

10th Edition  
January - June 2016

The Official Newsletter  
PAKISTAN GEMS AND  
JEWELLERY  
DEVELOPMENT  
COMPANY

## Editor's Note:

Greetings and a warm welcome to the readers of PGJDC's Newsletter! We are pleased to present the 10th Edition of PGJDC's Newsletter. This issue covers PGJDC events occurred during the past six months including exhibitions, Gem bazaars, festivals, visits of international & local delegates to PGJDC Head office and projects etc.

Details about the training programs and seminars conducted by PGJDC at its training institutes are also part of this edition.

Additionally, success stories of students trained from PGJDC's training centres, and a very informative article about the past and present jewellery trends is also a part of this edition.

As ever before, we welcome and appreciate your support in the development of Gems and Jewellery Sector of Pakistan and happy to have you as a reader of PGJDC's Newsletter!

We wish all our readers

**Happy New Year**



GEMS & JEWELLERY  
PAKISTAN



# News & Events

## Gem Exhibition at Avari Hotel Lahore:

A scintillating Gem Exhibition was organized by PGJDC for the first time in Lahore at Avari Hotel on 20 - 22 May 2016. A total of 91 Exhibitors from all across the Country including Karachi, Lahore, Islamabad, Peshawar, Quetta, Gilgit Baltistan, Chitral, and Ghotki exhibited their Gemstone, Jewellery and Mineral Specimen Products during the Exhibition.

The Event was inaugurated by the Honorable Federal Secretary Ministry of Industries and Production. The products on display were gemstones (rough and cut), mineral specimen and jewellery. Visitors from all corners of Lahore belonging to all walks of life visited the Exhibition. A Chinese delegation also visited the Exhibition and showed keen interest in the Pakistani treasures at display.

The Event ended on a high note when Miss Shaista Pervez Malik - MNA PML(N) graced the Event with her presence and distributed certificates among the Exhibitors. Mr. Rohail Asghar - MNA PML(N) also visited the Exhibition and praised the Company's endeavors for the uplift of this sector in the Country.

Feedback was also gathered from the exhibitors and it is estimated that business amounting to approximately Rs. 20 million was done by the exhibitors in terms of spot sales and order commitments. The exhibitors emphasized to hold gems and jewellery exhibitions in Lahore on regular basis and gave valuable suggestions for further improvement. PGJDC noted those suggestions and assured to implement them in further events.



## Participation of Gems & Jewellery Training and Processing Centre (GJTPC) Muzaffarabad in “Gems of Kashmir Exhibition”:

GJTPC–AJK participated in “Gems of Kashmir” exhibition/auction organized by AKMIDC on 6th & 7th April 2016. The event was inaugurated by Prime Minister of AJK Mr. Chaudhry Abdul Majeed. GJTPC–AJK setup a stall at the exhibition where faceting and carving units were displayed.

Gemstone testing facilities were also provided to the visitors by setting up gem identification laboratory. Stake holders and general public showed keen interest in GJTPC–AJK stall. A number of prominent personalities and officials including Mr. Wajahat Ullah Baig (Managing Director, AKMIDC) and Brigadier Chaudhary Fayyaz Mahmood (Comdt CMH Muzaffarabad) visited the GJTPC–AJK stall and highly appreciated the efforts of PGJDC for the promotion of gems & jewellery sector in AJK.



## Participation in National Skill Show Lahore:

GJTMC Lahore participated in National Skill Show held at expo center Lahore on 29–30 March 2016. The skill show was organized by NAVTTC. Mr. Muhammad Baligh Ur Rehman Minister of State for Federal Education, Professional Trainings also visited GJTMC Stall and admired the quality of training skills acquired by the students.

Director NAVTTC Lahore Mr. Aslam Dogar along with Deputy Directors NAVTTC also visited the stall of GJTMC and appreciated the unique products developed by the students during the courses. Students of TEVTA/PVTC and other Vocational Institutes/Colleges took keen interest in GJTMC stall.



## Marketing of GJTMC Sargodha at University of Sargodha:

To market and promote the training programs and other facilities offered at GJTMC Sargodha, a stall was setup by the training centre during the exhibition held at University of Sargodha. The exhibition was organized by Mass Communication department, University of Sargodha. The visitors and the students of University visited the stall and showed keen interest in the courses being offered at GJTMC Sargodha.



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# Meetings:



## **PGJDC Board of Director's meeting:**

The 25th meeting of Board of Directors of PGJDC was held at the Company's Head Office in Karachi on 2nd June 2016. The meetings of HR and nomination committee, Assaying & Hallmarking committee and Finance and Audit committee were also held on the same day wherein the activities and future plans of the company were deliberated upon by the Board members and decisions were taken for implementation by the company.

## **Meeting with Diamond and Artificial Jewellery Sectors:**

A series of meetings were conducted with the local sector in the head office of PGJDC during which possibilities of establishing diamond processing industry and modernizing the artificial jewellery industry of the country were explored. Participants gave different suggestions and deliberations were made to work out the possibilities. PGJDC noted all the suggestions and is in the process of drafting viable proposals to establish and modernize these industries in the country to be submitted to competent authority for consideration.

## **Meeting with Gems and Jewellery Sector at Lahore:**

During the visit of Chairman, PGJDC Board and CEO to Lahore a meeting was held with the representatives of Gems and Jewellery Sector of Lahore at the office of liberty market Jewellery Association on 7th March, 2016. Deliberations were made on different issues such as improvement in training activities, marketing of assaying and hallmarking services offered by PGJDC, marketing and promotion of the gems and jewellery sector of Punjab etc. The sector stakeholders emphasized on organizing an exhibition in Lahore so that the private sector of the region could be promoted



effectively. The CEO PGJDC took note of the suggestions put forth by the sector and as per sector's demand, later on a Gem exhibition was organized in Lahore in May, 2016.



### Visit of Mr. Hugo Picard, (International Consultant on Private Sector Development) to GJTMC Quetta:

A meeting was held with Mr. Hugo Picard (International Consultant on Private Sector Development) and Mr. Abdul Qayyum (Project Coordinator BEDP) at GJTMC, QUETTA on 16th February 2016 to explore business opportunities for the entrepreneurs of Balochistan in the Gems, Minerals and Jewellery sector.

### Meeting regarding problems in SRO 760:

Export of gemstone and jewellery was previously governed by SRO 266, which was replaced by SRO 760 in 2013. Through the new SRO, the government has introduced various measures which have resulted in reduction of exports. The SRO 760 contains numerous clauses which are acting as trade growth barriers due to which exports of gems and jewellery from Pakistan have declined manifold.

The private sector approached PGJDC to take their voice to the government and a series of meetings were held in this regards at PGJDC Head office attended by prominent gems and jewellery exporters from Karachi. The management of PGJDC took note of their suggestions and submitted their reservations to the competent authority for consideration.

### Meeting between Principal GJTMC Sargodha and Sargodha Chamber of Commerce & Industries:



A meeting was held between Principal GJTMC Sargodha and Mr. Mirza Mukhtar the President Sargodha chamber of Commerce & Industries on 09 th February 2016 during which the training programs offered at GJTMC Sargodha were discussed. The Principal highlighted the initiatives under taken by PGJDC for the uplift of Gems and Jewellery sector in the region. He further highlighted training facilities offered at GJTMC Sargodha to provide skilled manpower to the industry. President Sargodha chamber of commerce & Industries ensured

his active cooperation and support for the betterment of training institute and the gems and jewellery sector of Sargodha as a whole.

### Meeting with Head of department of Center of Integrated mountain research university of Punjab (CIMRU):



Dr. Khalida Khan, Head of department of Center of Integrated mountain research university of Punjab visited GJTMC Lahore on 11 Feb 2016. She was briefed about the courses offered at the centre and was given a detailed visit of the premises. She showed keen interest in courses of gemstone identification, faceting and carving being offered at the centre. She appreciated the services being offered by PGJDC at the centre and praised the skill level of the students as well.

*A golden chance to exhibit your Gold  
and Silver Jewellery  
and  
gemstones*

**DUBAI INTERNATIONAL  
JEWELLERY WEEK**

7-10 December 2016

at Dubai World Trade Centre, UAE



For more detail please contact:  
**PAKISTAN GEMS AND JEWELLERY  
DEVELOPMENT COMPANY**

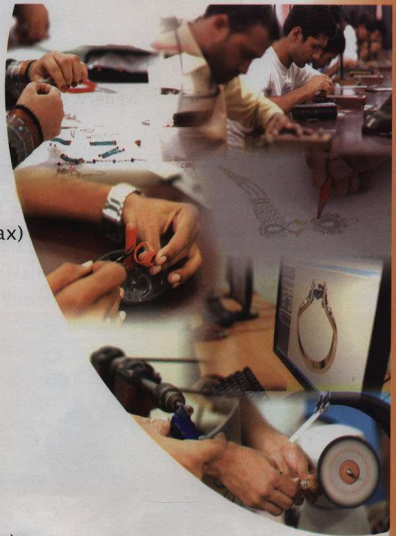


Phone No.: 021-35631395-7

**website: [www.pgjdc.org](http://www.pgjdc.org)**

## Training Programs Offered at Gems & Jewellery Training and Manufacturing Centres

1. Gemstone Identification
2. Diamond Grading
3. Gemstone Faceting
4. Gemstone Carving
5. Manual Jewellery Designing
6. Computer Aided Jewellery  
Designing & Manufacturing (CAD / CAM)
7. Wax Carving (Jewellery Pattern making in Wax)
8. Jewellery Manufacturing
  - Casting
  - Electroplating
9. Jewellery Finishing & Polishing
10. Stone Setting
11. Beads and Wire Jewellery making
12. Patwa
13. Mining
14. Soumak
15. Packaging
16. Diploma Program (Intensive Jewellery Design)



# Visits

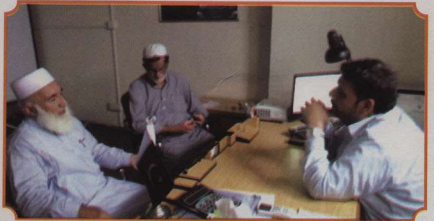
## Monitoring Team from Planning Commission visited GJTPC AJK :

The monitoring team from Planning Commission visited GJTPC AJK on 20th March 2016. Presentation was given to the team about the activities of PGJDC and GJTPC covering Introduction, scope, objectives, achievements and structure of PGJDC and GJTPC AJK. A detailed visit of the premises was also given to the team and they met with the staff and students of GJTPC AJK and expressed their satisfaction on the activities of the centre.



## Visit of Chief Geologist Azad Kashmir Minerals & Industrial Development Corporation (AKMIDC) to GJTPC Muzaffarabad:

Mr. Mumtaz Rathore, Chief Geologist AKMIDC visited Gems & Jewellery Training and Processing Centre Muzaffarabad on 10<sup>th</sup> August 2016. During his visit, the activities of the centre and future plans were discussed to explore areas of mutual cooperation between the two organizations. He showed keen interest in the facilities offered at the centre and emphasized to work together for the betterment of the Gems and Jewellery sector of AJK. He also visited different sections of the centre i.e. faceting, carving, bead making and gems lab and appreciated the trainings being imparted in these disciplines.



## Visit of delegation of All Pakistan Commercial Exporter Association Peshawar to GJTMC Peshawar:

A delegation of All Pakistan Commercial Exporter Association (APCEA) Peshawar visited GJTMC Peshawar on 9th March 2016. The Principal GJTMC Peshawar briefed the delegation about the training programs offered at GJTMC Peshawar and the activities of PGJDC in Peshawar. The delegation also visited all sections of the premises and appreciated the efforts of PGJDC and GJTMC Peshawar for the development of gem and jewellery sector of KPK.



## Field Trip to Kel / Sharda District Neelam AJK:

In order to promote training activities offered at GJTPC AJK, the staff of GJTPC-AJK visited District Neelam. They met with superintendent of Police Neelam Valley Mr. Jameel and explored the possibilities of arranging a workshop for police officers appointed at different stations of District Neelam to give them basic training of gemstone identification.



Mr. Jameel strongly appreciated the idea and requested to arrange the workshop in District Neelam police headquarter.

During the visit, meeting was also held with Molana Abdul Ghafoor Haideri (Deputy Chairman Senate of Pakistan) who was also on visit of Neelam Valley. During the meeting Principal GJTPC-AJK briefed him about the efforts and progress of PGJDC and GJTPC- AJK for the promotion of gems & jewellery sector in AJK. Molana Abdul Ghafoor Haideri highly appreciated the efforts of PGJDC who have strived to train not only urban areas residents of AJK but also focus on the development of rural and remote areas of the region.

### Delegation of Sargodha Chamber of Commerce and industries visited GJTMC Sargodha:

Mr. Mirza Mukhtar the President Sargodha Chamber of Commerce and industries, Mr. Nadeem Dogar Chairman Gems and Jewellery committee of SCCI and Mian Abdul Jabbar Director PGJDC visited GJTMC Sargodha on 23rd February 2016. They were briefed about the initiatives of the company and the courses being offered at GJTMC Sargodha. They appreciated the training programs being offered at the centre, and gave valuable suggestions for further improvement of training activities.



### Visit of representatives of UNDP, Supplier Development Program to GJTMC and Gem Exchange Quetta:

Mr. Godofredo Pacheco , Mr. Armando Castro and Mr. Abdul Qayyum from United Nation Development Program (UNDP) Supplier Development Program visited Gems and Jewellery Training and Manufacturing Center and Gem Exchange Quetta on 31st May 2016. Areas of mutual collaboration between PGJDC and UNDP's supplier development program were discussed during the meeting and it was emphasized to explore possibilities of joint ventures, for the empowerment of local businesses of Gemstone, minerals and Jewellery sector.



## Training & Seminar

#### ● MoU signed with NAVTTC:

GJTMC-Gilgit has conducted training of 100 students in the trades of (1) Gemstone cutting & polishing and (2) Fashion jewellery making under Prime Minister's Hunarmand Pakistan program. Training on fashion jewellery making with the use of wire and beads is introduced for the first time in GJTMC Gilgit. Master trainer from Karachi was deputed to impart training to the master trainers and trainees at GJTMC Gilgit.

#### ● MOU Signed between GJTMC Peshawar and NAVTTC for six months training program in three different disciplines i.e Gemstone cutting and polishing, CAD and wire wrapping jewellery designing. 75 participants will be trained through these training programs.

#### ● GJTMC Quetta participated in an awareness program regarding "Micro Financing to different sectors of Businesses including Gems and Jewellery" which was held on 10 March 2016 at Quetta Chamber of Commerce and Industries on 10th March 2016.

#### ● Four months training program for FATA students started from January 1<sup>st</sup>, 2016 and completed on April 30, 2016. The training program was held in collaboration with FATA Development authority for 65 nominated trainees in three different disciplines i.e Gemology & Faceting, Gemology & Carving and Wire Wrapping Jewellery Designing.

#### ● GJTMC-Gilgit facilitated AKRSP's G&J project for technical evaluation of professional gem travel labs. Principal GJTMC-Gilgit attended meeting on technical evaluation of Portable Gemmological Labs as Member of Technical Committee and External Technical Evaluator.



*"Pakistan - Land of Precious Stones and Craftsmanship"*

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13-16 April, 2017

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Exhibition will showcase artifacts that are nothing short of glamour & vivaciousness



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## Success Stories

### Asghar Hussain: Alumni GJTMC-Gilgit

I belong to Bagrot valley of Gilgit-Baltistan. After completion of Higher Secondary School studies, I started assisting my elder brother in his hotel business in Skardu-Baltistan. During a business tour to Gilgit, my elder brother visited Gems and Jewellery Training and Manufacturing Center-Gilgit for testing of a gemstone specimen at Gemstone Testing Laboratory of GJTMC-Gilgit and was pleased to find such a state-of-the-art facility in Gilgit offering training services to the people of Gilgit-Baltistan at their doorstep. My brother requested Principal GJTMC-Gilgit for my enrollment in the forthcoming training programme of GJTMC-Gilgit. On return to Skardu, he advised me to avail the opportunity of gemstones cutting and polishing training at GJTMC-Gilgit, and ensured his financial support for setting-up a small scale lapidary, if I could perform well during the training program. I joined GJTMC-Gilgit for training where expert faculty and training facilities available at Gilgit training centre transformed the fundamental skills in me for becoming an entrepreneur in the gems sector. With the support of my brother I acquired a machinery unit for Gemstone Faceting and started to offer the services of cutting and polishing to the Gemstone Market of Skardu. Gradually in a period of three years I up-graded my lapidary center with the addition of Trim Saws for specimen dressing of small size minerals' specimens, and Beads Making Unit for production of beads and actively playing my role as a services provider in the sector through my lapidary set-up.

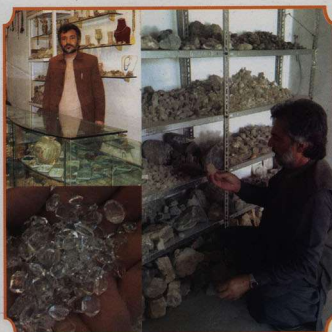


### Muhammad IshaqReki: GJTMC Quetta

About five years back, I was a student in Quetta completing my bachelor's degree. I heard about the Gems and Jewellery Training and Manufacturing Centre Quetta through a friend and decided to visit the centre to explore possibilities of starting training in gems and jewellery. I was surprised to see such state-of-the-art machinery setup by PGJDC which seemed very modern for Balochistan province and decided to enroll in lapidary training.

I completed my training in lapidary from the centre and planned to setup a lapidary unit in Quetta. After six months, I managed to establish a small lapidary unit by the name of Ishaq Gems and cutting centre Quetta and provided lapidary services to the gemstone sector of the city and adjoining areas. Later on, I decided to expand my business to cater for the growing number of orders and currently I have eight (8) lapidary workers along with other staff working at my business establishment.

I am very proud to say that it was due to the training and skills acquired by me at GJTMC Quetta, I have achieved so much and established a successful lapidary business in Quetta.



## Jewellery Trends from Past to Present

Jewellery has been a part of human culture since approximately 100,000 years ago. Initially jewellery was produced from any kind of materials that were available such as stones, animal skin, feathers, plants, bones, shells, wood etc with the passage of time and advancing of technology artisans start taming metals and gems to produce various style of jewellery. However, the purpose of wearing jewellery always remained the same to express oneself non-verbally, showcase wealth, rank, political and religious affiliation or affections towards someone. This advancement enabled jewellery to become timeless and a target for constant development and refinement.

The Egyptians were the first one who made jewellery making a profession. Jewellery was also created for magical and protective reasons, and for healing purposes. Prominent persons were buried with their jewellery so that it would protect them in the afterlife.

Like Egyptians several cultures and civilizations have set their own trends, and history making jewellery. Jewellery trends have changed constantly along the centuries due to the discovery of new materials, gemstones, and technology available to create them. The designs have been influenced by the fashion prevailing at the time they were made.

Increasing international trading spread jewellery trends around the globe, influencing traditional jewellery making often in exotic ways.

Today jewellery is something that everybody can wear and afford. It is still a token of wealth, but new materials like synthetics, plastic and the improved technology has made jewellery making easy for the whole society, not just the rich and prosperous.

Jewellery reflects our social versatility and demand to fulfill our present day need of ornamentation and self expression. For example, in western countries where most of the people belong to working class prefer simple and light weight jewellery which is aesthetically appealing and suitable for daily casual wear. Where as in eastern societies, the use of ornaments is significantly different from western developed regions. In the subcontinent, jewellery is ceremonial, investment, and show off.

Therefore, the use of large sized wedding jewellery as well as small size jewellery for casual wear is common.

Jewellery trends in Pakistan are deeply rooted in our heritage, our traditions and our culture. It originates from one of the oldest civilization, the Indus Valley Civilization. Yet it accommodates the latest trends from all over the world. Our talented and highly skilled artisans are capable to adopt latest jewellery trends and to produce fabulous jewellery designs.

Therefore, in present time, there is no doubt that cross-cultural jewellery is a bond and also displays the acceptance and harmony among the different nations and cultures of the world.



Egypt jewellery trend



Greek jewellery trend



Latest Jewellery Trend



## PAKISTAN GEMS AND JEWELLERY DEVELOPMENT COMPANY



A Company formed under section 42 of the Companies Ordinance 1984.  
Ministry of Industries and Production, Government of Pakistan  
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Telephone: 021-35631395-7, Fax: 021-35631398,  
Website: www.pgjdc.org, Email: info@pgjdc.org

### Training Centres

#### Karachi

**Gems & Jewellery Training and Manufacturing Centre**  
2<sup>nd</sup> Floor, Pakistan Handicraft Chambers,  
251 R.A Lines, Abdullah haroon Road,  
Saddar , Karachi  
Tel: 021-35220294-5

#### Lahore

**Gems & Jewellery Training and Manufacturing Centre**  
3<sup>rd</sup> Floor, Rana Centre,  
18 Jamaluddin Afghani Road,  
Maclagan Road, Lahore  
Tel: 042-37248515-16

#### Gilgit

**Gems & Jewellery Training and Manufacturing Centre**  
Zakir Complex,  
Shahrah-e-Quaid-e-Azam,  
Opp. Appellate Court, Jotial Gilgit  
Tel: 05811-920537-9

#### Peshawar

**Gems & Jewellery Training and Manufacturing Centre**  
Opposite Imperial Store,  
Saddar, Cantt Bazaar, Peshawar  
Phone No: 091-5286115-6

#### Muzaffarabad (AJK)

**Gems & Jewellery Training and Processing Centre**  
2<sup>nd</sup> Floor, National Bank Pakistan,  
Apar Ada Branch, Muzaffarabad AJK  
Phone No.: 05822-923166

#### Quetta

**Gems and Jewellery Training & Manufacturing centre**  
Malik Plaza 1<sup>st</sup> Floor, Main M.A Jinnah Road,  
Quetta  
Phone No: 081-2837087, 2837268

#### Sargodha

**Gems and Jewellery Training & Manufacturing Centre**  
99/2-A , Bahadur Shah Zafar Road,  
Old Civil Lines, Sargodha  
Ph: 048-3724451

### Assaying & Hallmarking Centres

#### Assaying & Hallmarking Centre - Karachi

2<sup>nd</sup> Floor, Pakistan Handicraft Chambers, 251  
R.A Lines, Abdullah haroon Road, Saddar ,  
Karachi  
Tel: 021-35651346-7

#### Assaying & Hallmarking Centre - Lahore

3<sup>rd</sup> Floor Rana Center,  
18 Jamal Ud Din Afghani Road,  
( Near AG Office) Lahore  
Tel: : 042-37245334-5

### Gem Exchange

#### Quetta

**Gem Exchange**  
Jamiatrai Road, Opp. Rahat Cinema,  
Prince Road, Quetta  
Phone No: 081-2669567-68

#### Islamabad

**Pakistan Gems and Jewellery Development Company**  
Software Technology park-1, 5-A  
F5/1, 3<sup>rd</sup> Floor, Old Awami Markaz,  
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