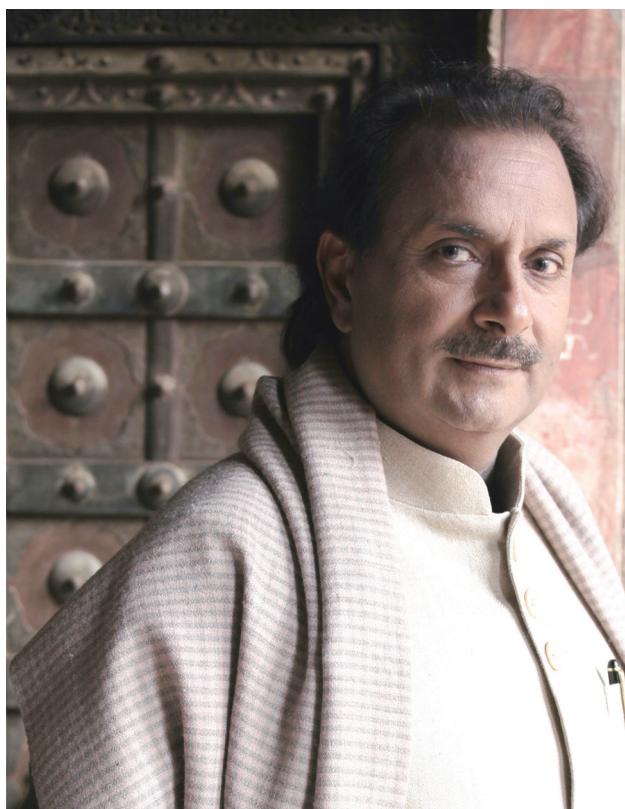


# Bold jewellery in bright colors with strong motifs & at effective price appeals to millennials

***Mr. Rajiv Arora, Chairman, Amrapali Jewels, Jaipur***

Amrapali Jewels, Jaipur is one of the well-known manufacturers and exporters of hand-crafted gold and silver jewellery from India. The company strives to preserve the traditional craftsmanship and designs and at the same time cater to contemporary needs. **Mr. Rajiv Arora, Chairman of Amrapali Jewels, Jaipur** shares his perspective on a range of topics from karigar welfare to demand revival in an exclusive interview for **Bullion World**. Read on....

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**Covid-19 has had very severe impact on manufacturing and retailing of gold and silver jewellery. Karigars are one of the most affected. Can you share with us, some of the initiatives that your organisation started to support karigars and artisans?**

We have 3 factories in Jaipur and a lot of migrant workers are working with us for several years now, when the lockdown was announced we provided them with food

and other regular supplies and ensured that our karigars were paid so that they can sustain themselves and don't have go back.

We have retained them until the lockdown was uplifted and gradually we started working following the COVID mandates established by the government and now we are working together in full swing, as a one big family.

**How is the demand for gold and silver jewellery now? Do you see any improvement in demand? How long would it take for demand to come back to pre-covid levels?**

There's a definite decline in demand for both, as all over the world events were cancelled, travel & tourism was stopped and weddings were a very intimate affair.

There is rise in demand now and with upcoming wedding season we think it will further increase, however I think it will take a couple of more months to get the pre-covid demand back.

**On the positive side, Covid-19 provided opportunities for several innovations. Selling jewellery online, use of Virtual Reality (VR) to enhance customer experience while doing online purchase, collaborative design over zoom meeting etc. are some examples. Can you share some of the innovations that happened at your organisation as well as in Jaipur, the hub for jewellery manufacturing and exports of India?**

We are using AR at our stores along with this we have started taking virtual appointments, this has helped the

customers to make their preliminary selection and they have even made purchases through the same.

We were already selling jewellery online through Tribe Amrapali (Sub brand of Amrapali Jewels) and it proved to be of great help to reach out to the customers in lockdown and even after when the lockdown was uplifted but the movement was restricted.

Not an innovation, but in Jaipur most of the jewellers have digitized their ways of doing their business, have moved to ecommerce and are using social media and tech in their businesses now.

**The year 2020 has seen huge price increase and price swings in silver. What is the impact of high prices on silver jewellery and silverware demand, given that demand for silver is primarily driven by rural India. Is export demand for silver jewellery and silverware also price sensitive? Is there a way to stabilise demand in these times? What are your suggestions?**

The times have changed and the demand for silver jewellery is more from the urban India than rural India, millennials and other upcoming generations prefer silver and fashion jewellery than gold jewellery.

I feel the demand for silver jewellery has increased as the gold jewellery customers have also shifted to silver because of the significant increase in gold rates, so to cut the cost and work in their planned budgets people choose silver over gold.

Infact a lot of people who were primarily dealing in gold jewellery have now started making silver jewellery too.

**Skill development- What are your suggestions to develop skills of karigars? What can the industry do? What should we expect from government?**

At Amrapali we have always believed in preserving the craft of karigars and supporting the craftsmen and their legacy of generations. All the Karigars are very talented in their domains so letting them explore and experiment would definitely lead to development, this way they can refine their original skill set and also discover more. Also

proper training and exposure will make them versatile.

**Technology adoption- Mechanisation and automation technologies help in standardising output and achieving scale. It could also increase productivity and reduce costs. What can be done to increase large-scale technology adoption by the industry (especially the plain gold and plain silver jewellery industry)? How can government support such initiatives?**

Most of our jewellery is handcrafted but we could use support from government for good automation, they can help us in procuring machines at subsidized cost.

**How to make jewellery attractive to younger generation?**

The young generation is very confident, they understand designs and aesthetics and match them to their own sensibilities and are not afraid to experiment so I think bold jewellery pieces, quirky pieces in bright colors, jewellery with strong motifs at effective price points would be something that would appeal to the young gen. Tribe Amrapali, the sub brand of Amrapali jewels was born with a same idea.

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*Mr. Rajiv Arora is an entrepreneur and a successful political leader from Jaipur. He is one of those fortunate ones, who live through their dreams by sheer hard work, dedication and discipline. He is the co-founder of world renowned luxury Jewellery House- Amrapali in Jaipur. He is now*

- *Regional Co-ordinator (West Zone) of All India Professionals Congress, incharge Maharashtra, Gujrat, Rajasthan, Madhya Pradesh, Dadra-Nagar Haveli and Daman & Diu*
- *Vice-President of Pradesh Congress Committee (Rajasthan) and also the Ex Vice-Chairman of Rajasthan Foundation (Minister of State).*
- *Chairman of Jaipur Citizen Forum which organizes Jaipur Heritage International Festival and provides platform to budding artists.*
- *National treasurer of AIPC (All India professional congress), he is also the member of the general body and executive committee of Bikaner house.*

*Success Mantra: Life is like a canvas, draw your dream on it and start filling colour's with your hard work, dedication & discipline*

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