

Corporate Speak..... From the Practitioner's Lens

Jewellery Tourist Trade- A Conversation with Sh. Kamal Chand Jharchur

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Abstract

India has been known as the golden bird. It had numerous reserves of gold and coloured stones. From centuries ago, Indians have been showcasing their craftsmanship and creative skills. They have been into making finest jewellery designs with authentic and intricate craftsmanship. Jaipur has been considered as the jewel city of the country. There are many jewelers depicting their monopoly with their elaborative designs making a mark on the globe. This interview is taken to view the jewelry industry through the eyes of the well-established jewelers of the city. One of those jewelers, Sh. Kamal Chand Jharchur, Proprietor, Vimal Enterprises, Jaipur was contacted. He presented his views regarding tourist trade, trends among foreign customers buying jewelry, price and quality issues and limitations faced in this segment of the jewelry industry.

Keywords: Jewellery Industry, Designing, Tourist, Precious and Semi Precious Jewellery

Kamal Chand Jharchur is one of the renowned jewellery dealers in Jaipur. He is the proprietor Vimal Enterprises situated in Jaipur. He deals with precious and semi-precious jewellery. His main strength is beautiful and quality designs product. Being in the industry for more than three decades, he has taken the legacy of his forefathers to the next level. He has been working neck to neck with latest trends while keeping the roots intact. He is a person with great knowledge of stones, designing and marketing. With versatility and great management tactics, he singlehandedly has taken the business to greater heights.

Excerpts from the Interview

Dr. Tapasya: What do you think about the jewellery Industry in Rajasthan?

Kamal Chand Jharchur: Rajasthan is well known for its jewellery industry, is considered one of the largest centers for hand cutting, polishing and purifying of gemstones. There is

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presence of numerous stones like Ruby, Emerald, Topaz, Agate, Amethyst, Carnelian, etc. From raw stones, to beaded jewellery to kundan meena, diamond setting jewellery, all of these can be found here. The Johri Bazar is named after the jewellers only. In Jaipur, there is Jewellers' Association which gives platform to all the jewellers to showcase their designs and innovations in gems and jewellery shows organized by them. People from all over the world trust Jaipur Jewellers for their fine work, honesty and authenticity. The trust created by the fore fathers has been bringing more work and loyal clients to our businesses and we hope to maintain the same.

Dr. Tapasya: Your expertise is in tourist trade so what would you point out on this segment of jewellery sector?

Kamal Chand Jharchur: Tourist trade is adopted by many jewellers in Jaipur. With traditional havelis, for its Rajasthani folk culture, Jaipur serves to be on the list of authentic tourist destinations. People from all over the world visit Jaipur for its jewels and intricate jewellery. Our strength is our quality. The trust we provide and with a family like feeling we serve our clientele. We have a close association with taxi drivers and guides to attract foreign tourists. They need to be informed and allured to being more customers. This becomes a limitation as well as threat at times. We have to struggle a lot getting bigger clients. We keep working on this and enhance our hold in our market.

Dr. Tapasya: What marketing strategies you follow to increase growth and hold better market position?

Kamal Chand Jharchur: We need to convince our mediators regarding quality and authenticity. We believe in building long-term relations with them. We use a strategy of make them feel at home. Following the role of liaison and father figure, we adopt reaching client on the personal basis. Online marketing is one way we create publicity. After satisfying our client, they help spreading a word in their groups. We have many clients throughout the world. We tend to get orders from them as well. Serving quality and without earning trouble to clients is our only marketing strategy.

Dr. Tapasya: What type of customers you come through? How do you convince them?

Kamal Chand Jharchur: Clients we come in contact with are generally low budget clients. Such types of tourist do not spend easily. They mostly buy coloured stones like garnet, amethyst, turquoise, black star, cat eye, etc. in silver. They go for intricate designs, what we call as funky, trendy; unlike Indians, they seldom buy in pairs. Very few of them buy in 18 karat Gold with precious stones. They also like beaded jewellery. Thus, we buy or design tiny, cute and small unique pieces of jewellery. We need to keep semi-precious jewellery in stock. These days, they have started liking Victorean jewellery made in 16 karat gold. They mostly do not demand for diamond jewellery handling them is a difficult task. They are aware of quality standards and pricing. They have a habit of bargaining a lot. They do their homework before coming to buy jewellery. However, giving them complete information and

options & good pricing, they tend understand, believe in us. They only be convinced with quality. This is our biggest asset.

Dr. Tapasya: What suggestions would you give to promote tourist trade segment of jewellery industry in Rajasthan?

Kamal Chand Jharchur: Rajasthan is known for its heritage. Jewellery is the integral part of its culture. Tourist coming from abroad knows about its grand stature. We need to promote “jewel tourism” in our city. Exhibitions only for foreign tourist should be made part of tourism campaign. All the tourists are taken by big hotel chains with whom collaboration becomes unfeasible. Online advertising on tourist sites, Rajasthan tourism and government portals can be helpful. Good convincers are scarce. Very less people are into these jobs. People doing marketing course, should have options for this. Specialized MBA in jewellery marketing and promotion should also be introduced. Apart of jewellery designing, marketing jewellery is very important. More jobs should be opened up to boost the sector, learning languages should be encouraged. This would also promote business like ours.

Dr. Tapasya: What message you wish to give young generation in trade?

Kamal Chand Jharchur: Youth involved in jewellery business, who are taking the legacy forward, should learn different languages to deal with clients in a more family way. They should develop strategies in order to have strategies alliance with the hotel management. These could help them boost sales. Never compromise on quality. As this is going to build the same name and fame created by forefathers on global front.