	140	38.89
No	220	61.11
Total	360	100.00

1.4 Factors effecting respondents to visit jewellery trade fairs

Table 1.4 represent the factors motivates respondents to visit jewellery trade fairs. The most important factor among all was the availability of range, second was increase in knowledge of new design and current trend, exclusive design gets third rank, fourth rank goes to the ambience of trade fairs. The themes get fifth rank while the least important factor among all was the entertainment.

Table 1.4: Factor motivates visiting jewellery trade fairs

Factor	High	Moderate	Low	Rank
Increase in knowledge of new design and current trend	87.14	8.57	1.43	2
Entertainment	44.29	37.14	8.57	6
Availability of Range	91.43	3.57	1.43	1
Exclusive Design	81.43	12.14	0.00	3
Ambience	56.43	25.71	7.14	4
Themes	50.71	30.00	9.29	5
Any Other	7.86	7.86	5.71	7

1.5 Respondents preference for purchase of gold jewellery

Table 1.5 represent the personal place of preference for purchase of gold jewellery. According to respondents first rank goes to branded show room, second rank for local shops, jewellery shows / exhibitions gets third rank while online shopping gets fourth rank. The TV shopping gets fifth rank among all.

Table 1.5: Personal place of preference for purchase of gold jewellery

Place of Purchase	%	Rank
Branded Show Room	86.33	1
Local Shops	76.22	2
Online Shops	29.44	4
TV Shopping	20.22	5
Jewellery shows / Exhibitions	31.56	3

1.6 Retailers' View on promotional schemes launched by branded showrooms to attract customers

Table 1.6 represents the promotional schemes launched by branded showrooms to attract customers. The basic facilities like refreshment / AC/ water gets first position among all the factors while the display of jewellery in

exhibition and fairs stands on second position. Advertisement stands on third while good package and pamphlets & browser both gets fourth position, rank of gifts was sixth, discounts seventh, home delivery of products was eight and the credit availability gets the lowest rank among all the promotional schemes.

Table 1.6 : Promotional Schemes Launched to Attract Customers – Branded Show Rooms

Statement	Low	Medium	High	Rank
Discounts	25.00	17.86	57.14	7
Gifts	25.00	14.29	60.71	6
Facility like refreshment /AC/ water etc	7.14	7.14	85.71	1
Credit availability	25.00	60.71	14.29	9
Home delivery of products	10.71	67.86	21.43	8
Good package	0.00	46.43	53.57	4
Display in Exhibition and fairs	0.00	32.14	67.86	2
Advertisements	0.00	39.29	60.71	3
Pamphlets and browser	3.57	39.29	57.14	4

1.7 Retailers' View on promotional schemes launched by non-branded showrooms to attract customers

Table 1.7 represents the promotional schemes launched by non - branded showrooms to attract customers. Same as branded show rooms, the basic facilities like refreshment / AC/ water gets first position among all the factors at non – branded show rooms while good package and display of jewellery in exhibition & fairs gets second and third

position. Here in non – branded show room, discounts and advertisements both stands on fourth rank while pamphlets & browser gets sixth and gifts gets seventh rank. Home delivery the display of jewellery in exhibition and fairs stands on second position. Advertisement stands on third while good package and pamphlets & browser both gets fourth position, rank of gifts was sixth, discounts seventh, home delivery of products gets eight and the credit availability gets the lowest rank among all the promotional schemes.

Table 1.7: Promotional Schemes Launched to Attract Customers – Non-Branded Show Rooms

Statement	Low	Medium	High	Rank
Discounts	25.00	16.67	58.33	4
Gifts	16.67	50.00	33.33	7
Facility like refreshment /AC/ water etc	8.33	8.33	83.33	1
Credit availability	58.33	16.67	25.00	9
Home delivery of products	50.00	8.33	41.67	8
Good package	16.67	8.33	75.00	2
Display in Exhibition and fairs	16.67	16.67	66.67	3
Advertisements	16.67	33.33	50.00	4
Pamphlets and browser	25.00	25.00	50.00	6

FINDINGS OF THE STUDY

- The quality / purity of gold gets first rank, variety of design gets second while weight & price of product gets the third rank in the mind of the customers while purchasing gold jewellery.
- Most of the respondents purchase gold jewellery on the basis of their own shopping experience while as per second rank respondents purchase gold jewellery on the advice of friend/relative.
- According to 140 (38.89%) respondents, they visit jewellery trade fairs while 220 (61.11%) respondents denied.
- Among all the factors motivates respondents to visit jewellery trade fairs, the most important was the availability of range while the least important factor among all was the entertainment.
- According to majority of the respondents the personal place of preference for purchase of gold jewellery, first rank goes to branded show room while second rank for local shops.

MAPPING THE FUTURE

The key trends in the jewellery market of India are the changing taste and preferences of the consumers, festive season sales, emergence of new distribution channels and inclination towards branded jewellery. India consumers are now beginning to move towards branded jewellery and they have accepted the modern retail formats. Jaipur Jewellery Show focuses on the latest designs, new settings of jewellery. According to business research firm Euro monitor International, India has become the third-largest men's luxury jewellery market worldwide, after China and United Kingdom, India's men's jewellery market being estimated at \$194.4 million with a growth estimate of 36.4% in 2012. High-end jewellery is no longer the prerogative of women only but men in their late 20s and 30s are the biggest consumers. Wearing light-weight gold jewellery is becoming a fashion amongst youngsters although it's a niche market which is growing very fast. The Jaipur Jewellery Show is not only confined to the men, but has array of products for men.

With the ever changing trend, dynamic fashion industry and to promote the jewellery business and jewellery products the Jewellery Trade Shows are considered as one of the best. With each of its seasons the show introduces

range of jewellery to reappear to the masses with some innovations. The JJS has also organised and adopted a professional approach to survive in the competitive market.

Trade shows has ever since played an imperative role in advancing many segments of the business world. Apart from offering an unparalleled opportunity of showcasing the creation to a complete new set of target audiences, the jewellers also gets the benefit by working and getting a closer look at their peers and competitors' offerings. For consumers they get an opportunity to look far and beyond about latest trends and fashions. However with the advancements in technology the exhibitors at jewellery show give attendees a more exciting & memorable experience builds a greater rapport with the consumers, it will also ensure better recall value in the long run.

CONCLUSION

In the past fourteen years the Jaipur Jewellery Show (JJS) has seen it all - the 2008-2009 recession; the increasing demand for booths; the variety of themes; the smart publications; display; networking; and knowledge sharing among the visitors and participants. The show now has its own unique prestige of its own aura. It has carved an indefinable niche for itself.

The jewellery industry working through the hurdles of rising costs of precious metals and gems are coming up with innovative solutions as generic advertising. It keeps the consumer excited about jewellery thus achieving a long term goal. Observers believe that the gem and jewellery industry faces difficulties worldwide and to overcome them the best way is generic advertising of jewellery. Gem & Jewellery Export Promotion has been laying too much emphasis on business-to-business (B2B) shows rather than concentrating on business-to-consumer (B2C) shows. Across India more and more consumer shows are being organised to help push jewellery sales. Consumer shows are an effective way to directly reach consumers. Jaipur Jewellery Show is the India's biggest jewellery show and is fast emerging as one of the Asia's largest jewellery trade show also. The show extends a multitude of benefits for manufacturers and retailers in the jewellery industry. The success of the show are showcased in the decade celebration of the event with the most upcoming theme of diamonds and men's jewellery as a highlight. The promotional stunts adopted by the show and promoting the show by its brand ambassador. The show is

not just a trade fair but also is a ground for training and seminars of its participants.

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Resurgence of Indian Shipbuilding Industry : Time is Now

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ABSTRACT

Over 90% of global trade is carried by the international shipping industry and the Indian ship building industry has vast potential to grow in this segment vis-à-vis Its Asian counterpart such as China, Korea and Japan. Presently, Indian shipbuilding industry's share in Global Shipbuilding Industry contributes meager 0.005 percent. Unsurprisingly, India being the 4th largest steel producer with a large pool of talented manpower, and a 7100 Km coast line can easily acquire at least 10% of world shipbuilding trade, if proper policy, design, R&D and financial support are extended by the government.

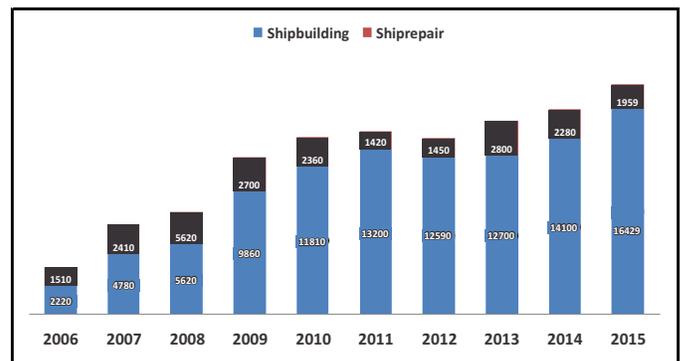
Keywords : Indian Shipbuilding Industry, International Trade, Competitive Advantage.

INTRODUCTION

India is a major maritime country with a coastline of 7515 Km, 1197 islands, and located strategically on major maritime routes. The Indian shipbuilding industry has 28 shipyards including 8 public sector and 20 private sector shipyards. Government owned Cochin Shipyard Limited and Hindustan Shipyard Limited are the only major shipyards in India that have the necessary infrastructure and graving dock to build large vessels. The Indian shipping tonnage was 10.50 million Gross Tonnage with 1213 ships in the year 2014 with Indian owned ships/vessels carried 9.1% of India's overseas trade during 2014-15. The maritime domain has an important role in persuading the nation's economic agenda that envision a high GDP growth pattern with employment generation. Furthermore, India's desired position of being the net provider of security in the Indian Ocean Region (IOR) can only be maintained by expansion in India's maritime capability. With a current capacity of 5, 00,000 DWT of all the yards, Indian Shipbuilding Industry holds a mere share

of 0.1 percent of the world. A major share of current capacity is held by the 8 public sector yards only. The worldwide Shipbuilding industry is encountering an uncommon interest for new building at any point saw in its history. This has made a window of chance for the Indian shipbuilding industry that was not accessible before.

Figure 1: Financial status (Turnover) of Indian Shipbuilding Industry (INR Million)



Source: nsb.nic.in

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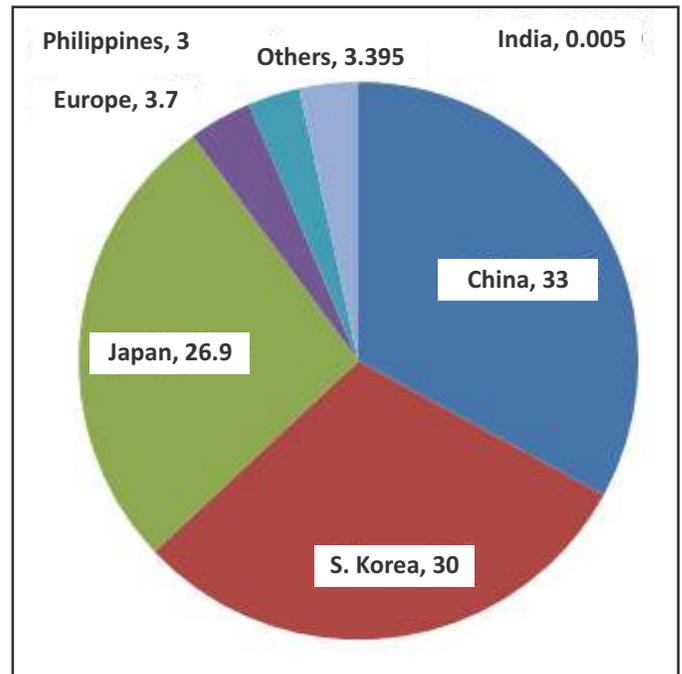
The turnover for the Indian shipbuilding business was around `16429 million whereas the turnover in ship repair was `1959 million.

GLOBAL SHIPBUILDING SCENARIO AND INDIA'S POSITION

Over 90% of global trade is carried by the international shipping industry and the international business on such a grand scale would not be possible without shipping. Shipping is the least environmentally damaging form of commercial transport. The Global shipbuilding industry is around \$ 258.1 billion with an average growth rate of 1.1% between 2009 and 2014. The Exports accounted for 156.6 billion \$ in the total revenue. North Asia (China, Japan and South Korea) owns around 60.2 percent of the revenues of the industry whereas the second place goes to Europe, behind with 16 percent of the market. In last two decades, Asia has developed as a world's driving business shipbuilding center. From 2010 to 2014, China, Japan and Korea alone constructed 84% of new tankers, 86% of tankers, 94% of the LNG bearers and 95% of bulk carriers. Amid this period, the Chinese shipbuilding industry developed with a growth rate of 2.5%, far better than the average industry growth. However global economic recession & recent fall in oil price have adversely affected the global shipbuilding industry in the recent past. The share of major players in world shipbuilding industry reinforces the dominance of countries from North Asia i.e. China, S. Korea and Japan. These three countries together hold 90% share of the total industry whereas only Europe with 3.7% and Philippines with 3% share finding it difficult to compete in the global scenario. Indian share in global trade of shipbuilding has come down to 0.05% in year 2015 from mere 0.2% in the year 2009. South Korea, which contribute for less than 5 percent of the geographical area and population of India, and having far less than 70 percent of our GDP, today accounts for 30% of the world-shipbuilding. On the contrary, China's rise as the leading shipbuilding power is awe-inspiring. Within a decade China has become the largest shipbuilding nation leaving behind south Korea and Japan in terms of both deliveries and new orders received.

The Chinese share is 37.2% in the world shipbuilding on the basis of completions vis-à-vis 34.4% of Korea and 19.2% of Japan in the year 2015. Chinese share was 28.5% in year 2009 whereas the share of S. Korea and Japan was 37.4% and 24.6% respectively. Indian share in world shipbuilding (on the basis of completion) was 0.1% in

Figure 2: Share of Major Players in Global Shipbuilding Industry (World New Orders)



Source: IHS "World Shipbuilding Statistics 2016"

2009 whereas it is mere 0.05% currently. From the above statistics it can be concluded that though India is having immense potential to be the major player in the industry, but still the gap between India and other top performing countries is considerably far above the ground.

INDIA'S COMPETITIVE ADVANTAGES

India as well enjoys numerous advantages which have propelled emerging economies such as China and Vietnam into the forefront of worldwide shipbuilding such as low labour cost, long coastline, supporting industry infrastructure for some components etc. Low labour cost is critical success factor in shipbuilding industry as it accounts for more than 10 percent of the total cost. Even after factoring the productivity of Indian labour (Which is low vis-à-vis major players) Indian labour is substantially cheaper than its competitors' such as China, Korea, Japan and Vietnam etc. The hourly labor cost in India for manufacturing averages 92¢, compared with \$3.52 in China. In addition to this, Chinese labour cost is rising at fast pace unlike India, which is a major beneficiary factor for Indian shipbuilding industry. Furthermore India has domestic industries that can produce some of the substances required in shipbuilding. Specifically, India is

the 4th largest steel producer with a large pool of talented manpower competitive steel manufacturing, mild engineering and IT/ITES industries that may offer the specified merchandise at low cost. These industries are presently not producing goods for the shipbuilding sector, specifically due to loss of sufficient scale of shipbuilding in the country. Not only this, India also enjoys a long coastline of 7500 km with quite a few deep water ports at good locations for setting up shipyards.

HOW TO IMPROVE GLOBAL COMPETITIVENESS?

The shipbuilding industry in India has not been able to succeed in establishing competitiveness basically due to insufficient policy aid, lack of private participation and inefficiencies at firm level. Therefore there is a need of complete overhauling in this regard. The itemized below are the strategies for makeover of Indian shipbuilding industry.

SUPPORTIVE GOVERNMENT POLICIES

Most of the countries by providing regular support to the shipbuilding industry in one or other way have helped their domestic industry to be cost competitive in attracting global business. In this regard India should learn from China. China has provided nearly a 20% subsidy along with providing fund to the firms at discriminatory interest rates, encouraging banks to finance construction through supplying U.S. dollar bonds so as to reduce cancellations and to help the two largest shipyards, China State Shipbuilding Co. Ltd. and China Shipbuilding Industry Corp and Loss reimbursement to domestic shipbuilders such as Dalian Shipyard to preserve sustainability. Not only China but Korea under HCI policy and Japan by providing easy loans and subsidizing local industry helped domestic players to emerge as top players in the world.

Indian share in the world shipbuilding was 0.1 percent in 2002 with the help of small budgetary support extended to ship building in the 10th five year plan (2002-07) from the government raised India's share from 0.1 to 1.4% by 2009. But, the support was soon discontinued in 11th plan, so it has now receded to 0.005% just on account of discontinuance of that support in 11th plan. Although recently in its new guidelines for India's shipbuilding industry, the government of India has offered financial assistance to shipbuilders – both state-owned and private for 10 years period, starting with 20% during the first three

years, 17% for the next three years, 14% for the next three years and 11% in the 10th year. Working capital also plays a vital role in shipbuilding industry hence 4-5% interest subvention for working capital will boost Indian industry to a larger extent. In addition to this, there is a need of Long term Shipping development fund or special purpose vehicle to inject capital in Indian shipbuilding industry. Government assistance is vital till the Indian shipbuilding industry remove its scale related disadvantages and remove its dependence on imports for procuring raw-materials.

FOCUS ON RESEARCH & DEVELOPMENT

Overall, the South Korea has been spending 4.295% of its GDP on R&D while India spends less than 1 percent of its GDP on R&D, this makes the huge difference. India has the potential to attain self sufficiency in Basic ship design if more funds are allocated on R&D along with University-Industry R&D activities, which could help in kick starting several collaborative initiatives. Along the lines, a proper policy needed to train, develop and retain talent and skilled labour force.

DEVELOPMENT OF ANCILLARY INDUSTRY

Currently, 40- 70% of ancillary components and materials used in shipbuilding are imported from China, Korea, Japan, Norway etc. In this regard, rather than waiting Indian shipyards should enter into joint ventures/strategic alliances with prominent foreign players. It will help not only in development of ancillary sector but also will facilitate technology development and employment generation at the same time.

DEVELOPMENT OF MARITIME CLUSTERS

Maritime clusters are to be one of focal points for economic development along India's coastline. In this regard, Gujarat and Tamil Nadu can emerge as major maritime clusters for India with scope of developing various components of the maritime cluster like ship building & ancillary services, maritime services, promoting maritime tourism and marine products. An expected GDP of USD 6 trillion in India by 2025, and a services share of 50 per cent, the maritime services industry is expected to be worth around USD 6 billion by 2025. Even the INR 5,000 Crore worth ancillaries market for maritime cluster can prove to be a huge opportunity for the Indian economy with engineering, fabrication and machining offering the greatest potential by 2025.

CONCLUSION

Unsurprisingly, shipbuilding is nation building. Being labour intensive industry, no other industry can match the monstrous job opportunities created by this sector. Shipbuilding is a surprising industry as 65 percent of value addition comes from other ancillary industries. As an estimate, around 750 laborers laboring for a year are required to construct a 30,000 DWT vessel in India. It is clear that, the employment creation capability of shipbuilding is more than other industries, as on per million turnover shipbuilding industry require 97 labour vis-s-vis Auto-Commercial Vehicles (12 labour), Heavy building (33 labour) and development Civil (18 labour). Shipbuilding has the potential to become a significant contributor to India's GDP. Now is the right time for Indian shipyards to conquer their limitations and challenges by making utmost use of the opportunities from 'Make in India' initiative by Government of India. The Indian Shipbuilding Industry aspires to acquire a 5 percent share in global shipbuilding by 2020, and this would require Indian shipbuilders to invest around INR 200 Bn in new yard capacity. This INR 200 bn investment in shipbuilding can generate additional investment of INR 2200 bn in allied sectors such as steel and engineering goods manufacturing, IT / ITES and consumables. Similarly, shipbuilding is likely to generate revenue of INR 800 bn and overall revenue of INR 3300 bn including allied sectors. This revenue could provide around INR 250 bn in taxes for the government. A healthy shipbuilding industry is also likely to attract ship-repair business also. Ship repair is even more labor intensive than shipbuilding. India, with its labor advantage and its ideal position on international trade route, is well placed to squeeze this business from competitors, once the shipbuilding industry is developed. This can create additional revenue and employment opportunities with marginal increase in investment. Lastly, a booming domestic shipbuilding industry would also provide the much needed domestic capability which can be accessed for future needs of the Navy and Coast Guard and help realize the goal of indigenization in defense production. Unsurprisingly, India being the 4th largest steel producer with a large pool of talented manpower, and a 7100 Km coast line can easily acquire at least 10% of world shipbuilding trade, if proper policy, design, R&D and financial support are extended by the government.

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Gender Discrimination and Harassment at Work Place: Problems and it's Possible Solutions

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ABSTRACT

Gender discrimination is one of the most controversial and emotive aspects of employment in organizations. Various obstacle for women starts from the process of recruitment, internal biasness, depersonalization, lack of mentor and role model, counterproductive behavior, different standard for performance evaluation in promotion, biased rating and testing system, lack of leader and long working hour for advancement, unequal pay barrier for same job, sign of racism, masculine and feministic etc. This research attempts to exhibits problem faced by women at work place and measure the unseen glass wall through which it can be broken. Hence, to know the perception for gender discrimination and harassment at work place the research was applied on 300 women employees between ages of 26 to 55 working in various corporate sectors. SPSS v24.0 was used for further analysis on Data. The Cronbach's alpha value has come out as 0.851 for overall items, a scale is reliable if its Cronbach's alpha value is equal or above the value of 0.70 (Ozdogan & Tuzun, 2007). By the results, it has been determined that 14 factors has emerged which is responsible for gender discrimination and harassment at work place through factor analysis. Further, multiple regression analysis is also conducted. Therefore, this paper presents a comprehensive diagnosis of gender discrimination, the factors causing the discrimination & suggestions to improve them. To overcome from these problem organizations should conduct awareness program which would change informal culture. Women should be encouraged to adopt masculine attribute and build reputation by commitment in work. Women should self monitor themselves regularly and senior should mentor them and work for their career advancement.

Keywords: Gender, Discrimination, Career, Advancement, Women, Barrier, Masculine.

INTRODUCTION

With modernization standard of living has changed, but the assumption and problems for the women are same. No change has been found in the status of the women. Women today are facing more problems in their social and career life. Society acts as a barrier in achieving higher career goals and has seen women as unemployed, spends most of her time in home and deals with household affairs. Women are bound to fulfill family responsibility and social obligation. Society doesn't allow women to think beyond that.

According to Indian belief society has divided the work and according to gender; responsibility are given. Women need to fulfill family responsibility where as men will do outside work and take major decision. Women need to

sacrifice their life, career goals for the sake of family and due to fear of society. After fighting against the society women to enter into male dominated world to compete with them and achieve their career goals. Even the corporate sector doesn't give equal opportunity to women. Organization consider men to be strong and committed where as women are seen as weak and dependent. Jobs like nurse, teacher and secretary are given to women where as managers and executive positions are reserved for the men. With the time men are entering into female orientated jobs and are reaching at heights but a male dominated job doesn't welcome women with red carpet. Organization still favours men rather than female but it is not possible for organization to be successful without women power and half resources.

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WOMEN EMPLOYMENT IN INDIA

Indian economy has gone through a substantial transformation since independence. Agriculture was only the source of occupation but with the liberalization the GDP has shown a remarkable change. Poverty reduction strategy were implemented which lead to equality in society. It is immemorial that services rendered by women were not values. Women are generally restricted in their family responsibility which acts as a barrier in their growth. Most of the women in India contribute in the economy by various activities like handicraft, stitching, and household industry along with that perform the daily household work but still they are not allowed to take decision in the family as male domination still exist in the Indian society.

There are estimate that over 90% of working women are involved in informal sector which are not included in statistic. Household work perform by them are not included but the actual labour force participation rate of women is higher than calculated data. Women have started entering into the formal sector. They are placed at entry level position even though having the caliber to handle higher level position. Women with same qualification, similar position earn only 80% of what a male gets. The status has changed but still its far to have equality to men. Women have become aware of their right of equality, right to work, equal treatment in society and decision making. Along with the family responsibility they are performing their career responsibility efficiently. Women have started focusing on their career advancement but still imbalance exists in empowerment of women. They have entered into every sector and have made a place in their field from politics to astronomy but still they are exploited mentally, sexually, and physically in organization.

LITERATURE REVIEW

Attitude of the society towards women have created a prejudice in the mind of recruiter. It start from the recruitment process and ends at performance evaluation and promotion. There is injustice in case of recruitment, compensation, training and appraisals. Employers consider women to be lesser careers orientated and are offered job with less responsibility even though they are highly qualified. Lack of job opportunity, act as a barrier for the women growth in corporate sector. They are taken for granted by their peer, superior and are cemented at middle or lower level in the organization.

According to Delgado and Canabal (2006) jobs are classified on the basis of gender. It leads to segregation of job. When women enter into male segregated jobs they are being harassed. Women are expected to carry family responsibility along with their jobs. Still after handling double responsibility women have shown their caliber. Ahmad and Aminah (2007) stated that two third of women leave their career for the sake of child care as they don't get support from family and spouse. Lack of support from supervisor prevents Women to cope with conflict; it's the women who handle the double burden as Men don't share responsibility of the house work.

Kotti (2016) analyze that more number of women are studying management but only few are working at managerial position. Hierarchy segregation acts as obstacles for women which stops them in approaching management position. Women faces no bars till they reaches at the middle level management but later they get stuck there. Organization doesn't favours women for higher position. Only 27 women are holding leading positions among fortune 500 companies. Lyness and Heilman (2006) found that with 448 upper levels employee, women are less likely to be promoted than male and if they are being promoted they have stronger performance rating than men. Shatnait.et,al (2011) analyzed that women are being stopped as they approach towards management position where decisions shows a impact on whole organization.

Jeavons and Sevastos (2002) stated that women are placed at lower position than their qualification. The organizations have glass ceiling which prevent women in growing. Women are not able to work for long hours for liaising and promotions. Due to family responsibility they are not able to mobilize themselves or take job promotion for different city as a result they be at same position. Women don't get equal opportunity and access to organization resources as they are not included in international assignment. Low proportion of women may be due to recruitment policy, commitment and orientation in career on women's part.

Ali (2011) examined the challenges that women are facing in career advancement and found that women are not satisfied with their growth. Work is not being appreciated; it would lead to demotivation and make them feel unworthy and would resign the job. Women don't face any sort of barrier till they reach middle level management.

When women with hard work try to step in a higher level, barrier are created by organization, male counterpart and bosses who let them to stick at middle level. Skinner and Pocock (2008) studied the impact of work schedule, working hours and work life conflict on employees and found that work overload effect family as well as work life. Long working hours disturb their personal life. It takes away personal space.

Arulampalmet et. al. (2007) found that pay gap varied largely in higher level position than the lower level. Women working with full efficiency and commitment are likely to receive higher not lower remuneration. Farooq and Sulaiman (2009) states that female are underpaid as compared with their co-men worker and this gape can be eliminated by proper education where proper practical knowledge and skill for performing the job are delivered. Society should invest in the education of women to acquire skills and knowledge which will reduce the pay-gap.

RESEARCH OBJECTIVES

This paper outlines the broad contours of various variables responsible for gender discrimination and the ways by which one can minimize this discrimination. So, the study has been framed to answer and achieve the following objectives:

1. Do gender discrimination and harassment exist at work place in Indian corporate?
2. To identify the organizational factors which blocked the women advancement?
3. To propose feasible suggestion how professional can address gender discrimination.

Based on second objective following hypothesis is developed: Organizational factors would be positively associated with gender discrimination and harassment at work place.

RESEARCH METHODOLOGY

Sample Characteristic: A sample of 300 women working in different private sectors (Education, Banking, Hotel, Manufacturing, Telecom, and Hospital) from the age group of 26 to 55 is taken. The Data collected was subjected to descriptive analysis through SPSS v24.0 software.

Table 1: Demographic Characteristics

Age	Percentage	Sectors	Percentage
26-35	52.7	Banking	16.7
36-45	36.0	Education	17.7
46-55	11.3	Hospital	16.3
Total Experience		Manufacturing	16.3
0-5	33.0	Hotel	16.0
5-10	29.0	Telecom	17.0
>10	38.0	Marital Status	
Response related to gender discrimination & harassment at work place		Unmarried	56.0
Disagree	2.0	Married	44.0
Neutral	3.3	Educational Qualification	
Agee	84.0	Graduate	28.7
Strongly Agree	10.7	Post Graduate	71.3

Measures: A self administered questionnaire is being developed which include 53 questions to measure the several factors responsible for gender discrimination and harassment at work place. The 14 factors are studied which includes counterproductive behaviour, internal biasness, recognition, salary gap, sexual harassment, corporate climate, promotions and appraisals, recruitment barrier, under estimation of skills, training and development, mentoring and networking, employee addressing issue, exclusionism which leads to gender discrimination and harassment at work.

Procedure: The study was exploratory in nature and led us to collect the information from the primary source. Stratified random sampling method was used for selecting the subjects of study. The Data was collected from Ahmedabad and Vadodara. The collected Data was examined through statistical software SPSS v24.0. The completeness and correctness of the questionnaire was examined. Further, the overall Reliability of the data is being checked. Then after exploratory factor analysis has been applied to get various factor which lead to gender discrimination and harassment at work place. Multiple regressions have been applied to check the factor accountable for gender discrimination.

RESULTS AND DISCUSSIONS

To identify key variables of organizational factor having positive impact on gender discrimination and harassment at work place, multivariate regression analysis has been done with the help of SPSS v24.0 software, but firstly the overall reliability of the data was measured in table 2.

Table 2: Reliability Statistics

Cronbach's Alpha	N of Items
0.851	53

To test the reliability, the prepared questionnaire was demonstrated to 300 respondents consisting of woman's working in corporate sector. The Cronbach's alpha covering the overall responses has exceeded the reliability estimates (≥ 0.70) recommended by Nunnally (1967), which is considered a good sign of reliability of the questionnaire. In our case the score is 0.851 which is acceptable, so the reliability of the data is met.

As per the objective organizational factors were identified which leads to gender discrimination and harassment at work place with the help of Factor analysis in table 3

Table 3: Factor Analysis

a. Communalities

	Initial	Extraction
OF_1	1.000	.687
OF_2	1.000	.535
OF_3	1.000	.788
OF_4	1.000	.668
OF_5	1.000	.588
OF_6	1.000	.571
OF_7	1.000	.550
OF_8	1.000	.651
OF_9	1.000	.668
OF_10	1.000	.574
OF_11	1.000	.639
OF_12	1.000	.692

OF_13	1.000	.605
OF_14	1.000	.651
OF_15	1.000	.657
OF_16	1.000	.616
OF_17	1.000	.643
OF_18	1.000	.601
OF_19	1.000	.630
OF_20	1.000	.691
OF_21	1.000	.684
OF_22	1.000	.656
OF_23	1.000	.637
OF_24	1.000	.677
OF_25	1.000	.680
OF_26	1.000	.562
OF_27	1.000	.613
OF_28	1.000	.669
OF_29	1.000	.610
OF_30	1.000	.638
OF_31	1.000	.578
OF_32	1.000	.565
OF_33	1.000	.626
OF_34	1.000	.620
OF_35	1.000	.637
OF_36	1.000	.767
OF_37	1.000	.690
OF_38	1.000	.588
OF_39	1.000	.621
OF_40	1.000	.685
OF_41	1.000	.613
OF_42	1.000	.649
OF_43	1.000	.656
OF_44	1.000	.720
OF_45	1.000	.577
OF_46	1.000	.558

OF_47	1.000	.598
OF_48	1.000	.580
OF_49	1.000	.669
OF_50	1.000	.636
OF_51	1.000	.591
OF_52	1.000	.649
OF_53	1.000	.657

Extraction Method: Principal Component Analysis.

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	4.558	8.600	8.600
2	3.593	6.779	15.379
3	3.205	6.047	21.426

4	2.695	5.086	26.512
5	2.577	4.862	31.374
6	2.470	4.660	36.034
7	2.362	4.456	40.491
8	2.001	3.775	44.265
9	1.926	3.634	47.900
10	1.847	3.485	51.384
11	1.803	3.403	54.787
12	1.628	3.072	57.860
13	1.568	2.959	60.819
14	1.427	2.692	63.510

Total variance explained at fourteen stages for factors that lead to gender discrimination and harassment at work place. Fourteen factors were extracted because their eigenvalues is greater than 1. When fourteen factors were extracted, then 63.510 percent of the variance would be explained

a. Rotated Component Matrix^a

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
OF_1							.468							
OF_2							.415							
OF_3									.757					
OF_4							.780							
OF_5									.552					
OF_6							.436							
OF_7				.663										
OF_8												-.459		
OF_9								.758						
OF_10										.516				
OF_11			-.405											
OF_12													-.763	
OF_13									.360					
OF_14					.592									
OF_15										.723				
OF_16	.532													
OF_17		.436												
OF_18		.414												
OF_19			.565											
OF_20			.613											
OF_21				.583										
OF_22			.548											
OF_23		.444												
OF_24			-.532											
OF_25		.430												