

Handmade Jewellery: A New Way of Livelihood

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ARTICLE ID: 087

Introduction:

Jewellery has been an integral part of human culture. Everywhere in the world women are wearing an ample variety of jewellery. Jewellery has always been essential to people who love to accessorise. One special piece can make such a difference in the presentation of some outfit. There are so many different variations of jewellery but handmade jewellery stands out because of its uniqueness.

Handmade jewellery is made by an artist without the use of mass-manufacturing machines. There is no standard "look" for handmade jewellery. It can range from simple hand-assembled pendants and bracelets to intricate designs that take hours or days and skilled techniques to finish. Compared too much produced jewellery, handmade jewellery involves much more with culture, humanity and history. Most handmade jewellery has a certain ethnic flair i.e. most culture have their own unique handmade tribal jewellery.

Why to Choose Handmade Jewellery?



When people purchase a piece of handmade jewellery, people get a unique material each time. There is almost always a little variation between each individual piece of the same



style, due to the nature of hand making. Handmade jewellery is attractive, affordable and most importantly they are unique. The designer from whom people are going to buy the material also matters while selection of a jewellery piece. Handmade jewellery artists are also more likely to make pieces using ethically-sourced materials. They are usually a great source for anyone looking for ethical and sustainable jewellery.

While buying any jewellery piece, price is always in concern. The price for handmade jewellery varies in a large range depending upon the material. The demand and popularity for handmade jewellery is growing like never before as people are looking for something unique.

Market of handmade jewellery:

People love to stay fashionable by trying out new statement designs that are a massive hit in the market. Handcrafting such jewellery pieces and selling them online can draw the customer's attention, boosting business's revenue. Alternatively, one can draw inspiration from celebrities and create ornaments to stay updated with the trends in the market. There are various items for jewellery like earrings, neck sets, bracelets, anklets, and bangles which are now in great demand. Handmade jewellery is something that will cherish for years to come as they are made with much love, dedication and passion by experience. Handmade jewellery has received a great liking among women in recent times due to the grace they add to them.

New way of Livelihood:

People can think of starting up a business on handmade jewellery. A way to start a jewellery-making business is by making jewellery at home and approaching e-commerce websites like Amazon and Flipkart for collaboration. Many small business owners launch a tie-up with these stores to promote their brand, cutting down the cost of setting up an e-store. Launching a website is another effective step to start an online jewellery business and establish your identity as an entrepreneur. Owning a website helps in easy payment management and shipping of the products worldwide. Further, having a website also allows sellers to check the sales data and restock fast-moving beauties to attract more customers to the business.

Now a day's digital marketing is also providing a great opportunity for the people to sell the products digitally. One can also easily create a face book page, instagram page and other platforms to sell the products digitally. In such platforms, products can be showed to a wide range of customers.

People can be empowered themselves by starting a business with such handmade jewellery. The process of making handmade jewellery is very simple. One can easily make it with some little effort. Once the technique is learned a variety of pieces can be created within a limited period of time. Over the coming years, SHG can select this handmade jewellery business to make the rural women self sufficient. People can earn a good amount of money and grow their business to a next level.

Scope of Handmade Jewellery business:

The scope is very high. Everyone loves new stuff at reasonable cost. Youngsters and women are fond of jewellery and everyone can't afford precious stones jewellery. So, the unique varieties and lot of choices will definitely make a good market in India. In old era people loves to wear pure gold jewellery but now a day's wearing handmade jewellery is in trend. Affordable price, variety of colours and designs are the few reasons people loves to buy artificial jewellery over gold jewellery. In the coming recent years the jewellery market will be increase more and more and the gold jewellery will be more expensive.

Case study:



Pinky Jaradhara Chutia is a 30 year's old married woman, who is now a successful entrepreneur. She has completed her graduation and after which she got married. As she was a housewife, in her free time she always busy with her artistic work. She tries to learn many things from YouTube and she practice those work at her free time.

Once she learns to make some handmade jewellery by seeing on YouTube. But at the very beginning she started with making handmade jewellery for herself only. She started making these jewelleryes with the help of threads, plastic jhumka base, canvas paper etc.



Slowly as she comes to know that her creations are improving, she starts gifting those handmade jewellery to her relatives, friends and neighbours. She started getting a lot of feedback about her handmade jewellery. People started appreciating her work and encourage her to start up a business with her unique creations. Then she starts selling few pieces of her handmade jewellery to her friends. And people start liking her products and she started earning small money from her products. Then she thought to expand her business and accordingly she decided to sell her products digitally. Then she opens up a face book page in the name of PJC Jewellery where she daily updates her new creations. She started getting orders from different people. She also added the option of customization and home delivery. And slowly her business expands to a next level. Now she is earning a good amount of money from her business.

Recently she has also started the business of clothing and textiles. In the same page she updates her new creations and collections with matching jewellery. Now she is established as a lady entrepreneur of that locality. She is now economically independent and provided employment opportunities to more than ten women, which contributes to smoothly run their family. She is proud of her own business and she is satisfied with her own work. Now she considers herself as a self-sufficient business woman.

Conclusion:

From the study it can be concluded that people who have an artistic mind and are interested in doing some business then they can easily go for such handmade jewellery business. The only way to do great work is to love what people do. People can think of starting their own business. It will definitely help to become self-sufficient and getting self satisfaction from their business and contribute to their livelihood.

