

Development of Imitation Jewellery Park at Rajkot



Industrial Parks &
Infrastructure
Government of Gujarat



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Project Concept

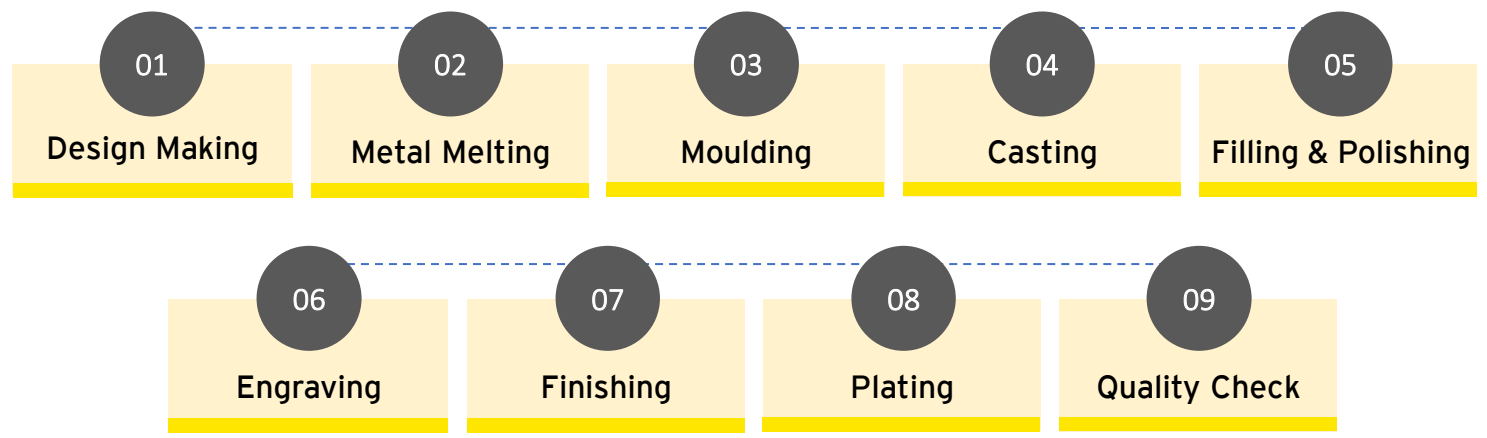
Introduction to Imitation Jewellery

Imitation Jewellery, also known as Fashion/ Costume Jewellery, is a category of jewellery made of non-precious materials. A range of base metals, such as brass, copper, plastic, glass, and artificial or imitation stones, may be included among these materials. The appeal of imitation jewellery lies in its diversity, vibrant designs, and ability to keep pace with the latest fashion trends.

Imitation Jewellery can range from simple, understated pieces to extravagant, high-end fashion jewellery studded with high-quality, simulated stones.

GIDC is establishing an Imitation Jewellery Park in Rajkot to strengthen the existing imitation jewellery ecosystem and enhance the product value chain by attracting targeted investment, development of common facility centres and export enhancement.

Jewellery Manufacturing Process

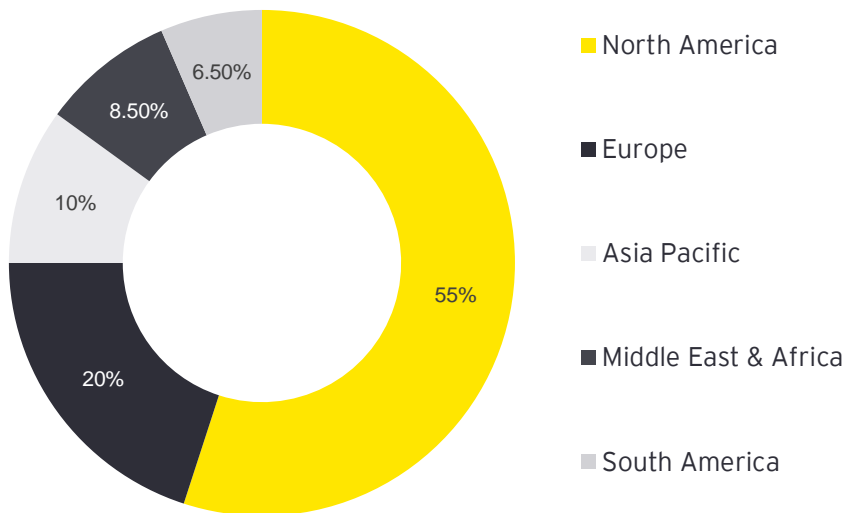


Market Potential

Global Imitation Jewellery market

- ▶ The market is segmented by Product Types, Material, Sales Channel, End-User, and Price Range
- ▶ The Imitation Jewellery Market size was valued at US\$ 16.70 Bn in 2022.
- ▶ The market is expected to grow at a substantial CAGR of 6.6%, from 2022-2027 up to US\$ 23 Bn i.e. ₹ 1,72,500 Cr by 2027 (approx.)
- ▶ The APAC region is expected to dominate the Imitation Jewellery market due to increased focus of manufacturers on product developments and increased expenditure by the population on the fashion sector

Regional Industry Analysis 2022



Among the regions, China and India are the largest manufacturers of Imitation Jewellery.

Global Trade Overview

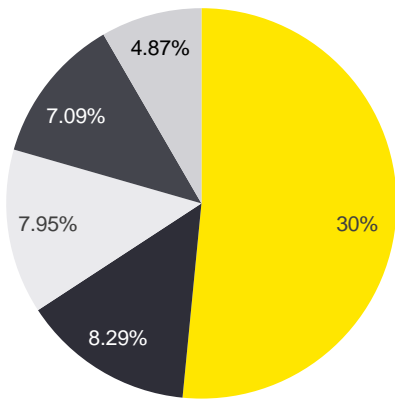
S.No	Export (US\$)	Import (US\$)
1	China (3.55 Bn)	United States (1.06 Bn)
2	France (641Mn)	France (559 Mn)
3	Italy (462 Mn)	Germany (436 Mn)
4	Germany (384 Mn)	United Kingdom (378 Mn)
5	Thailand (247 Mn)	Japan (266 Mn)

Market Potential

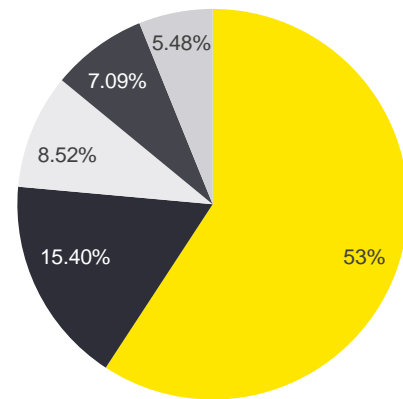
Imitation Jewellery : Indian Scenario

- ▶ The costume jewellery market was valued at US\$ 32.9 Bn in 2019, and is estimated to reach US\$ 59.7 Bn by 2027, registering a CAGR of 7.80% from 2020 to 2027
- ▶ India's artificial jewellery business contributes to the GDP at 5.9% in the Indian economy.
- ▶ In 2021, India exported US\$ 157 Mn in Imitation Jewellery, making it the 6th largest exporter of Imitation Jewellery in the world.
- ▶ In the same year, India imported US\$ 71.2 Mn in Imitation Jewellery, becoming the 26th largest importer in the world.

Percentage of Exports

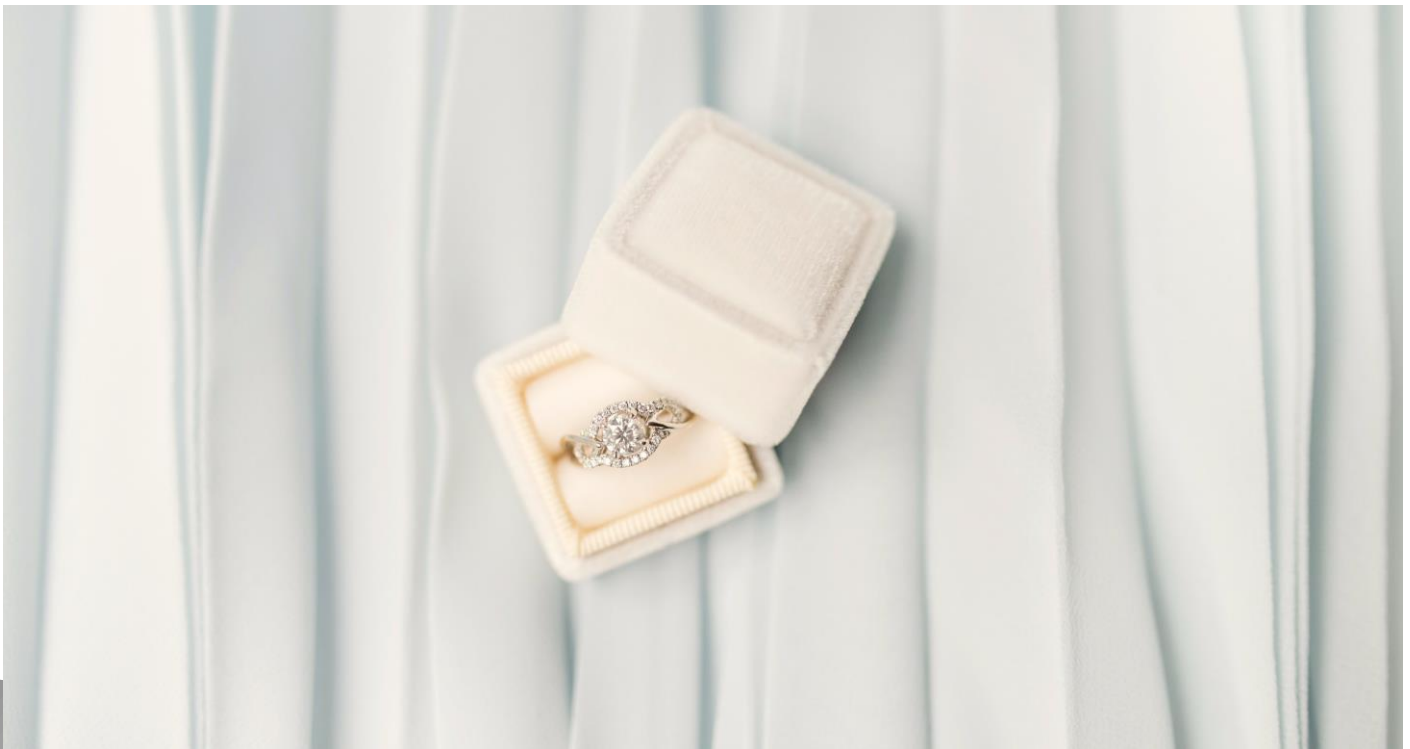


Percentage of Imports



■ USA ■ United Kingdom ■ Spain ■ United Arab Emirates ■ France

■ China ■ Singapore ■ USA ■ Hong Kong ■ France



Growth Drivers

Dynamic designs and potential to adapt to changing trends

- Product demand is fueled by jewellery personalization and customization as a result of consumers' different needs and increasingly shifting lifestyles
- Imitation jewellery often follows the latest fashion trends. As fashion trends change, people look for affordable options to accessorize their outfits, driving demand for imitation jewellery.

Exponential difference from the cost of real gold and silver jewellery

- An increase in gold and silver jewellery costs is one of the key drivers of the imitation jewellery industry.
- Imitation jewellery is significantly more affordable than genuine precious metals and gemstones. This affordability makes it accessible to a wide range of consumers, including those on a budget.

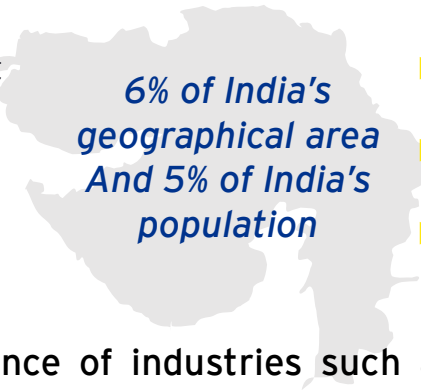
Growth of E-Commerce and the advent of Social Media marketing

- The rise of e-commerce platforms has made it easier for imitation jewellery businesses to reach a global audience. Online retail allows for easy marketing, distribution, and sales to customers worldwide.
- Additionally, through social media marketing, brands have been able to associate an aspirational lifestyle by allowing customers to associate to latest trends and styles.

Gujarat - Competitive Advantage

Gujarat overview

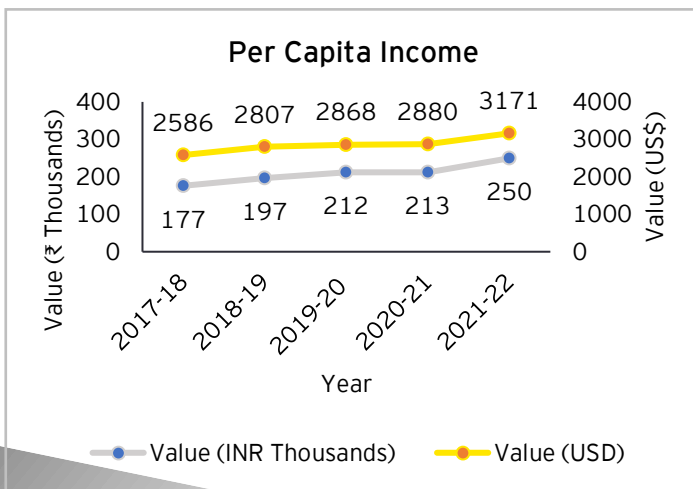
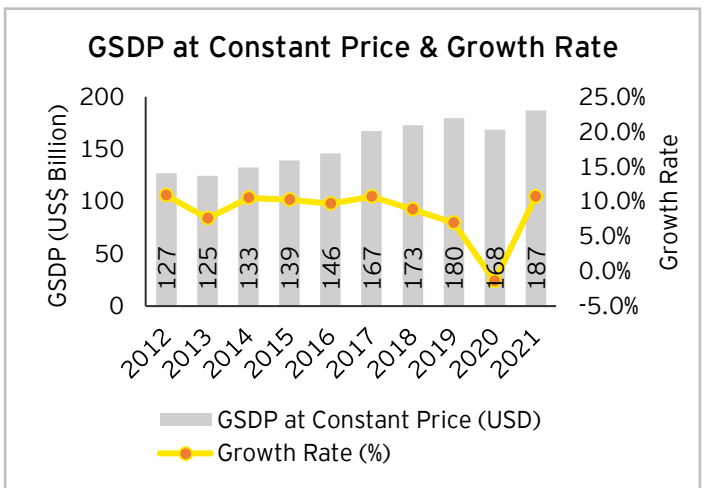
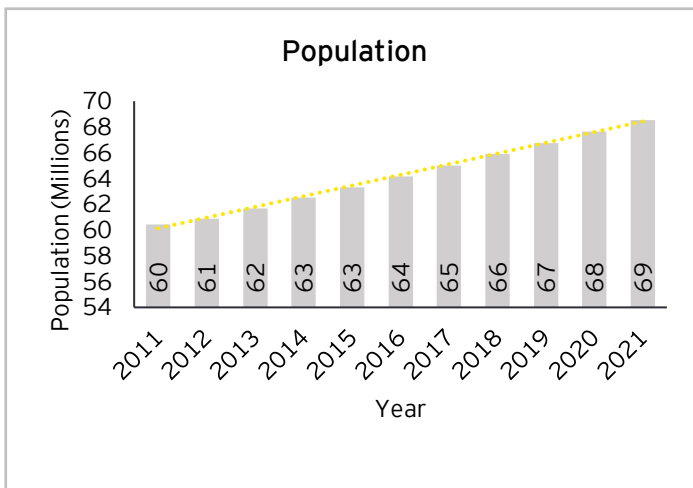
- ▶ 8.3% of India's GDP: GSDP at current price ~US\$ 269 Bn
- ▶ 37% share of manufacturing sector in State's GDP
- ▶ 18% of India's industrial output



- ▶ 33% share in India's total exports
- ▶ 40% cargo of the entire country is handled by Gujarat Ports
- ▶ Huge base of MSMEs (~1.3million)

Gujarat has strong presence of industries such as Chemicals & Petrochem, Textiles, Pharmaceuticals, Automobiles, Gems & Jewellery, Ceramics, etc.

Macroeconomic trend



Industrial Production Data

Gujarat enjoys the status of industrially developed state of India with its 18.14% share to Country's industrial output, the largest among the states of India in the year 2019-20. The Net Value Added (NVA) has increased from ₹8,944.8 billion in 2010-11 to ₹1,902.57 billion in 2019-20. As per Annual Survey of Industries, the number of factories has increased from 26,842 in the year 2018-19 to 28,479 in the year 2019-20, showing a growth of 6.10% over the previous year.

Source: CEIC; <https://gujecostat.gujarat.gov.in/>

Gujarat - Competitive Advantage

Key advantages

Ease of doing business



Ranked among the top achievers in 'Ease of Doing Business' ranking 2020



1st Rank in Logistics Performance Index (LEADS Index) in 2018, 2019, 2021 & 2022



1st Rank in NITI Aayog's Export Preparedness Index of states - 2020 & 2021



1st Rank in Good Governance Index (GGI) in 2021



Ranked among the top achiever state in 'Ease of Doing Business' ranking 2020



National Start-Up Rankings in 2021 (Start-Up Megastars), 2019 and 2018



Top performer by labour force participation rate and minimum man-days lost due to labour unrest

Talent pool

Gujarat has emerged as one of the top states in India with excellent infrastructure for technical education. The state currently has 350+ engineering colleges, 41 polytechnics and 770+ Industrial Training Institutes (ITI) inculcating quality education. The government through its Gujarat Skill Development Mission is also providing training courses to the youth and making them industry ready.

11

Institutes of National Importance

116

Graduate & **60** Post Graduate Colleges

33,000+

Trained technical professionals annually

113

diploma courses

41,000+

Trained Diploma professionals annually

Gujarat - Competitive Advantage

Infrastructure & connectivity



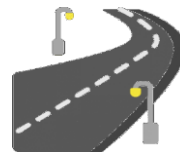
Longest coastline
1,600 km
48 seaports



5,300 km
Railway
network



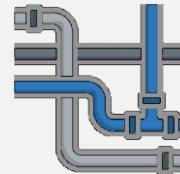
19 Airports
(including
4 intl. airports)
*Upcoming airport at
Dholera SIR*



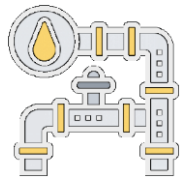
75,000+ km of road
network
7,873 km of national
highways



Power surplus State
48 GW total capacity
44% from renewables



Statewide water
network
62,778 km Narmada
Canal
120,000 km
distribution



1st statewide
extensive
piped natural gas
grid - 3,370 km
network



Ahmedabad-Mumbai
semi-highspeed rail
Bullet train
(*upcoming*)



Delhi-Mumbai
Industrial corridor -
DMIC covering 23/33
districts



239 GIDC
Industrial estates
with
Plug & play facility



1st Global
Business District
- GIFT City



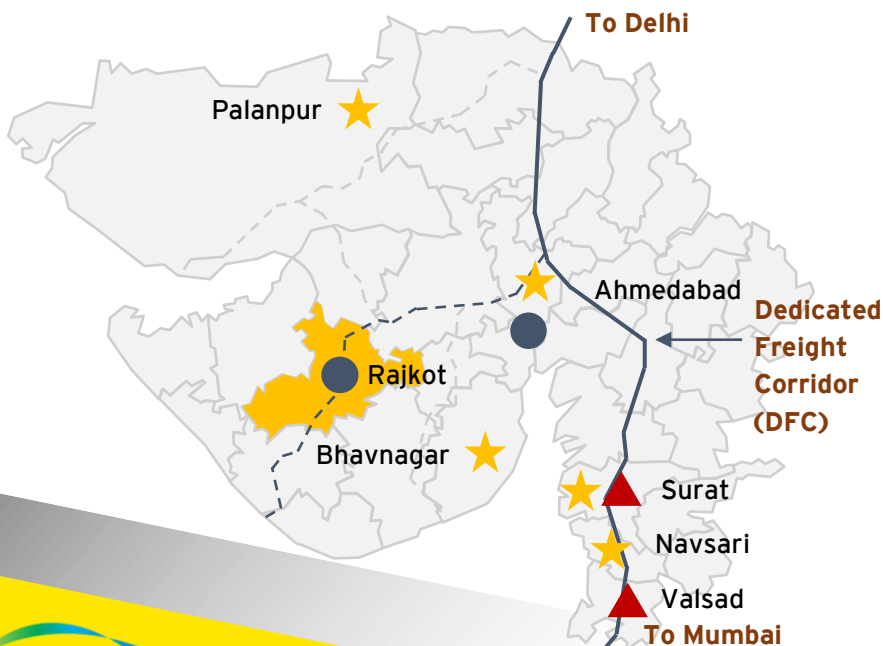
1st Platinum rated
Green industrial city
- Dholera Semicon
City

Ecosystem for Imitation Jewellery in Gujarat

Gems & Jewellery Industry in Gujarat

- 72%
 Contribution to the Indian Gems & Jewellery Industry, making Gujarat the leading state in this sector
- 15%
 Rate at which Gujarat's Gems & Jewellery sector is expected to grow
- 4
 Prominent Gems & Jewellery clusters present in Rajkot, Ahmedabad, Surat and Vadodara
- 700
 Jewellery manufacturing units, mostly located in the walled city areas, that employ over 0.25 million artisans.
- 15+
 Institutions offering specialized courses in the Gems and Jewellery sector across Gujarat.

Existing Clusters in Gujarat



- ★ Diamond Processing
- ▲ Jewellery
- Gold & Silver Jewellery

▶ The easy availability of processed diamonds and jewellery manufacturing value chain makes Gujarat a natural choice for manufacturers of synthetic diamonds and costume jewellery

Project Information

GIDC Overview

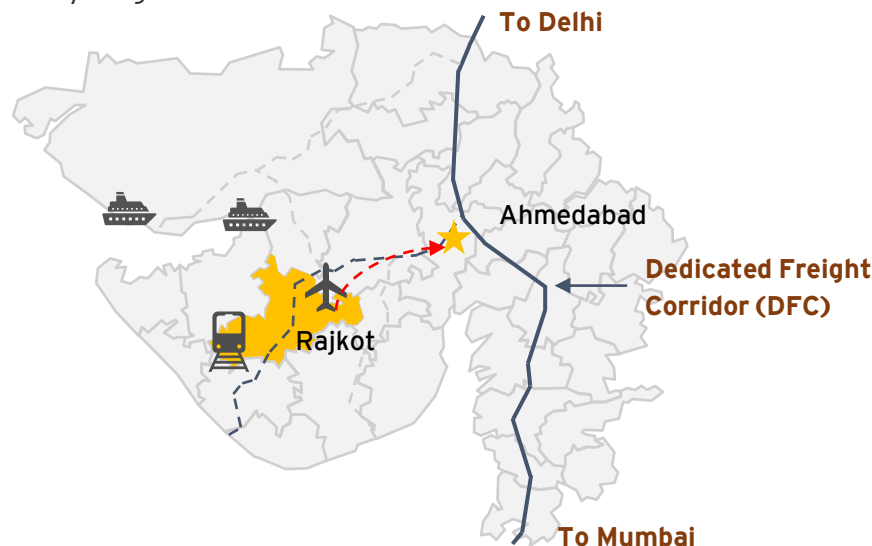
Gujarat Industrial Development Corporation (GIDC), established in 1962 by Government of Gujarat, as the nodal agency to oversee industrial development in the state by setting up industrial estates and promoting industrial growth. GIDC has established total 239 estates till date. The primary functions of the corporation are to

- ▶ Identify, acquire and aggregate land in the state suitable for industrial development
- ▶ Plan and develop aggregated land into industrial areas
- ▶ Plotting and allotment of land
- ▶ Providing basic infrastructure in industrial areas

Additionally, to address specific needs, GIDC also develops special infrastructure like water augmentation and distribution infrastructure, culverts, over bridges, training centres, warehouses, etc. GIDC also upgrades existing infrastructure facilities in the established industrial estates periodically.

Imitation Jewellery Park, Rajkot

- ▶ To boost the Imitation Jewellery sector in India, GIDC is establishing an Imitation Jewellery Park in Rajkot in an area of 30ha.
- ▶ The existing ecosystem of jewellery industry in Rajkot will ensure availability of skilled artisans and labour.
- ▶ The Park is well connected through the Rajkot Railway Station (11km), Hirasar Airport (15km) and Kandla Port (224km) & Mundra Port (284km) enabling ease of exports, providing a gateway to global markets



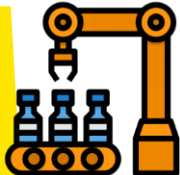
Project Potential

The proposed park is estimated to cost around ₹ 450 Cr., with an investment of approximately 700 units, and will create employment opportunities for around 6-7 lakh people in and around the Rajkot district.

Project Information

Reasons for selecting Rajkot

Rajkot is known as manufacturing hub of imitation jewellery in India. The city is also known for its unique handmade gold and silver ornaments which constitutes around **85% of total jewellery production in India.**



There are more than **15,000 production units** in jewellery sector. These units are associated with manufacturing, distribution and selling of jewellery. The **gems and jewellery industry of Rajkot has a turnover of ~ ₹ 400 Cr** from exports.

Rajkot has an **estimated turnover of ₹ 3000 Cr annually in the sector of imitation jewellery.** The gems and jewellery sector provides employment to more than **6 Lakh people** in Rajkot district.

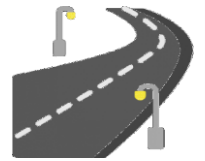


The city's strategic location near major ports and transportation networks offers easy connectivity to domestic and international markets, streamlining export and distribution processes, making a mark in the international market too.

Logistic infrastructure for the sector



Rajkot Junction (15km) is a major railway station in the Saurashtra region. It is well connected to Wankaner Junction in north, Jamnagar in west and Jetalsar Junction in south within Gujarat and to other railway hubs within India



NH27 (9km) is a crucial road artery traversing through India. Some of the significant cities linked by NH27 include Rajkot, Ahmedabad, Udaipur, Ajmer, Jaipur, Agra, Allahabad, Varanasi, and Guwahati.

Logistics & connectivity



Rajkot Airport holds significant importance, facilitating both domestic and international connectivity.



Below are the ports that can be- leveraged from the Imitation Jewellery Park :

- ▶ Pipavav - 125 Km
- ▶ Kandla - 220 Km

Project Information

Proposed Common Infrastructure Facilities

	Exhibition & Training Centre		<p>Exhibition centres serve as vibrant hubs where artisans, designers, and manufacturers converge to display their intricate craftsmanship and diverse designs</p>
	Hall Marking Centre		<p>Hallmarking centres ensure quality by testing materials, verifying composition, and setting standards. This process maintains industry credibility by upholding quality benchmarks.</p>
	Product Design & Development Centre		<p>Product design and development centres innovate designs, blending creativity with market trends and materials. They focus on refining prototypes and optimizing production</p>
	Units for cutting, chainmaking, polishing etc		<p>Chainmaking and Polishing units specialize in crafting diverse chain designs using various materials, employing precise techniques for durability and aesthetic appeal.</p>

Potential Sectoral Avenues

- ▶ **Personalization and Customization** : Offering customizable pieces through personalized engravings, adjustable sizes, or modular designs to cater to individual preferences and stand out in the market.
- ▶ **Technology Integration** : Embracing technologies like 3D printing for prototyping, CAD/CAM design, and automation to enhance precision, streamline production, and create intricate designs efficiently.
- ▶ **Smart Manufacturing and Automation** : Increased integration of smart manufacturing processes and automation, enhancing efficiency, reducing production costs, and ensuring consistent quality in imitation jewellery production.
- ▶ **Digital Platforms for Consumer Engagement** : Online platforms, augmented by AR applications, enable customers to virtually try on jewellery, enhancing their shopping experience.
- ▶ **Sustainable Materials** : A shift towards eco-friendly materials like recycled metals, lab-grown gemstones, and sustainable alternatives to traditional materials to meet consumer demand for environmentally conscious products.

Approvals & Incentives

Aatmanirbhar Gujarat Schemes 2022

Gujarat's well-developed business ecosystem enabled by vast infrastructure and driven by the investment-friendly policies of the Government has attracted several large-scale investments across sectors. Given the fact that Gujarat, a land of entrepreneurship, has been manufacturing hub of India, it is imperative for the state to take lead towards contributing to the larger vision of an Aatmanirbhar Bharat by envisaging an Aatmanirbhar Gujarat. In order to facilitate this vision, it is imperative to give incremental support to industries and particular thrust areas, which shall be critical for India in the coming years. To achieve this objective, the Government of Gujarat has come up with the Aatmanirbhar Gujarat Schemes for Assistance to Industries.

Under this scheme, Medical Devices has been identified as a “Thrust Sector” and is eligible for the following incentives :

Capital Subsidy

Interest Subsidy

Net SGST Reimbursement

EPF Reimbursement

Reimbursement of SGST on Capital Goods

Reimbursement of Stamp Duty & Registration Fees

Exemption of Electricity duty as per Electricity Act 2003

Assistance for Quality Certification

Assistance for Technology Acquisition

Assistance for Patent Registration

Assistance for implementation of ICT

Assistance for Power Connection Charges

Approvals & Incentives

Approvals

Pre Requisite

- Approval of Land application from Gujarat Industrial Development Corporation

Pre Establishment

- Building Plan Approval - Gujarat Industrial Development Corporation
- Consent to Establish from Gujarat Pollution Control Board
- HT Connection approval from DISCOM

Pre Operation

- Factory Licence Application
- License & Registration Application under the Contract Labour Act

*Please visit **Investor Facilitation Portal** (<https://ifp.gujarat.gov.in/>) for more information regarding other approvals required.*

Key Department Contacts

Relevant departments and useful links



**Industries & Mines
Department
Government of Gujarat**

Industries & Mines Department
<https://imd.gujarat.gov.in>



**Industries Commissionerate
Government of Gujarat**

Office of Industries Commissioner
<https://ic.gujarat.gov.in>



**GIDC
<https://gidc.gujarat.gov.in>**



**Investor Facilitation Portal
<https://ifp.gujarat.gov.in/>**

This project profile is based on preliminary study to facilitate prospective entrepreneurs to assess a prima facie scope. It is, however, advisable to get a detailed feasibility study prepared before taking a final investment decision.



Gujarat Industrial
Development Corporation



Gujarat Industrial Development Corporation
Block No. 3,4,5, Udyog Bhavan, Sector-11, Gandhinagar-382011

Phone: +91-79-232-50636

E-mail: vcmd@gidcgujarat.org; pstovcmd@gidcgujarat.org

Website: <https://gidc.gujarat.gov.in/>

iNDEXTb
INDUSTRIAL EXPANSION BUREAU
(A GOVT. OF GUJARAT ORGANISATION)
ISO 9001 : 2015 Certified

- Block No.18, 2nd Floor, Udyog Bhawan
GH-4, Sector 11, Gandhinagar - 382010
Gujarat, INDIA
- +91-79-23256009, 23250492/93
- +91-79-23250490
- indextb@indextb.com
- www.indextb.com