SPECIAL ECONOMIC ZONES IN RAJASTHAN: A STUDY OF GEMS AND JEWELLERY SEGMENT IN JAIPUR

MR. PRIYANSHU SHARMA*; DR. (MRS.) ROOPALI SHARMA**

*ASSOCIATE LECTURE
DEPARTMENT OF MANAGEMENT STUDIES
BIRLA INSTITUTE OF TECHNOLOGY
JAIPUR (RAJASTHAN) INDIA

**ASSOCIATE PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
BIRLA INSTITUTE OF TECHNOLOGY
JAIPUR (RAJASTHAN) INDIA

ABSTRACT
The contemporary debate on the SEZ policy has been quite fierce but the focus has been mostly on the issues pertaining to the establishment, sanctioning procedures, land acquisition and protests against the SEZ policy. The Indian Gems & Jewellery Industry is the back bone of the economy by being one of the major contributors towards the export led growth of India. The industry has gained global popularity because of its talented craftsmen, its superior practices in cutting and polishing fine diamonds and precious stones and its cost-efficiencies. India is one of the world’s largest manufacturers of cut and polished diamond with an aggregate contribution of approx. 60% of the world’s supply in terms of value and 80% in terms of volume. The industry contributes more than 14% towards the total export in India and provides employment to 1.3 million people directly and indirectly.

This study attempts to find out current status of Indian Gems and Jewellery industry in Jaipur. The researcher has also examined the standing of the concept of SEZ in Gems and Jewellery industries and impact of SEZ in Gems and Jewellery industries on employment generation and other human resource perspectives in Jaipur region. Data were collected over a period of a month using survey questionnaire from 100 respondents in Jaipur Rajasthan. The data collected were then analyzed using SPSS statistical software. The results of the study indicated that there is a good position of SEZ in Jaipur region in the export promotion area. The two major segments of the industry are gold jewellery (covers around 80% of the jewellery market) and diamonds.

KEYWORDS: JSEZ (Jaipur special economic zones), Gems and Jewellery, Employment generation, Export-Import, Foreign Direct Investment (FDI).