

**PG AND RESEARCH DEPARTMENT OF  
COMMERCE**

**VALUE ADDED COURSE ON  
FASHION JEWELLERY MAKING**

**2015-2016**

PROGRAMME COORIDATOR	Dr.M.MARY ANBUMATHY Asst.Prof & Head PG and Research Department Of Commerce
COURSE TEACHER	Mrs.S. K.VANITHA Women entrepreneur Trainer Salem
NUMBER OF STUDENTS ATTENDED	30
CLASS HOURS AND TIMINGS	5 hours per day(Saturday) 6 days

## BROUCHER

Handicrafts is very important because it represents our culture and tradition. It promotes the heritage of a country through the use of indigenous materials and it preserves knowledge and tradition. The handicrafts sector plays a significant and important role in the country's economy. It provides employment to a vast segment of craft person in rural and semi urban areas and generates substantial income to the economy. It also provides self employment for youth which is need of the hour. Keeping these two concepts this value added course is planned by the department.

### Objective of the course

- To introduce and develop handicraft among students
- To motivate students in self employment

### Learning Objective

- To acquire in depth knowledge in fashion jewellery making
- To undergo hands on training in fashion jewellery making
- To understand marketing techniques in fashion jewellery making

### Learning Outcome

- Ability to use knowledge and skills in making fashion jewellery
- Developing ability in marketing the product.

Duration of the course: 30 hours

Number of students intake: 30

# SYLLABUS

## **Unit I Introduction to fashion Jewellery**

Need for Jewellery making - viable low investment business for hands on creatives.- wide range of personal ornaments including necklaces earrings and bracelets.- includes costume jewellery which is fashionable but serves multipurpose which may or may not be precious gold, silver glass and plastic are often set with genuine or imitation gems, and are worn for personal adornment.

## **Unit II Rawmaterials required for fashion Jewellery**

Fashion jewellery includes costume jewellery which is fashionable but serves multipurpose which may or may not be precious gold, silver glass and plastic are often set with genuine or imitation gems, and are worn for personal adornment.-Grid metal earring part – alloy pendant material – Nail screw beads – Grid DIY- crown shape – shell shape accessories – beads dragon.

## **Unit III Procurement of fashion jewellery**

Various types of Retailer and wholesales both in on line and off line in around Tiruchiraplli and other places – Procurement of cheap and quality product

## **Unit IV Training on preparation of fashion jewellery**

Neckware –earrings and bracelets with different raw materials

## **Unit V Marketing of fashion jewellery**

Local Market – National market. – Entering in to on line business.

References:

1. The Art of Jewellery Design Idea to Reality Elizebeth oliver ; Google books 2002
2. Fashion jewellery The collection of Barbara ;Berger Simmons Miller Google Books 2017