

**THE SCOPE OF HAND MADE JEWELRY OF  
GLASS AND SEMI-PRECIOUS STONE BUSINESS  
IN LOCAL MARKET**

**BY  
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**A thesis submitted to  
Office of the Dean  
Faculty of Management  
Tribhuvan University**

**In partial fulfillment of the requirements for the Master's  
Degree in Business Studies (MBS)**

**April 2013**

# RECOMMENDATION

This is to certify that the thesis

Submitted by:

**Reshama Awale**

Entitled:

**THE SCOPE OF HAND MADE JEWELRY OF  
GLASS AND SEMI-PRECIOUS STONE BUSINESS  
IN LOCAL MARKET**

Has been prepared as approved by this department in the prescribed format of faculty of management. This Thesis is forwarded for examination

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# VIVA-VOICE SHEET

We have conducted the Viva-voice examination of the  
thesis

Submitted by:

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Entitled:

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IN LOCAL MARKET**

And found the thesis to be the original work of the student and  
written according to the prescribed format. We recommend the  
thesis to be accepted as partial fulfillment of requirements.

Master's Degree in Business Studies (MBS)

Viva-Voice Committee

Head. Research Department:.....

Member(Thesis Supervisor):.....

Member(External Expert):.....

Date:.....

# DECLARATION

I hereby declare that the outcome of this thesis entitled "**The Scope of Hand made Jewelry of Glass and Semi-Precious Stone Business in Local Market**" is done through Field survey as no one has done thesis on this subject before. This has been submitted to Shanker Dev Campus, in the form of partial fulfillment of requirement for the Master Degree in Business Studies (MBS) under supervision of Dr. N.K. Pradhan, lecturer of Shanker Dev Campus, Kathmandu.

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# ACKNOWLEDGEMENT

I considered it my privilege to have an opportunity to study on "The Scope of Hand made Jewelry of Glass and Semi-Precious Stone Business in Local Market". I would like to offer my sincere gratitude to all authors and learned scholars whose writings have included in this study and also for helped and inspired me in making my vision clear and reaching on conclusion.

First of all I would like to express my sincere gratitude to Dr. N.K. Pradhan lecture of marketing in Shanker Dev Campus for his valuable suggestions, guidance, and supervision during the entire period of whole work.

I would also like to express my admiration to loving family members for helping me and inspired me to keep up the best work during the entire period of study. I would also like to give special thanks to my all friends who provided me invaluable and crucial support. At last I would like to express my thanks to my brother Mr.Rajeeb Awale, for editing the thesis within time.

.....

Reshama Awale

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Date:.....

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# CHAPTER- I

## INTRODUCTION

### 1.1. Background of the study

In many parts of Asia, folk jewelry, the most dazzling expression of material culture, has disappeared in the wake of modernization. In Nepal, however, where the Himalayas have formed a barrier to outsiders for centuries, native jewelry traditions have endured. Jewelry in Nepal is worn for decorative talismanic and investment purposes with lavish pieces donned to celebrate marriage or promote fertility and amulets worn toward off negative influences. Gold and silver is freely used, as are beads of glass, coral turquoise, amber and agate.

Distinct and lavish traditional body adornment is disappearing almost everywhere in the world, to be replaced by more uniform and less meaningful adornment. This change is intrinsically neither good nor bad. We do not regret wearing bear skins any more or even the garnet earrings of our great- grandmothers. The modern Indian jewelry or mass produced jewelry that will more or less replace traditional Nepalese jewelry is not inherently bad. The women of Nepal want to be modern too. **(Hannelore Gabriel, 1999)**

Anthropologist offer counts of between forty-five and sixty ethnic and caste groups in Nepal, who speak at least thirty-six languages.

On the basis of ethnographic evidence and distinctiveness of jewelry, could be divided into five categories.

- I. The Newar groups
- II. The Tibeto-Burman Middle Hills groups
- III. The Tibeto- Nepalese group
- IV. The Indo- Nepalese group
- V. The Tharu group

**The Newar:**

The Newar group use large and weighty ceremonial jewelry pieces, head dresses and necklaces made of high karat gold for their many life cycle ceremonies.

**The Tibeto-Burman Middle Hills:**

This groups until recently wore large silver necklace and big red glass beads necklace.

**The Tibeto-Nepalese:**

The jewelry of the Tibeto-Nepalese stands out by its use of turquoise and coral and its large headdress forms that seem to have survived from ancient times.

**The Indo-Nepalese:**

This group favors their distinct gold wedding necklaces that have been adopted by other groups.

**The Tharu:**

This group wears great amounts of silver and white metal jewelry, especially designs incorporating coins.

Nepal opened its border to the outside world only in 1951. The last twentieth century has been a time of enormous change for the people and the land of Nepal, and the rapid change in jewelry-wearing habits of Nepalese women. Nepalese jewelry of today shows stylistic input mainly from the South, North and the West. Most metal jewelry forms worn today in Nepal can be traced directly to India, where a strong local jewelry tradition has been perpetuated for millennia and today still is vigorous. Nepal's location on the northern boundary of the India subcontinent is thus reflected in its jewelry, whose influences arrived on the north-south routes of trade and cultural transmission. Certain forms and techniques in contemporary Indian and Nepalese jewelry can be traced as far

back as the Indus Valley Civilization, which had its beginnings in 2500 B.C. and flourished between 2200 B.C. and 1800 B.C.

By the seventeenth century the area west of the Kathmandu valley was split up into many small principalities. The Magar had powerful kingdom in the Palpa region and the last Kirati kings ruled over parts of the Kosi, Mechi, and Sagarmatha zones. Nepal was unified in 1768 by the ambitious ruler of the Gorkha kingdom, Prithavi Narayan Shah. A descendent from the Rajputs, the warrior caste of Rajasthan, he marched his forces to the palace square in Kathmandu. During the early years of Shah rule, the territory of Nepal had steadily grown and at one time extended from Kashmir to Sikkim. Undoubtedly, the political dominance of this Rajput dynasty contributed greatly to perpetuate Indian Jewelry styles and must have penetrated some of the one of other ethnic groups.

When one compares empirically some historic and current jewelry designs and symbols in Western Asian jewelry with some contemporary Nepalese forms a west-to-east progression of styles suggests itself. Whether these styles indeed have reached Nepal from the west by diffusion or whether similar technologies led to similar development is unclear. Some scholars point to the Scythians as possible ancestors of the Khas of west Nepal. Scythians, Bactrian, Samaritans, Assyrians, and many other ancient western and central Asian people could have been the carriers of jewelry tradition that eventually reached Nepal.

Besides Hindu and Buddhist symbols in Nepalese folk jewelry, earlier central Asian motifs can be identified, such as the solar disk, the ram's horns, and the amulet triangle. Likewise, these visually similar designs may have had widely varying symbolic meaning in societies so separated by time and space. The second half of the twentieth century marks major changes in jewelry styles and jewelry wearing habits. People own very little jewelry now compared to the first half of the century, and what they do poses is safely stored away most of the time. These changes have been prompted by a combination of factors, population increases, modernization a tourist market for old jewelry, the change from barter economy to a cash economy, changes in investment patterns, and increasing concerns about security.

At the same time the women of Nepal were coming to regard their big jewelry as old fashioned, the tourist market began to absorb the unwanted antique jewelry pieces. Dealers went to the remotest corners of Nepal and bought up any old pieces the woman wanted to sell. Once sold, they were usually not replaced at least not by pieces of equivalent size and consequence. As limited property continues to be shared among an increasing population, a pattern of impoverishment has emerged, concurrent with development from a barter economy to a cash economy. In the past food and other household necessities could be produced at home, other necessities were acquired through barter. Although in some remote areas, especially in west Nepal, the salt for grain trade is still an important part of the economy, today people want more and more items for which cash must be paid, such as kerosene, gas, cloth, shoes, cigarettes, flashlights, radios, medicines, but most of all rice to supplement food supplies with less agricultural surplus, due to limited arable land and increasing population. Sometimes, the only way to raise money is to sell one's gold jewelry.

Consequently, and unfortunately, theft of jewelry is reported more and more frequently and women are increasingly afraid to wear their jewelry in public. The police warn over the radio that women should not wear jewelry even at festivals, whereas brides used to wear a lot of valuable jewelry. Wealthier families today do not wish to advertise their status; they would just be setting themselves up as targets for robbery or murder. As well, Nepalese with disposable cash are looking for wiser investments, and modernization has offered new opportunities. They understand that money in the bank collects interest, whereas silver and gold only wear away overtime. Land preferably close to the transportation, is becoming increasingly scarce and is thus a sound investment. The wealthy in the cities invest in land for building. In the rural areas money invested in domestic animals gives a greater return than a jewelry piece hanging on the wall. **(Hannelore Gabriel, 1999)**

With growing communist influence in Nepal a further decline in jewelry can be expected. Communists and feminists both preach to women that their jewelry constitutes chains of enslavement. To wear costly jewelry would be marking oneself also as a target for the resentment of those who seek a new political order.

However, to wear jewelry satisfies a profound human need. The future of costly jewelry look bleak in Nepal has contributed to encourage the jewelry wearing trend of glass and semi-precious stone in Nepal. People always have the desire to adorn themselves for various personal and cultural reasons. As the old styles disappear, new ones will emerge in their place, even if not in the same abundance as a century earlier, and some will survive all social and political changes. The wearing jewelry of glass and semiprecious stone today will be the traditional jewelry of tomorrow.

## **1.2. Focus of Study**

The study is focused on the survival of Nepali handicraft business particularly glass and semiprecious jewelry amid countries like China & India which has advanced technology for mass production. This study seeks opportunity of Nepali hand made jewelry of glass and semiprecious stone business in a local market which is highly influenced by cheap market from Indian and Chinese products.

## **1.3. Statement of Problem**

Nepal is known as a rich county in handicraft. It has long history from the very beginning of the civilization. Geographically, our country is located in between two giant nations India and China. These countries have taken a great leap in last two decades in economic growth through the industrial development. Nepal being the nearest neighboring country, she has been easier market for both the countries to sell their products. Unfortunately, Nepali glass and semiprecious handicraft jewelry business relies mostly on these countries for the supply of raw materials. This indeed has posed a great challenge in Nepali Handicraft industries to compete with their market. However, if skilled hands of Nepalese people meticulously work to create a creative craft, it would definitely be superior product compared to cheaper machine manufactured goods. There would be customer who would appreciate hand woven or hand crafted material and purchase them despite being slightly expensive. Therefore, this study focus on the opportunity of Nepali glass and semi precious handicraft jewelry business in local market in the midst of cheaply available machine manufactured goods in the market.

#### **1.4. Objective of the Study**

##### **General objective:**

To study the scope of hand made jewelry of glass and semi precious stone business in local market of Nepal.

##### **Specific objectives:**

- a. To perform market survey for the popularity of hand made jewelries of glass and semiprecious stone.
- b. To explore the possibility of surviving hand made jewelries in local market.
- c. To compare the cost of manufactured jewelries with its competing mass production Chinese and Indian products.
- d. To find the potential demand of these jewelries in the local and international market in some extend.

#### **1.5. Significance of the Study**

The study could be helpful for the new entrepreneur who wants to do glass and semi precious jewelry business. This study will give the specific current market situation and its scope of Nepali glass and semiprecious stone jewelry business in local market. This study will give the ideas on the trend of Nepali craft's market in the Local and International market in some extend.

#### **1.6. Limitation of the study**

There are few business organizations involved in the glass bead jewelry business in Nepal, therefore there will be limited number of responses to the in-depth interview. This survey is done only within Kathmandu valley.

## **1.7. Organization of the study**

The study organized into five chapters, each devoted to some aspect of Scope of hand made jewelry of glass and semi-precious stone in local market. These are the chapters as follows:

Chapter I: Introduction

Chapter II: Review of Literature

Chapter III: Research Methodology

Chapter IV: Presentation and Analysis of Data

Chapter V: Summary, Conclusion & Recommendation

### **Chapter I**

This chapter contains the introductory parts of the study, focus of the study, statement of the problem, objectives of the study, importance of the study, limitation of the study and organization of the study.

### **Chapter II**

This chapter includes the theoretical analysis and brief review of related literature available. It includes the conceptual framework and review of study related to glass and semi-precious stone.

### **Chapter III**

This chapter deals with the research methodology which consist of research design, source of data, data gathering procedure, population and sample, research variables and data processing procedure.

## **Chapter IV**

This chapter presents data presentation and analysis of both primary and secondary data by using mathematical and non-mathematical tools and it deals with the major finding of the study.

## **Chapter V**

This chapter states the gist of the study, conclusions and recommendations of the study. The bibliography and annexes are incorporated at the end of the study.

# CHAPTER- II

## REVIEW OF LITERATURE

### 2.1 Conceptual Framework

#### 2.1.1 History of Jewelry

The jewelry in its most basic form has been used since the dawn of human civilization; in conjunction with the earliest- know use of both clothing, and tools. Before written language, or the spoken word, there was jewelry. With some exceptions, such as medical alert bracelets or military dog tags, jewelry normally differs from other items of personal adornment in that it has no other purpose that to look appealing, but humans have been producing and wearing it for a long time with 100,000 year old beads made from Nassarius shell thought to be the oldest know jewelry (**Ian Shaw, Illustrated History of Ancient Egypt, 2012**), <http://www.amazon.com/gp/redirect.html> [accessed 6<sup>th</sup> June 2012]

Nepal is a country of great diversity with 36 ethnic groups, several language groups and many religions. These different ethnic groups wear different jewelry and it represents their culture. Nepal is rich in culture and has culture of wearing jewelry from childhood. So jewelry is inseparable from humankind and it has its own value and worth.

The word “jewelry” is derived from the Latin word *jocale* meaning “plaything” and the word *jewel*, which was anglicized during the 13th century from the Old French word “*joule*.” The word “jewelry” (spelled *jewellery* in European English) is used to describe any piece of precious material (gemstones, noble metals, etc) used to adorn one’s self. (**F. Rogers, A Bead, 5000 Years of Gems & Jewelry. FA Stokes Co, N.Y., 2012**) [http://www.allaboutgemstone.com/gem\\_history.html](http://www.allaboutgemstone.com/gem_history.html) [accessed 6<sup>th</sup> June 2012]

The first jewelry was made from readily available natural materials including animal teeth, bone, various types of shells, carved stone and wood. It is believed that jewelry started out as a functional item used to fasten articles of clothing together, and was later adapted for use as an object for purely aesthetic ornamentation, or for use as a spiritual

and religious symbol. As mankind progressed, jewelry was used as a symbol of wealth and status, as well as to protect against harm, ward off evil, and heal ailments. Jewelry was used by early man to adorn nearly every part of the human body, and has been made out of almost every natural material known to mankind.

(Christina E1 Mahdy, Mummies, Myth and Magic, Thames and Hudson,2012)  
[http://www.allaboutgemstone.com/gem\\_history.html](http://www.allaboutgemstone.com/gem_history.html)[accesssed 6<sup>th</sup> June 2012]

The first use of “glass” by early man was in the carving and shaping of simple cutting tools, made with a naturally-occurring volcanic mineral known as obsidian. This opaque black material was ideally suited for the making of sharp objects due to its conchoidal fracture, which facilitates the “sharpening” of obsidian (glass) to near molecular thinness. The word “glass” was derived from the Latin term glesum, and the Germanic word glessum, both referring to the transparent material know as amber. The making of glass did not take place until around 3500 BC, and its earliest use was in the regions of ancient Canaan (Syria), Egypt, Mesopotamia and the Indus Valley. Early glass was used as a gem stimulant, which was significantly easier to carve and shape than its natural counterparts. (F. Rogers,A Bead, 5000 Years of Gems & Jewelry. FA Stokes Co, N.Y.,2012) [http://www.allaboutgemstone.com/gem\\_history.html](http://www.allaboutgemstone.com/gem_history.html)[accesssed 6<sup>th</sup> June 2012]

**2.2. Review on related study on difference between Precious and Semi-Precious Stone, study by Maggie Moulatsiotis** ([http://www.TheDifferenc between precious & semi-precious stones\\_ehow.com.html](http://www.TheDifferenc%20between%20precious%20&%20semi-precious%20stones_ehow.com.html)[Accessed 24<sup>th</sup> February 2013])

### **2.2.1. Classification of Precious and Semi-Precious stone**

Historically, gemstones were considered semi-precious when they could be found in abundance. Precious gemstones were those stones that were not found as easily and were thus considered rare. Professional gemology today does not use the terms "precious" and "semi-precious." Gemologists have shown that a stone that was once classified as

precious is not necessarily more valuable than a semi-precious stone. For example, a small and flawed diamond may be worth far less than a large and clear opal.

While the difference between precious and semi-precious gemstones has not always been a clear line, generally, the harder to find the stone, the more precious and valuable it is. Collectors and merchants used the classification to determine worth and invested value, and vice versa. For example, amethyst was once considered a precious stone, but when a large quantity of the stone was found in Brazil and Uruguay, it was relabeled as a semi-precious stone, and its value dropped.

### **2.2.2. Composition of stones**

Precious and semi-precious gemstones are composed of minerals with a unique molecular structure. The difference among all gemstones, precious and semi-precious, is the chemistry within the stones. For example, diamonds and graphite are both completely made of carbon atoms, but their individual molecular structures are so different that one is destined for an engagement ring while the other is used as pencil lead. The actual composition of a stone does not determine its classification as precious or semi-precious, but rather its classification as an individual gem.

### **2.2.3. Precious versus Semi-Precious Stones**

The gemstones considered precious are diamonds, rubies, sapphires and emeralds. All other gemstones are classified as semi-precious. Organic materials that are not naturally occurring in rock, such as pearls and amber, are also sometimes referred to as semi-precious stones. Some gemologists classify gemstones as either diamonds (including colored diamonds) or colored stones. This is because diamonds require special tools for mining and cutting. Colored stones are all the gemstones that are not diamonds.

## **2.3. Brief Description of Glass**

### **2.3.1. Ancient Glass Making**

Originally, glass may have been discovered by accident, occurring as a curious by product during the making of glazed ceramic (faience ware) beads, or as a vitreous by product of the metal smelting process. Predating the invention of glass beads, so-called “crumb bead” were a mixture of faience, soapstone particles and cement. Ancient glass was made with a combination of silicon dioxide (common sand); calcium carbonate (limestone, calcite, aragonite or sea shells); and sodium carbonate (soda ash).

Glass is made when sand, soda ash and lime are heated to a high temperature (750 °C to 1000 °C), then rapidly cooled to a hardened state forming glass ingots. The first techniques for the creation of glass objects were the “core-forming” technique which was used to make glass vessels (amphora, amphoriskos, or aryballos), and the “wound bead” technique for the making of glass beads. (F. Rogers, A. Beard, 5000 Years of Gems & Jewelry. A Stokes Co, N.Y, 2012)

<http://www.beadstudytrust.org.uk> [Accessed 6<sup>th</sup> June 2012]

### 2.3.2. Adding Color to Ancient Glass

Ancient glass was either colored inadvertently, by impurities within the basic batch of ingredients, or intentionally, using metallic oxides (pigments) to impart a color throughout to mixture. Color can also be affected by the absence, or presence of oxygen in the furnace. Some of the pigments used in the making of glass were also used to make cosmetics and paints. (Robert A. Mickelsen, Art Glass Lampwork History, 2012)

<http://www.theglassmuseum.com> [Accessed



Roman Glass Beads c. 200 BC



Bactrian Gabri glass beads

## **2.4. Literature review on description of variety stones available in the market.** (<http://www.mrbead.com/MrBead/stonelist6.htm> [accessed 1<sup>st</sup> January 2013])

### **2.4.1. Semi-precious stones**

#### **Agate**

It was highly valued as a talisman in ancient times and has been used as a traveler's amulet for centuries. It is believed to bring good fortune health, wealth and long life. As well as quenching thirst and preventing fevers, Persian magicians used agate to divert storms and athletes to increase vitality. It's also said to bring self-confidence by banishing fear. Some call its strange patterns 'cosmic caterpillar tracks'. Others' swear that wearing these beads can heighten the spiritual consciousness and balance the body's physical and mental states.

#### **Dzi**

It is one of the most mysterious of all the beads known today. These shiny Tibetan agate beads, patterned with mystical eyes are among the most treasured beads in the world. "Dzi" in Tibetan means: "shine, brightness, clearness, and splendor".

#### **Amethyst**

It belongs to the quartz family and the purple color is due to traces of iron. Colored purple-to-lilac, and ranging from solid to transparent. It was named from the Greek word "amethystos", meaning without wine. Amethyst is an especially powerful stone, a symbol of sincerity, security, and peace of mind. It protects, reduces negativity and brings spirituality hence the name "Pope Stone". The Christian crusaders attached it to their rosaries as a stone of divine love.

Although some say amethyst is less powerful than fluorite, which also carries the purple ray, linked with the zodiac it can help psychic knowledge. Healers of times gone by suggest this stone could help dream inspiration if placed under the pillow at night. Legend even says drinking from an amethyst chalice will prevent intoxication.

### **Aquamarines**

From lightest sky-blue to the deep blue of the sea, aquamarines show all these shades of an exceptionally beautiful range of usually light blues. It is truly fascinating stone. Women all over the world covet it because of its fine blue color, which suits almost any complexion or eye-colour to perfection, and creative gemstone artists get their inspiration for new cuts more often from aquamarines than from other stones.

Some say its light blue arises feelings such as sympathy, trust, harmony of friendship. These are good feelings, which involve a partner or companion, and prove their vale in long-lasting relationships. Aquamarine blue is a divine and eternal color, since it is, after all the colour of the skies. Aquamarine blue, however, is also the colour of water with its life giving properties. Its name has been derived from the Latin terms “aqua meaning water, and mare or sea.” According to ancient traditions, carrying an aquamarine is supposed to guarantee a happy marriage and to make its owner happy and rich.

### **Aventurine**

Aventurine also belongs to the quartz family. Although sometimes called “new jade”, aventurine often has inclusions (due to green fuchsite mica) which create a speckle, different from genuine jadeite.

Spiritualists believe aventurine has the ability to purify the spirit and bring balance to male and female energies. It's capacity to calm and bring inner-peace makes aventurine a very important stone in the spiritual realm. It says, green is the color of healing-with aventurine the all purpose healer. Not only good for physical disorders, blockages and migraine, but also healing on all levels.

### **Amazonite**

It is sometimes called Amazon jade, a similar stone to Aventurine. Usually found in yellow-green to blue-green. Some say Amazonite makes your married life happier.

### **Carnelian**

Another stone from the quartz family, usually bright orange to reddish orange, and is translucent to clear. Carnelian is for confidence and said to help blood disorders and eliminate toxins from the body. Carnelian is in tune with the energies of the earth, making you feel anchored and comfortable with your environment. Allowing you to pause and reflect while feeling settled and more secure. Carnelian also said for stimulates energy that influences the reproductive organs, hence it's long use as a fertility symbol. It is also said to stimulate creativity and have a clearing effect, replacing negative energy with positive and making it easier to find direction and feel in control of your life.

### **Chalcedony**

It is a very fine-grained variety of quartz. It has a waxy luster and appears in a great variety of colors- usually blue-white, buff, light tan, gray, yellow or brown. It has a compact fibrous structure and fine splintery fracture.

It is said that chalcedony was used as a sacred stone by the Native Americas, promoting stability within the ceremonial activities of the tribe. Chalcedony is said to augment emotional balance, vitality, stamina, endurance, kindness, charity and friendliness. It supposedly alleviates hostilities, irritability and melancholy.

Chalcedony is a very fine-grained variety of quartz. It has a waxy luster and appears in a great variety of colors.

## **Citrine**

“Citrine” comes from the French word for lemon, and is any quartz crystal or cluster that’s yellow to orange. The darker, orange colors were traditionally the best, but today people prefer bright lemony shades to mix with pastel colors. Citrine with man-made color tends to have more of an orange or reddish caste. Most natural citrine starts life as amethyst until heated in a molten state to change.

## **Coral**

Coral is not a true gemstone, but a product of marine life. However, it’s been used as a gem since prehistoric times. With a history of religious meaning like being one of the seven treasures in Buddhist scriptures, coral was long thought to be a strong talisman against evil spirits and hurricanes. It is also said to reduce blood flow, helping anaemia and is thought to give wisdom and prevent madness.

## **Goldstone**

The most common flaked stone is goldstone, a man-made stone, which was first created by alchemists trying to make gold. Other variations are bluestone, lemon stone, and peach stone. Each are a type of glass mixed with metals to form a glittery appearance.

However, all material has properties - these are transmitter stones. Causing light to pass through you in order to convey or receive a medium. Revitalizing, energizing, and encouraging a positive attitude and individualism. As well as calming, refreshing, and is said to protect the center of the body reducing stomach tension.

## **Fluorite**

The mineral fluorite is famous for its glassy luster and wide range of colors - from purple, blue, green, yellow, colorless, brown, pink, black and reddish orange. It was named after the Latin word "To flow". Fluorite brings perceptiveness, peace and calm to a troubled mind. It's particularly useful in medication, because holding even a small piece in the hand brings a sense of inner peace. Those who choose this stone are likely to be artistic

and creative, being able to earn money from their talent as well as self-critical with a fear of failure. Fluorite is considered to be the most powerful healing stone, especially for strengthening the bone tissue.

## **Garnet**

Garnet is the name of at least ten similar mineral species – with many “garnets” being a combination of these minerals.

Garnet, derived its name from the Latin word *granatus*, meaning like a grain - referring to how their crystals resemble seeds embedded in the matrix. Garnet comes in many colors, but a reddish brown is the most common. The use of garnets as a gemstone can be traced to ancient times. Noah is recorded using a garnet lantern to steer his Ark through the darkness of the night. Garnets are found in jewelry from ancient Egyptian, Greek and Roman eras. Travelers wore garnets as they were considered talismans and protective stones, because it was believed garnets illuminate the night and wore off evil. It is said to remove nightmares and depression. Today science says the proverbial luminosity of garnet is caused by its high refraction.

## **Gaspeite**

This is a relatively rare mineral that is only found in a few locations, and a fairly new discovery found in 1966. It's almost apple green in colour, and some varieties are even neon green in color. It can also have brownish patches that can give it a really distinctive character.

Although a similar color to turquoise, gaspeite is a nickel carbonate. Gaspeite is a little softer than turquoise, and should be treated with at least as much care. It is found around nickel sulfide deposits, and gets its name from the locality of Gaspé Peninsula, Quebec, in Canada, where it was originally found. It is also mined in western Australia- the best from North of Perth, Australia.

Gaspeite was used by Aborigine's to bring good fortune, visions and grant success. It is known to reduce stress and help with gallbladder, lung and heart problems. It's also thought that Gaspeite brings spirituality into everyday life. It awakens illusions, attracts friendship, and removes the veil between distress and ignorance and aids assurance.

### **Hematite**

Hematite is one of the most common minerals, being the principle of iron. The color of most red rock, like sandstone, is caused by small amounts of hematite. Although usually black in jewelry, it may also be responsible for the red color of garnet and ruby. All non-crystalline forms of hematite are transformations of the mineral Limonite that lost water, possibly due to heat.

It is known as protective stone and it's energies helps to connect with the Earth and its benefits. Uses this stone during meditation to escape the illusionary chains of physical reality and become mere connected to true, spirit self. Its been used as an aid to astral projection. It also bolsters low self-esteem, making people feel more comfortable and better about own self. It also believes that grounding and soothing energies can help people relax and unwind both physically and mentally. Hematite is said to be closely tied to the blood due to its iron content. Believed to aid the kidneys, speed tissue regeneration, and contribute to improving the blood, and so the overall health of your entire body.

### **Howlite**

Howlite named after its discoverer Henry How (a Nova Scotia geologist), is one of those minerals that is more famous for imitating another stone, turquoise. Howlite is always white or grey, but is commonly dyed blue. However, dyed howlite is an affordable substitute for turquoise carvings and beads. It accepts a nice polish and its luster is attractive, enhancing even undyed beads. Howlite is formed in nodules that appear like the heads of cauliflower.

Howlite believes as similar benefits to turquoise as follows,

- ❖ It used for creativity, calming, and reducing anxiety and tension.
- ❖ It also encourages emotional expression, subtlety and tact, lessening rudeness.
- ❖ As well as helping to eliminate pain, stress and rage. A simple and gentle stone that aids sleep and helps to bring back wisdom from the dream state.

## **Jade**

For 5000 years Imperial China used the word “Jade” as something precious. Because jade is said to have all the attributes most valued in society, a symbol of purity and serenity, it is delicate, but will not break- is beautiful, but not impermanent, it can be flawed with lines, but still pleasing. It is believed to radiate divine unconditional love and balance the emotions. Held in the hand, it can improve judgment-ancient silk traders often held jade while bartering. A small piece of jade worn around the neck was said to dispel illness.

Chinese jade first arrived in the West during the sixteenth century, brought from Canton by the Portuguese. Today jade continues to be a symbol of love, virtue, and status. With Chinese carvings reaching the highest value, the best jade has a waxy, pearly appearance.

The most famous type of jade carved in China is from Burma, with shades of green, lavender, yellow, white and grey. These colors form over millions of years from minerals in the rock. Every piece of jade has a secret meaning. Discovering that meaning and the legends behind it is a very satisfying for those who practice this dying art.

## **Jasper**

Jasper is a crystalline variety of quartz that contains up to 20% foreign material. This is what determines the stone’s multicolor, striped, or spotted appearance. Jasper was highly valued in ancient times, not only for its beauty, but also for the reputed magical and medicinal properties. In France jasper ornaments date back two-millennia, Babylonians used in for seals twelve-hundred years ago, and in India it has been used for jewelry and building for centuries.

Jasper is known as the “Patron stone of counselors and healers”. Beings very healing and balancing, it was used for many different medications- like grinding into a powder to treat gall bladder and kidney disease. Ancient people used jasper to relieve pain, especially childbirth. Jasper is reported to sooth the nerves and to treat the kidneys, spleen, bladder, lever and stomach.

Red jasper is said an intensely protective stone, stabilizing the aura and bringing contentment-even said to assist astral travel during meditation. Poppy jasper is dark red with black flecks and thought to heal allergies to animals. It believed to clear the mind, bring tranquility and eliminate worry and depression.

### **Jet**

Jet is a soft, opaque black gemstone, easily identified because it is very, very lightweight. Jet is composed of carbonized wood. The material was first found near the River Gages and mentioned by Pliny in Ancient Greece. Jet is rather difficult to find today, but there is quite a lot in China.

Jet has been used since the Bronze Age as an ornamental stone. The Hopi and other tribes of the western United States used jet in making fetishes, beads, and inlaid jewelry. Jet reached its zenith in popularity during the reign of Queen Victoria, who wore black jet jewelry while in mourning for her late husband, Prince Albert.

### **Lapis**

Lapis Lazuli is gemstone straight out of fairy tales of the Arabian Nights: deepest blue with golden shining Pyrite inclusions which twinkle like little stars. It was named after “lapis”, the Latin word for stone and the Arabian for blue. Thousands of years before Christ, Egyptian and Persian royalty wore lapis as a talisman to deter danger. In other cultures it was worshipped as a holy stone and thought to have magical power in oriental countries. Many believe the Biblical sapphire was actually lapis lazuli. Through the ages, lapis has been associated with power, wisdom, love, and a stimulant for psychic ability.

And in the art world it's famous for the ultramarine blue paint used by the Grand Old Masters, like on portraits of the Virgin Mary.

Lapis is still mined in the remote mountains of Afghanistan, the best stones being deep and intensive blue with finely distributed golden crystals. The twinkling inclusions are not gold but pyrite, caused by iron.

For many people lapis is a stone of truth and friendship. Bringing harmony to relationships and helping its wearer openly state their individual opinion. While aiding inner vision, wisdom, insight and good judgment. It's also said to be good for treating thyroid problems and helping to get in touch with our inner selves.

### **Malachite**

Malachite is green with irregular black banding. Its green stripes have the ability to soothe and bring rest-helping sleep, meditation, the circulation and balancing emotions. The copper content helps rheumatism. It's also the guardian stone of travelers who wear it to warn of danger. The magic of malachite is also thought to attract love and wealth and change energies in your life and environment. Some say malachite travels the world in search of energies to change. It also says that if your life is in a rut, try wearing malachite-but beware of unstoppable change. Malachite is especially fragile, so guard against scratches. Washing malachite in water will remove its protective polish.

### **Mookaite**

Mookaite is the name given to a silicified porcelanite which forms over much of the Carnarvon Basin in Western Australia. An Australian aboriginal healing stone that bestows strength. Microscopic examination of Mookaite has revealed that it is a somewhat unique rock. Consisting largely of microscopic organisms known as Radiolarians, with an unusual skeletal structure made up of opaline silica, billions of these were deposited as sediment near shores of ancient seas, together with remains of other sea creatures. When the seas retreated, these sediments were cemented into solid

rock by silica, carried in groundwater, either from the radiolaria themselves or from weathered rocks nearby.

Some say it helps heal wounds and regeneration and useful in stabilizing health and in fortifying the immune system. It also purifies the blood in the liver and the spleen and can help with the glands in general, the stomach, water retention and with hernias.

It is also known for encouraging within self and desires for variety and new experiences. It makes thoughts more flexible and enhances decision making. It also helps us to recognize that there could be several possibilities for the outcome of any issues, and helps choose the best solution to that issue. It also embraces and celebrates new circumstances and helps us when dealing with negative situations. Mookaite helps us to be kind to others, and also, quite importantly, helps us to be kind to ourselves too. It is a very protective stone, and is particularly good as an emotional protector.

### **Moonstone**

Moonstone is translucent, and softens the light shining through it to give a pearly moon-like glow. This distinctive shimmering affect called adularescence, is caused by the way the stone reflects light. Moonstone comes in colorless, white, grey, and subtle yellow or peach, but always has a blue or white sheen. Rainbow moonstone is colorless with a blue sheen and a rainbow-like array of colors – a very attractive semi-precious stone.

Moonstone is thought as follows,

- ❖ To grow stronger or weaker with the moons cycle.
- ❖ During full-moon it's a very powerful stone for the reconciling of love, and as the moon decreases, is said to allow person to foretell the future.
- ❖ In India it's sacred for lovers. A feminine stone for the inner-child, female issues and nurturing - but also used by men who want to reach their female side and to understand dreams.
- ❖ Moonstone brings confidence and calms the emotions, easing an understanding of spirituality, intuition, and clairvoyance.

- ❖ Also known to protect against fever, dropsy, fluid-retention and urinary problems. Especially protective to seafarers who have been using it since ancient times.

## **Obsidian**

Obsidian is natural glass formed by rapid cooling of volcanic lava. It is usually black, shiny, and hard – but also grey, brown, or with white flecks. When fractured it leaves sharp edges, hence its use since the stone-age as a cutting tool and for weapons. Snowflake obsidian is caused by inclusions of small, white, crystals of silica in the black glass producing a blotchy snowflake pattern. Sheen or Rainbow Obsidian is caused by small bubbles of air trapped in the molten rock just before being cooled.

Obsidian is known for following,

- ❖ It is a nurturing stone that can help you to accept the changes that are a part of everyone's life.
- ❖ Its energy has grounding, stabilizing influence, and can help dispel negative energy. But for healing, it's recommend to balance obsidian with a lighter crystal, like smoky quartz.
- ❖ Also used to improve vision, relieve digestive problems, and clear the mind. And is sometimes gazed into like a crystal ball, to obtain images and help find inner spiritual vision.

## **Onyx**

Onyx is a term used for several stones. It has been dyed since ancient time, with the popular pure black variety, being dyed microcrystalline quartz. Its natural color is usually brown, white or grey. And onyx used in architecture isn't a form of quartz at all, but a type of limestone marble. Onyx is very similar to agate. With straight bands of brown, white or black, where agate has curved bands of many colors. Onyx stone has reputation of as follows,

- ❖ Onyx has a reputation as a stone of discord. Onyx was worn to cool the ardors of love, probably because it helps to balance the mind and emotions. Not only avoided by lovers, but also at night, as it provoked nightmares.
- ❖ However, it does improve concentration and devotion, hence many onyx rosaries. Onyx is a strength-giving stone, aiding confidence and useful for athletes or people under stress.
- ❖ Its energy is a mental tonic and can help you cope with fears and worries, making you feel in harmony with your surroundings.

## **Opal**

- ❖ All of Nature's fury can be seen in fine opal. Like a Rembrandt: fire, lightning, all the colors of the rainbow and the shine of far seas. Australia supplies about 95% of the world's opal from the outback. Aborigines there believe their creator came on a rainbow to bring the message of peace - at the spot where he touched the ground, opal was born! The name Opal could have come from many places. In Greek "opallios", translates as "color change", and to the ancient Romans "opalus", was a stone from several elements.
- ❖ Fine opals shine and sparkle in a continually changing play of colors called "opalizing". Most opal has this play of colors except "Common Opal", a name give to all others, like Pink Opal. Because demand outstrips supply, fine opalizing opal is very expensive, so is sold in individual beads for hundreds of US dollars each. Therefore, the type of opal common in necklaces is non-opalizing opal – usually pink opal from Peru.

## **Pearl**

The least expensive cultured pearls today rival the most expensive natural pearls ever found. Natural freshwater pearls occur in mussels for the same reason saltwater pearls occur in oysters. Foreign material inside a mussel can't be expelled. To reduce irritation, the mollusk coats the intruder with the same secretion it uses for shell-building, nacre.

To cultivate a pearl, farmers slit the mussel and insert small pieces of live tissue from another mussel.

The best pearls have thick overlapping layers of nacre. This can be tested by viewing its "luster". Roll the pearl with a pen in good light - the best pearls will reflect the pen the most. A large pearl is only more valuable if it's the same quality as a smaller one - and the rounder the better. Being an organic gem, grooves, pits, or dents are expected. However, matching color for a complete necklace is important. Freshwater pearls are popular for their colors: white, silvery-white, pink, red, copper, brown, lavender, purple, green, blue, and yellow. The most desirable are the pastel pinks, roses, lavenders, and purples. Color comes from the mussel species and water quality. Generally pearls assume the color of the shell in which they form, but permanent dyes are used today for most saturated colors.

### **Peridot**

Peridot (pronounced pair-a-doe) is the gem variety of olivine, a mineral formed under intense heat. Perhaps, It was named from the French word "peridot" meaning unclear, due to its inclusions and cloudy nature. Small crystals of peridot are often found in rocks by volcanoes and in meteors that fall to earth. Because the iron which creates the color is an integral part of its structure, its color is always green-ranging from transparent lime to olive green.

Peridot has been mined as a gemstone for thousands of years, said to be the favorite gem of Cleopatra, and mentioned in the Bible. In ancient Egypt it was mined at night because legend tells that peridot was hard to see during the day, yet easily visible by lamplight. The Greeks and Romans called peridot "topazion" and "topazius" - the later named topaz, to end the confusion between the two. Peridot has also been confused with emerald and many jewelers refer to it as "evening emerald". Peridot was later used to decorate medieval churches, carried back to Europe by the Crusaders, like the huge stones of more than 200 carats in size at Cologne Cathedral.

Peridot is recommended for following,

- ❖ It is for insomnia, digestive problems and to stimulate the mind.
- ❖ Some say peridot has the power to drive away evil spirits, intensified when the stone is set in gold.
- ❖ And it's also said to strengthen the power of any medicine drunk from peridot goblets.

### **Pietersite**

It is a beautiful variety of Tiger Eye, has been an extremely rare gem for decades, mined only in Namibia until 1997. Limited production and the embargo on export of tiger eye rough by South Africa have caused its price to rise dramatically. However, pietersite has since been discovered in Henan Province, China, where it is as beautiful, if not better than the gem from Africa. Chinese pietersite has an attractive golden color. Pietersite was first discovered by Sid Pieters in 1962, and is formed naturally from a combination of Hawk Eye and Tiger Eye.

### **Ruby Zoisite**

It is a creative stone, its energy coming from the red and green colors. In the chakra system, it believes as follows,

- ❖ Its red relates to creativity and sexuality, and green is associated with healing, balancing, and abundance.
- ❖ By itself, ruby is associated with passion. It can bring anger to the surface, and will amplify any emotion.
- ❖ Zoisite provides a natural medium for softening ruby's qualities. Its green cools and stabilizes.
- ❖ This is very valuable when passion seems overwhelming, and ruby in zoisite is excellent for healing a broken heart and reducing obsessive feelings about another person.
- ❖ It can also be very helpful for creative energies. Often our ideas swirl around in our heads, never quite reaching realization. What is needed in such cases is some stabilizing energy, which zoisite provides.

- ❖ Ruby zoisite has become more popular. This may indicate that more people are ready to have relationships which heal, not hurt, and to be more expressive of their innate creativity.

## **Quartz**

Quartz is the most common mineral on the Earth's crust and is a component of almost every rock type. Yet, quartz has more colors and forms than any other stone because of this very abundance. The powerful atomic structure of this pyramid-shaped crystal gives it magical powers that are as apparent in today's computers as they are in new age belief and folklore.

The ancients used it to strengthen the sun's rays to bring heat, and the Chinese science of Feng-shui teaches that arranging crystals around the home retains positive energy. Crystals became important to these people because of the belief in their capacity to store and amplify any power source fed into them - physical, mental, emotional, or spiritual. Today's crystal therapists say that the stones' ability to work as a conductor allows energy to be focused via a person's thoughts to stimulate healing. And many people use crystal to focus attention on what they want. With a little imagination, people use crystal's energy to access a higher level of consciousness and turn a desire into reality.

It is believed that all types of crystal have this magical power, but individual color crystal is believed to have other uses too as follows,

- ❖ Rose quartz, the stone of unconditional love, is great for emotional healing.
- ❖ Red, yellow, and orange stones are said to produce energy; clear and aquamarine stones are healers; and lavender and blue-violet are calming stones.

## **Sodalite**

It is a blue stone usually peppered with white calcite. Especially known as valuable for those in mental confusion – it helps rationalize decisions and calms the emotions. It also says as encourages self-expression, by uniting logical thought with the spirit and helping

you realize that you don't have to do things the way you always have. And it's been said that a piece of sodalite under the pillow can help you remember dreams.

### **Unakite**

It consists of pink feldspar mottled on green epidote and quartz. It is famous for finding the root cause of an illness-useful for conditions where the symptoms can't otherwise be treated. It works by allowing the gentle release of long-term energy blocks, leading to an emotionally calm state. Also believed to stimulate the reproductive system, encourage pregnancy, and helping the healthy development of the baby in the womb. Some people even say that Unakite can neutralize the harmful effects of electromagnetic radiation from television sets.

### **Tiger's-eye**

It is polished to show its characteristic band of pearly luminescence, resulting from light reflecting off its thin parallel inclusions in the quartz. Colors range from a rich golden yellow to dark brown. Tiger's-Eye is said to be good for those worried about health as it's said to guard against hypochondria. It builds will-power and inner-strength, and has traditionally been used to heal wounds, eyes, and the lower legs and feet. It's also said to bring spiritual well-being and psychic protection – as well as attracting beauty and abundance.

### **Cat's-eye and hawk's-eye**

It's all with bands of pearly luminescence creating a supernatural appearance. Cat's-eye can be yellowish-brown to green with a white band, and is said to bring wealth and pleasure from your children. Hawk's-eye has a blue radiance. When a bright light source is directed at the side of the stone, one side of the eye will be milky white and the other remains colored. When the stone is rotated, the colors switch.

### **Topaz**

It is a common gemstone that has been used for centuries in jewelry. It is usually golden brown to yellow color. The Egyptians said that topaz was colored with the golden glow of the mighty sun god Ra. This made topaz a very powerful amulet that protected the faithful against harm. The Romans associated topaz with Jupiter, who also is the god of the sun. And Greek legend has it that topaz could make the wearer invisible and would change color in the presence of poisoned food or drink.

## **Turquoise**

It is a soft, opaque gemstone formed by volcanic rock reacting to copper deposits brought by water. It ranges from blue-green, to yellow-green with grey, black or brown veining. Turquoise has been found in 5,000-year-old Egyptian tombs and the Tibetans used it as currency centuries ago. North Africa and the Middle East hold large deposits, but most turquoise today originates from Burma and is carved in China. Turquoise didn't reach Europe until the crusades when the name originated, meaning "Turkish stone".

Ancient doctors thought turquoise as follows,

- ❖ It prevented injury in accidents and ground it into a powder to cure stomach disorders, internal bleeding, and insect bites. Turquoise has always been used to protect the wearer from danger, attract wealth, and warn as a talisman or good luck charm.
- ❖ Some believe it will fade when danger or illness is near, or a lover is unfaithful. It is also said to protect against pollution and strengthen the body.

These are review on precious and Semi- precious stone according to the Gemologists. As study is focused on scope of glass and semi-precious stone jewelry in local market, here are some available jewelry businesses in local market as follows;

## **2.5. Scope of jewelry business in local market**

In Nepal these are the jewelry business available in the market as follows:

1. Gold & Diamond Jewelry
2. Silver Jewelry
3. Glass & Semi-precious Stone Jewelry
4. White Metal Jewelry
5. Mass Production of Chinese & Indian Jewelry
6. Plastic Beads Jewelry

### **1. Gold & Diamond Jewelry Business**

Gold & diamond jewelries have been the ornamentation of choice of King, queens and the wealthy. This jewelry business has its own market and target group of consumer which we cannot compare with a hand made jewelries of glass and semi-precious stone jewelries that we are studying.

### **2. Silver Jewelry Business**

Silver Jewelry business is also getting popularity from ancient period. It has not attracted only local customer but also international customers too. The business man are encouraged to do this business as its value won't diminish though its design goes out of fashion and owner is always in safe side. The owner loses only wages paid for the design if its design goes outdated. Silver jewelries are affordable to the middle class people, and its unique designs of jewelry has always attracted to the consumer.

### **3. Glass & Semiprecious Stone Jewelry**

These glass and semi-precious stone jewelries are most popular among the western people. But these days, women are interested to wear this kind of jewelry as influence by western fashion and look them fashionable and off course to avoid the risk of wearing precious gold, diamond and silver jewelries. This thesis is focused on the scope of glass

and Semi-precious stone of hand made jewelry business in local market. The details of its findings are depicted in its IV chapter.

#### **4. White Metal Jewelry**

These are another kind of jewelry available in the market. It is also hand made jewelry with combination of precious and semi-precious stone. These jewelries are popular among the foreigner. These jewelries are available in the tourist market place rather than local markets.

#### **5. Mass Production of Chinese and Indian Jewelry**

These jewelries are usually known as fashion jewelries used it as substitute of precious stone jewelries. These jewelries are available in local cosmetic shop in reasonable price.

#### **6. Plastic Beads Jewelry**

Most of the women used these jewelries in their day to day life. As it get in local cosmetic shop in cheaper price, it's becoming popular among the consumer who wants cheap products.

### **2.6. Business**

A business is also known as enterprise or firm or organization engaged in the trade of goods production, services, or both to consumers. Businesses are mostly administered to earn profit to increase the wealth of their owners. Business may also be not-for-profit or government owned.

The term "business" has at least three usages, depending on the scope; the singular usage to mean a particular organization; the generalized usage to refer to a particular market sector, "the music business" and compound forms such as agribusiness; and the broadest

meaning, which encompasses all activity by the community of suppliers of goods and services (**Steven M Sheffrin, 2003**).

This study focused on the particular market sector of "the hand made glass & semi-precious jewelry business" in local market and in international market.

## **2.7. Market**

A market is one of many varieties of systems, institutions, procedures, social relations and infrastructures whereby parties engage in exchange. While parties may exchange goods and services by barter, most markets rely on sellers offering their goods or services (including labor) in exchange for money from buyers. It can be said that a market is the process by which the prices of goods and services are established.

For a market to be competitive there must be more than a single buyer or seller. It has been suggested that two people may trade, but it takes at least three persons to have a market, so that there is competition on at least one of its two sides (**Steven M. Sheffrin, 2003**)

However, competitive markets, as understood in formal economic theory, rely on much larger numbers of both buyers and sellers. A market with a single seller and multiple buyers is a "Monopoly". A market with a single buyer and multiple sellers is a "Monopoly". These are the extremes of imperfect competition.

Market varies in form, scale (volume and geographic reach), location, and types of participants, as well as the types of goods and services traded. Examples include:

- ) Physical retail markets, such as shopping centers, shopping malls
- ) Non –physical- internet markets
- ) Auction markets
- ) Labor markets
- ) International currency and commodity markets
- ) Stock markets.

These are the examples of types of market. To link between these markets to the society, marketing is necessary. Marketing satisfies these needs and wants through exchange processes and building long term relationships, the process of communicating the value of a product or service through positioning to customers is called marketing. As the term "Marketing" may replace "Advertising" it is the overall strategy and function of promoting a product or service to the customer. Marketing is the science of choosing target market through market analysis and market segmentation, as well as understanding consumer buying behavior and providing superior customer value.

There are five competing concepts under which organizations can choose to operate their business; the production concept, the product concept, the selling concept, the marketing concept, and the holistic marketing concept. The four components of holistic marketing are relationship marketing, internal marketing, integrated marketing, and socially responsive marketing. The set of engagements necessary for successful marketing management includes, capturing marketing insights, connecting with customers, building strong brands, shaping the market offerings, delivering and communicating value, creating long-term growth, and developing marketing strategies and plans (**Kotler, Philip & Keller, L. Kevin, 2012** ).

As this study is to analyze the scope of glass and semiprecious stone jewelry business in Local and International market, it focused on the geographic territory.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

### **3.1 Introduction**

Research methodology describes the methods and process applied in the entire aspects of the study. A broad definition of research is given by Martyn Shuttleworth - "In the broadest sense of the word, the definition of research includes any gathering of data, information and facts for the advancement of knowledge."<sup>(Shuttleworth, Martyn)</sup>

Another definition of research is given by Creswell who states - "Research is a process of steps used to collect and analyze information to increase our understanding of a topic or issue". It consists of three steps: Pose a question, collect data to answer the question, and present an answer to the question <sup>(Creswell, J. W)</sup>.

The Merriam-Webster Online Dictionary defines research in more detail as "a studious inquiry or examination; especially : investigation or experimentation aimed at the discovery and interpretation of facts, revision of accepted theories or laws in the light of new facts, or practical application of such new or revised theories or laws" (*Merriam Webster*).

This chapter highlights the methodology used for the study. It is based on primary data collected by interview of different people, suppliers, manufacturers and customers.

### **3.2 Research design**

This study is quantitative survey study. The questionnaires are distributed to the respondent to obtain their views in the some of the important aspect of the semi-precious jewelry market in Nepal. Questionnaires are designed identifying the important aspect that would have impact on the semi-precious jewelry market so that it would help manufacturer to customize semi-precious jewelry design to gain more market in future [\(Appendix I?..\)](#).

### **3.3 Population and source of data**

Primary data is a source of this study as this kind of study is not done by others. 30 questionnaires were filled by people of different age groups and from different professional background. This study is focused on the consumer's overall view on the product rather than gender wise.

### **3.4 Data collection technique**

The source of primary data collection is questionnaire. Here a set of questionnaire has prepared and filled by the different level of people with the help of interview. This questionnaire is developed to support the objective of this study.

### **3.5 Analysis technique**

In order to accomplish the objective of the study, various graphs, diagrams, including pie chart are applied for the purpose of analysis. The results of analysis are properly tabulated, compared, analyzed and interpreted.

#### **Statistical tools**

The statistical tools used to implicit the comparative results are as follows,

#### **3.5.1 Multi bar-diagram and graph**

Diagrams and graphs are visual aids which give a clear picture of a set of numerical data that shows the information in a way which enables us to make a comparison between two or more sets of data. Diagrams are in different types. Among them, multi Bar diagram is used in this study to present data and compared.

#### **Pie-diagram**

A Pie-diagram is a widely used aid that is generally used for diagrammatic presentation of the values differing widely in magnitude. In this method, all the given data are converted into 360 degree as an angle of circle and all components of data are presented in terms of angle that total of 360 degree for one set of data.

#### **Percentage**

The word "percentage" means per hundred. In other word, the fraction with 100 as its denominator is known as percentage and the numerator of this fraction is known as rate of percent. This percent method is one of the most useful tools of two variables.

### **3.5.2 Simple arithmetic mean**

It is the sum of the values of all the elements in the sample and divides by the number of elements in the sample.

Mean =  $\frac{\text{Sum of Total Values}}{\text{Number of Values}}$

Number of Values

## **CHAPTER- IV**

### **4. DATA PRESENTATION AND ANALYSIS**

#### **4.1 Introduction**

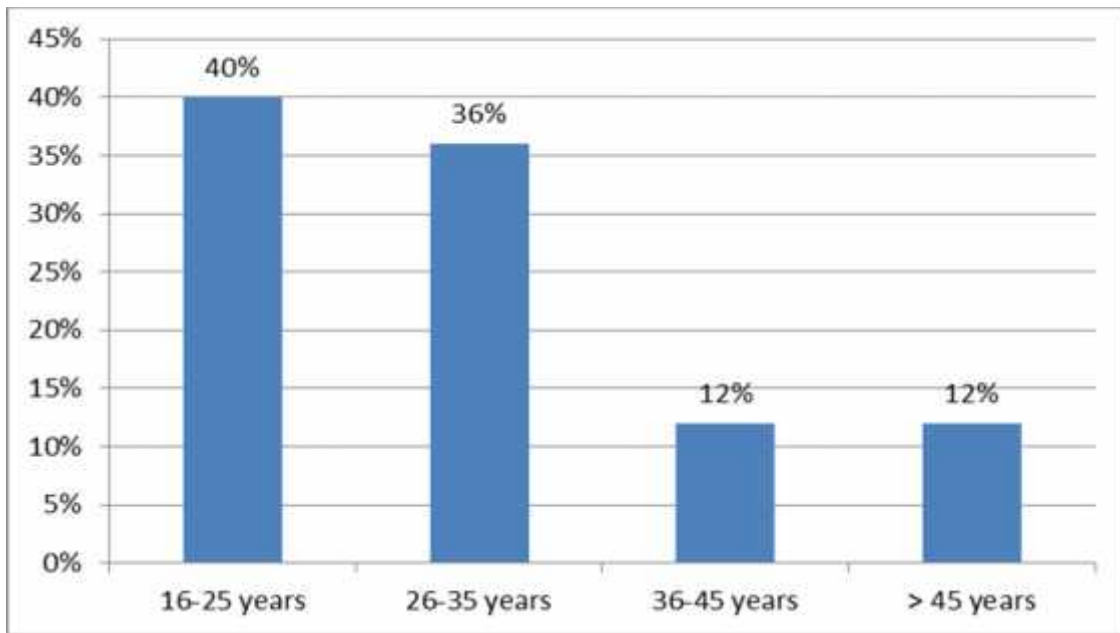
This chapter includes the presentation and analysis of data. Analysis is based primary source to meet the objective of this study. The data is used to analyze the people's interest, popularity among the local consumer, their perception on the product and the scope in the local market. The collected data are analyzed as in percentage, simple average.

The scope of handmade glass and semi-precious jewelry are becoming popular in the local market. As women of Nepal wants to look fashionable and to avoid the risk in wearing expensive gold and diamond jewelry, these jewelry are taking place in the local market. This analysis covers only the Kathmandu valley.

The sample population of the study is 25 respondents. The respondents are mainly young age groups (Figure 4.1).

Figure 4.1

Distribution of age groups of the respondent



The major objective of this part is to analyze the responses to the questionnaire regarding the handmade glass and semi-precious stone jewelry. The responses of people are analyzed as follows:

## 4.2 The places where respondents have seen the semi-precious type of jewelry

The table below shows the popularity about the product from the different source and market places. The sample size of total people is 25. The detail situation of respondent is presented in table 4.1. The survey shows that most of the respondent have seen similar product in tourist market. Out of them 20% have seen in tourist market, 12% have seen in shopping mall, 8% have seen in fashion magazine, 8% in website, 0% television and 52% of the respondent responded two or more that two of the above places.

Table 4.1:

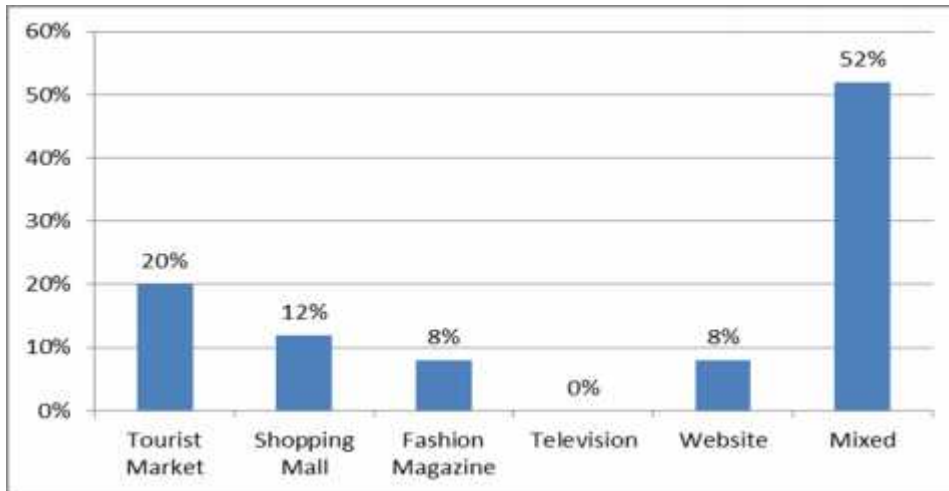
The places where respondents have seen the semi-precious type of jewelry

Description	Response (25)	Percentage
Tourist Market	5	20%
Shopping Mall	3	12%
Fashion Magazine	2	8%
Television	0	0%
Website	2	8%
Mixed	13	52%

(Source: Questionnaires)

Figure 4.2:

The places where respondents have seen the semi-precious type of jewelry



### 4.3 Preference of wearing a semi-precious jewelry (necklace, bracelet, ear ring)

The table 4.2 shows most of the women like to wear earring rather than necklace and bracelet. The survey reveals 52% women love to wear earring; 12% love to wear necklace; 12% women love to wear necklace and earring; 20 women love to wear necklace; bracelet and earring; 4% women love to wear bracelet and earring.

Table 4.2

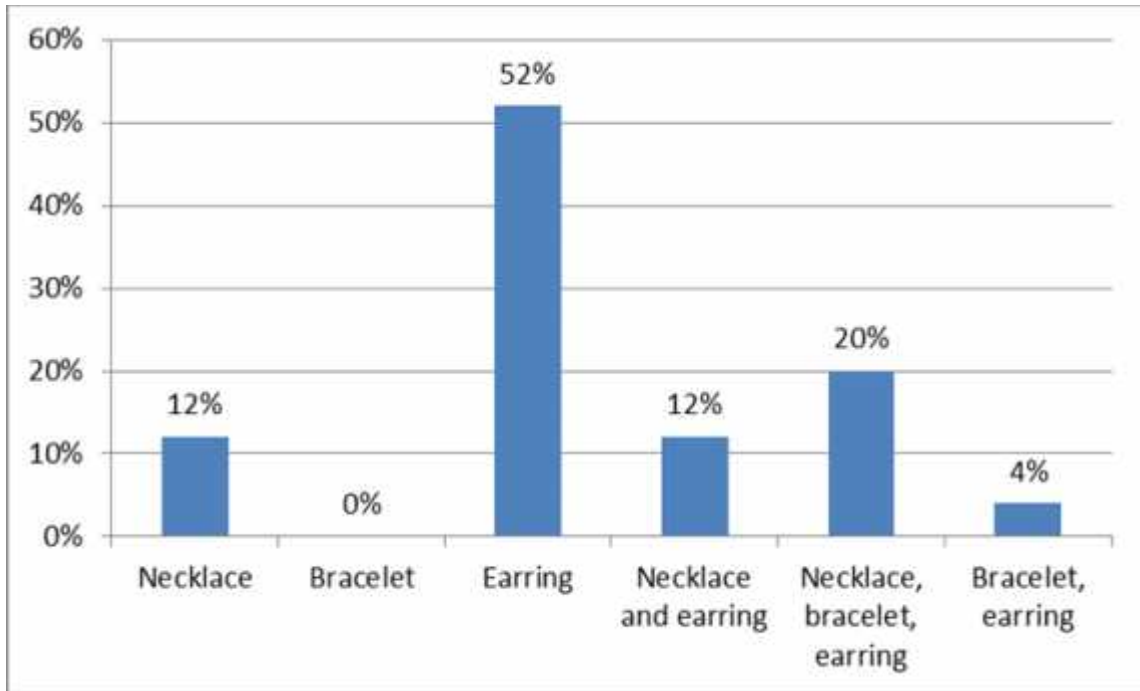
Preference of wearing a type of semi-precious jewelry (necklace, bracelet, ear ring)

Description	Response	Percentage
Necklace	3	12%
Bracelet	0	0%
Earring	13	52%
Necklace and earring	3	12%
Necklace, bracelet, earring	5	20%
Bracelet, earring	1	4%

(Source: Questionnaires)

Figure 4.3:

Preference of wearing a type of semi-precious jewelry (necklace, bracelet, earring)



#### 4.4 Preference of a type of beads (glass, stone, others) in the semi-precious jewelry

Here the survey is about the beads of jewelry made of. As it has mentioned in this study the hand made jewelry is made of glass and semiprecious stone. This study shows the beads of jewelry consumer preference to wear.

The data shows most of the respondent likes to wear the beads of semiprecious stone jewelry rather than glass and other white metals and plastic beads. Out of total sample 56% have preferred to wear semi-precious stone jewelry; 16% have shown the interest on glass; 8% respondents prefers on other (white metal and plastic beads); 4% preferred semi-precious stone and others; 16% preferred glass and semi-precious stone. It shows women love to wear varieties of jewelry.

Table 4.3:

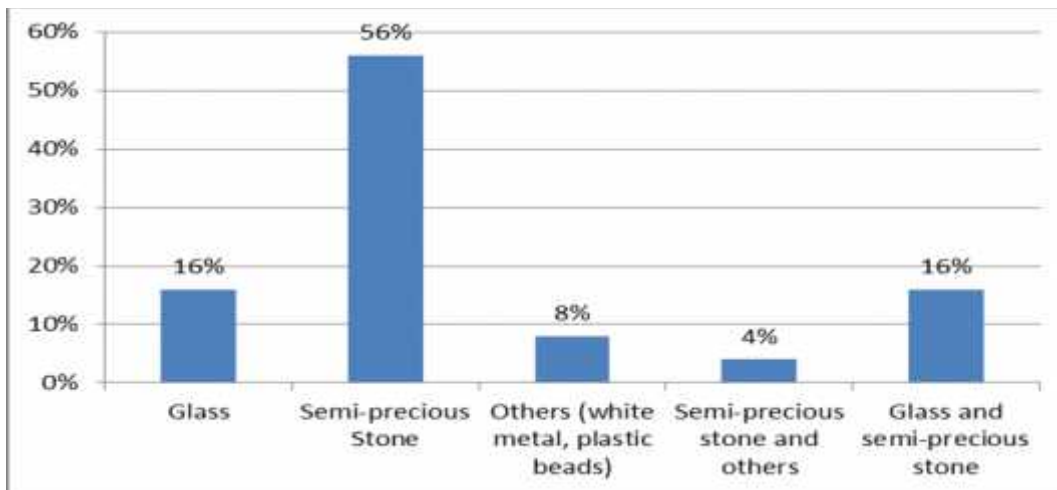
Preference of a type of beads (glass, stone, others) in the semi-precious jewelry

Description	Response (25)	Percentage
Glass	4	16%
Semi-precious Stone	14	56%
Others (white metal, plastic beads)	2	8%
Semi-precious stone and others	1	4%
Glass and semi-precious stone	4	16%

(Source: Questionnaires)

Figure 4.4:

Preference of a type of beads (glass, stone, others) in the semi-precious jewelry



#### 4.5 Factor that influence purchase decision of consumers buying semi-precious jewelry

There are different factors induced consumers to purchase decision. Here are factors listed according to the objective of the study below that directly induced consumer in purchase decision.

The table 4.4 shows that most of the respondent's purchase decision induced to look fashionable. Out of them 48% respondents' purchase decision is determined by their willingness to look fashionable, 4% respondents' purchase decision is cheaper price and 48% respondents' purchase decision are for both reasons.

Table 4.4:

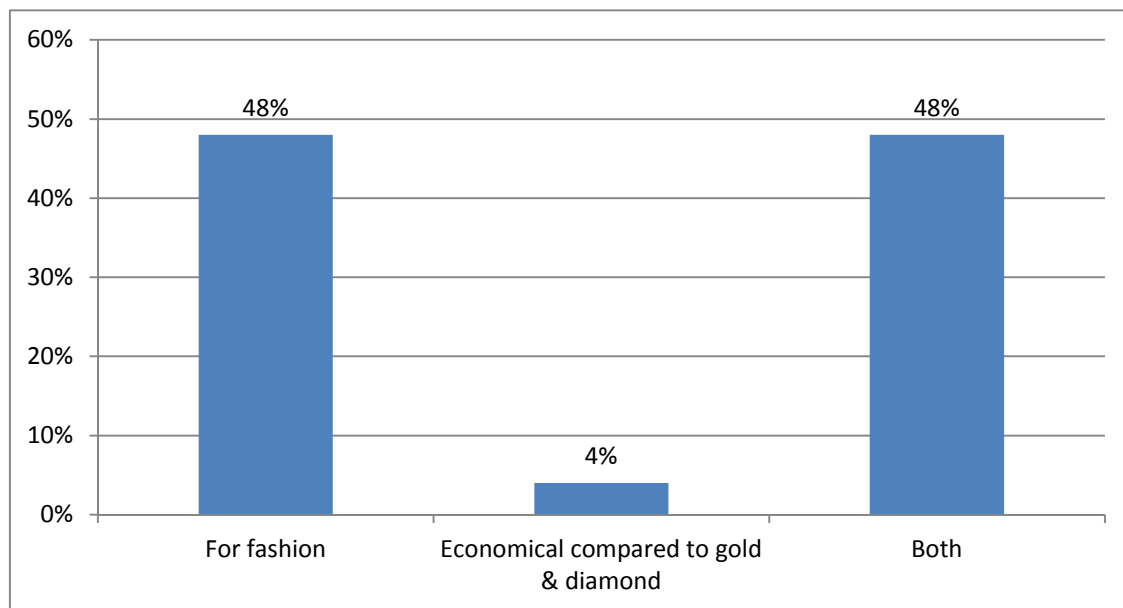
Factor that influence purchase decision of consumers

Description	Response	Percentage
For fashion	12	48%
Economical compared to gold & diamond	1	4%
Both	12	48%

(Source: Questionnaires)

Figure 4.5:

Factor that influence purchase decision of consumer



#### 4.6. Factors that attract consumer to purchase the semi-precious jewelry

The table 4.5 data presents that 60% consumers are attracted by the design of the jewelry; 2% are attracted by quality and price; 12% are attracted by price; 12% are attracted by quality, price and design, 4% are attracted by quality and price; 8% are attracted by quality and design.

Table 4.5:

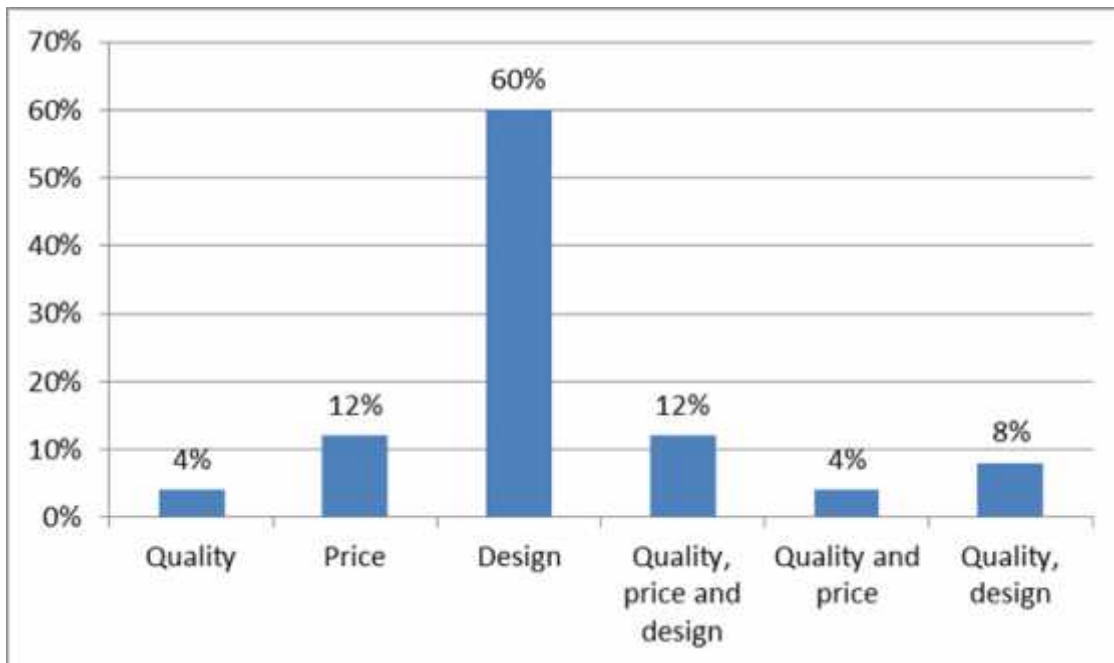
Factors that attract consumer to purchase the jewelry

Description	Response	Percentage
Quality	1	4%
Price	3	12%
Design	15	60%
Quality, price and design	3	12%
Quality and price	1	4%
Quality, design	2	8%

(Source: Questionnaires)

Figure 4.6:

Factors that attract consumer to purchase the jewelry



#### 4.7. The women groups (Teenagers, Housewives, Job bearer) preferring the semiprecious jewelry

To be specific towards the objective of the study, here are target group of the product presented below in the table to know the market niche as follows.

It shows the product is mostly liked by teenagers. Out of them 48% of respondents were teenagers followed by 40% of job bearers and 12% of housewives likes it.

Table 4.6:

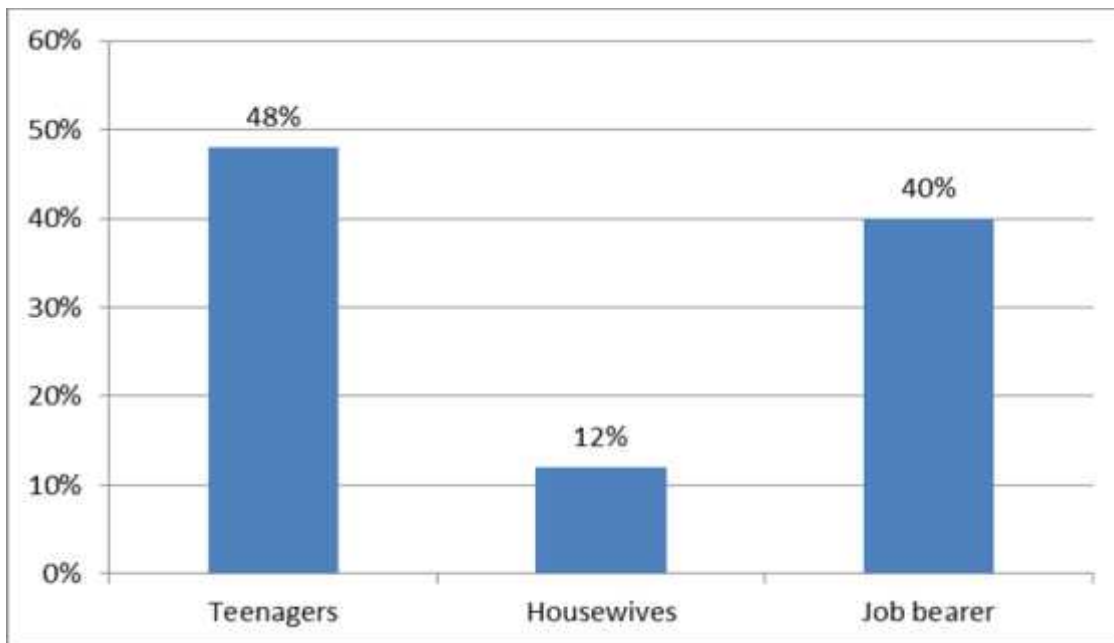
The women groups (Teenagers, Housewives, Job bearer) preferring the semi-precious jewelry

Description	Response	Percentage
Teenagers	12	48%
House wives	3	12%
Job bearer	10	40%

(Source: Questionnaires)

Figure 4.7:

The women groups (Teenagers, Housewives, Job bearer) preferring the semi-precious jewelry



#### 4.8. Frequency of consumer purchasing the semi-precious jewelry

The frequency of consumer's purchasing behavior of the product presented below. As this product comes under want product or luxury product, people may not buy it frequently. So here are the data presented below.

The data shows that most of the consumer buys the product occasionally. 80% of them buys occasionally, 12% of them buys once in a year, 8% of them buys once in a month.

Table 4.7:

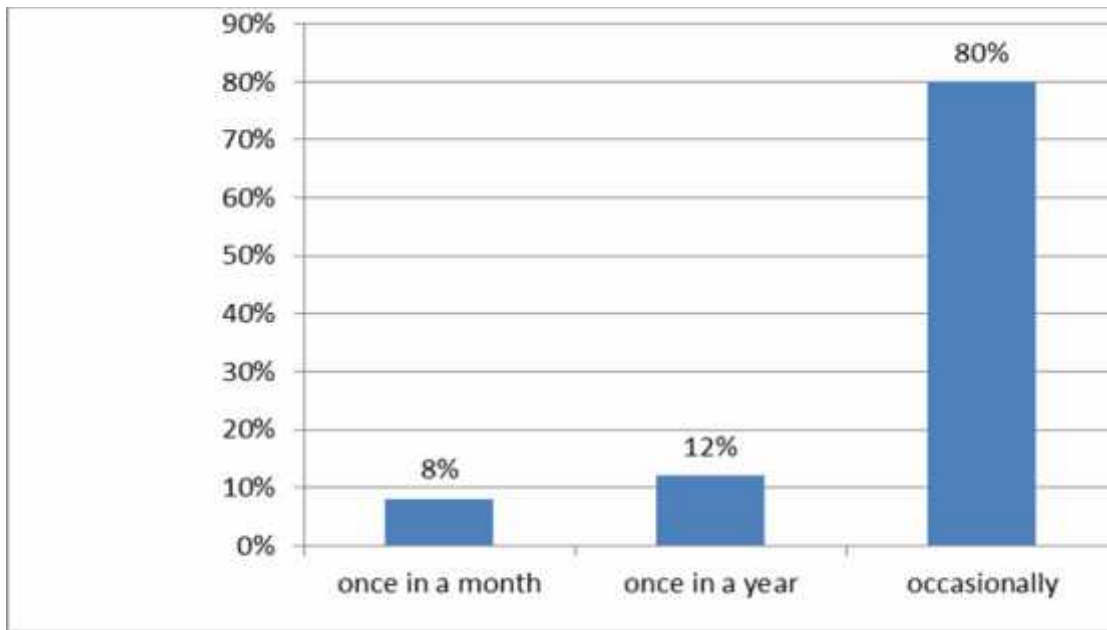
Frequency of consumer purchasing the semi-precious jewelry

Description	Response	Percentage
once in a month	2	8%
once in a year	3	12%
occasionally	20	80%

(Source: Questionnaires)

Figure 4.8:

Frequency of consumer purchasing the semi-precious jewelry



#### 4.9. Purpose of purchasing semi-precious jewelry

According to the survey, consumer purchase the product for different purpose as follows below. The table 4.8 shows that 20% of them purchase of self-adoration, 24% purchased

for gift and 56% of them like to buy for both reasons. It apparent that people purchase semi-precious jewelry for various reasons.

Table 4.8:

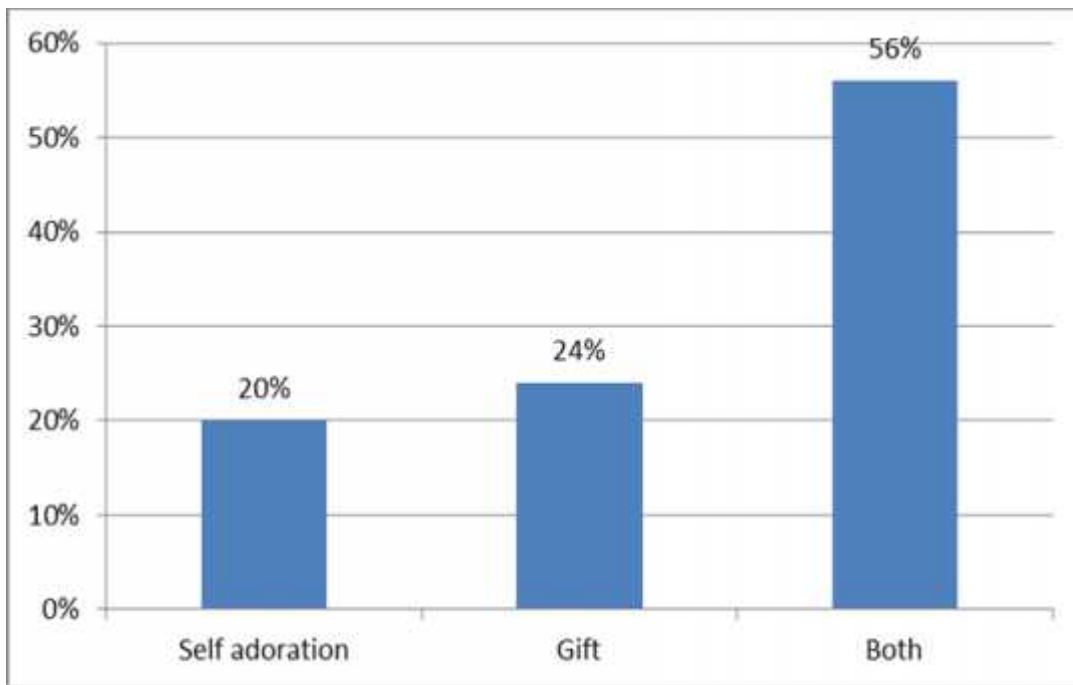
Frequency of consumer purchasing the semi-precious jewelry

Description	Response	Percentage
Self-adoration	5	20%
Gift	6	24%
Both	14	56%

(Source: Questionnaires)

Figure 4.9:

Frequency of consumer purchasing the semi-precious jewelry



#### **4.10 Opinion of consumer for the scope of semi-precious jewelry in a local market**

The main objective of the study is to fine the scope of hand made glass and semi-precious stone jewelry in the local market, here are the respondents opinion about it in table 4.9. It shows most of them believes that the product gets the local market. 72% of them optimistic that semi-precious jewelry product will have abundant local market and only 28% of them mentioned that it will have limited scope of local market.

Table 4.9:

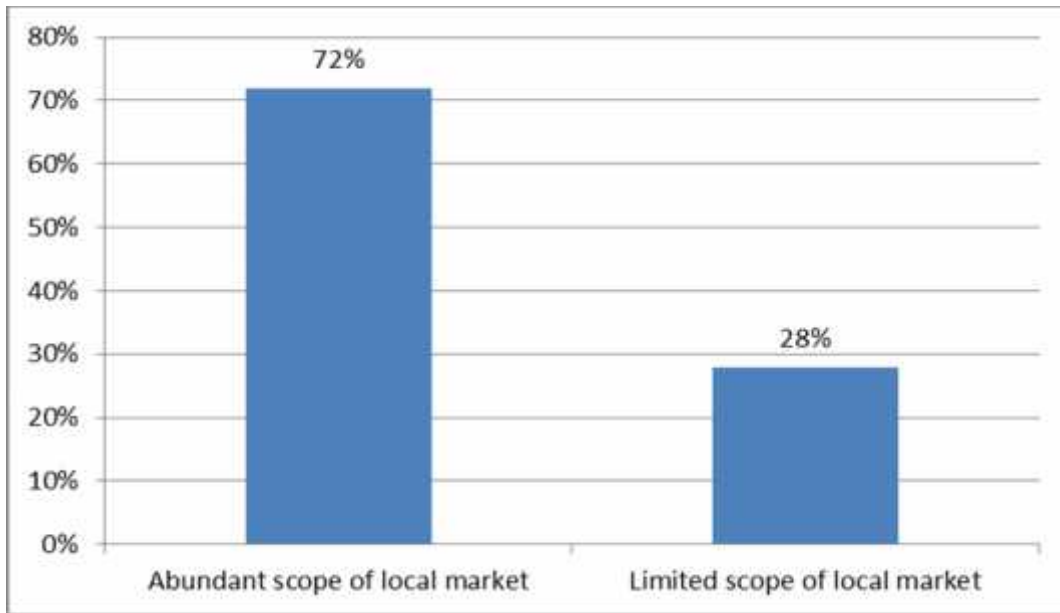
Opinion of consumer for the scope of precious jewelry in local market

Description	Response	Percentage
Abundant scope of local market	18	72%
Limited scope of local market	7	28%

(Source: Questionnaires)

Figure 4.10:

Opinion of consumer for the scope of semi-precious jewelry in local market



#### **4.11 Extent of expenditure that can be made for semi-precious jewelry in a year**

People may not buy these luxury product frequently and may not spend on it lot. But still it depends on the nature and economic background of the consumer. Here are the data presented below. The data showed below Nepalese rupees (NRS) 5000 is affordable to the most of the respondents in a year. 88% of them afford to spend on jewelry below NRS 5000 in a year for self, 8% of them afford to spend NRS 5000-8000 in a year for self and to give gift, 4% of them afford to spend above NRS 8000 for retailing in the international market.

Table 4.10:

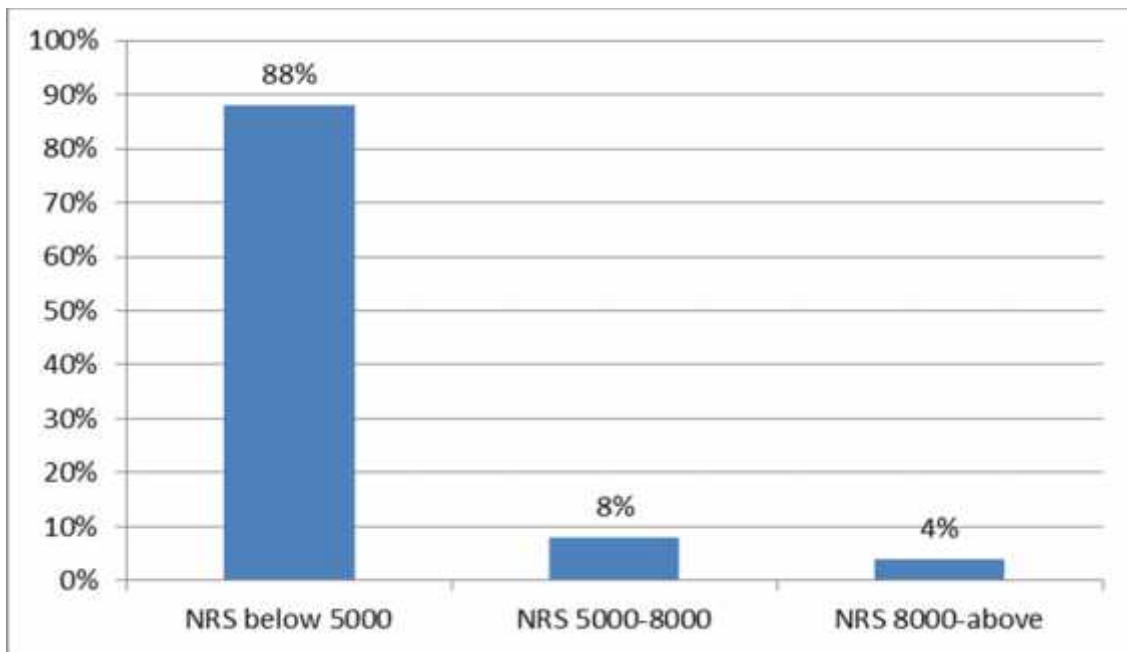
Extent of expenditure that can be made for semi-precious jewelry in a year

Description	Response	Percentage
NRS below 5000	22	88%
NRS 5000-8000	2	8%
NRS 8000-above	1	4%

(Source: Questionnaires)

Figure 4.11:

Extent of expenditure that can be made for semi-precious jewelry in a year



## 4.12. Major Findings of the Study

The major findings of the study are as follows:

1. The above study shows that most of the respondents have seen this kind of hand made glass and semiprecious stone jewelry in the market. Tourist market is the places where maximum of consumer have seen this kind of jewelry and in shopping mall and fashion magazine and least in TV and other sources.
2. The most of the women have jewelry wearing habit. They like to wear earring most than the bracelet and necklace. But they have mentioned that all of them like to wear all (Necklace, bracelet, and earring) according to the dress and the function where they are going.
3. The survey shows that consumer prefers to wear semi-precious stone rather than glass, white metal and plastic beads jewelry.
4. They wear this kind of jewelry to look themselves fashionable according to the western fashion trend and also like to wear it because of economic as compare to gold and diamond. But most of them shared that both reasons are applicable.
5. The design of the product attracted them to buy the jewelry most and then quality and price are equally influence them to buy the product.
6. The survey depict that most of the respondents feels the product gets local market. Out of them 72% feels that it will get local market and only 28% feels it may not get the local market and may get in International market.
7. In local market, this jewelry may get popularity among the teenagers most, then working women and least among housewives as they prefer to wear traditional jewelry, influence by the cultural background.
8. They prefer to buy these jewelry occasionally rather than once in a month or year. If they like the design and they have function to attain, they prefer to buy it with their dress which they have planned to wear it.
9. They like to buy this jewelry for self and for the gift too. But most of them purchase for both reason. As its design is unique, different than mass production Chinese and Indian jewelry, they prefer to buy it for self and for the gift to loved one and for the friends.

**10.** The data shows that consumers can afford below NRS 5000 in a year for self and NRS 5000 to Rs 8000 in a year for gift and for the self and can afford more than NRS 8000 for the retailing.

## **CHAPTER V**

# **SUMMARY, CONCLUSION & RECOMMENDATION**

## **5.1 Summary**

The scope of Nepali glass and semi-precious jewelry business studies the new fashion trend of wearing it as a casual jewelry rather than limiting it in a cultural celebrations and traditional festivals. It explores the glass and semi-precious jewelry business opportunities and challenges in local market. The main purpose of business is to earn maximum profit. To earn the profit, there are lots more things to do before launching the new business. There must be enough market research. Without enough market research, business won't get success as it is the main source of information to take action plan. To do new business, there must be scope to grow and to earn profit. It must be liked by consumer and market to sell it.

Therefore, this study will help to understand the status of Nepali glass and semi-precious jewelry business in local market. In addition, it will also give some insight to overcome the challenges so that it will help to expand the Nepali glass and semi-precious jewelry business. This in turn will give employment opportunity to those who are in the need of job.

In Nepal, a hand made glass and semi-precious stone jewelry wearing habit is taking place. As Nepali women are becoming more fashionable and have been influenced by western culture, they have started to spend money on these jewelries rather than in gold and diamond. The survey shows that women are not limiting themselves by wearing traditional jewelries, they are wearing these jewelries in their day to day life and other social program. The new fashion trend of women's dressing habit has also encouraged this kind of jewelry to wear accordingly.

## **5.2 Conclusion**

According to the findings of the analysis, it can be concluded that majority of the people have seen this hand made glass and semi-precious jewelries in different market place and in different source of media. The most of the women or all of them likes to wear jewelries and they like to wear earrings the most, matching with dress color. They prefer semi-precious stone jewelry rather than of glass, white metal and plastic beads. The majorities of them attracted on its design and wear it to look fashionable, for economic compare to gold and diamond and off course to avoid risk included in wearing expensive jewelry. They believe that it will get local market and it will be popular among the teenagers the most, then among working women and among the house wives. They prefer to buy the jewelries for own self and for to give gift in occasionally. They can afford less that NRS 5000 on this jewelries in a year for self, NRS 5000 to NRS 8000 for self and for the gift. Some of them mentioned that they could spend more than NRS 8000 on this jewelry in a year for retailing in national and international market.

Thus, the survey depict that semi-precious jewelry has scope in local market and target group of the jewelry would mostly be teenagers and job bearers. The business can survive in the local market with updated and attractive design with excellent quality and reasonable price.

## **5.3 Recommendation**

On the basis of the findings of the study, following suggestions are recommended.

1. The survey shows that jewelry needs to be promoted in tourist place or in central commercial place where foreigner as well as local consumers easily get access to it.
2. The survey showed women prefer to wear earring matching with their dresses. It, therefore give high potential of earring market compared to necklace and bracelet. Hence, it gives both challenge and opportunity to design earring with varieties of color and design to match with contemporary fashion of dresses that is popular at the time of a year.
3. Consumer preferred semi-precious stone jewelry rather than glass, white metal and plastic beads. Therefore, semi-precious jewelry needs to be designed mostly using

stones with its appropriate combination to meets consumer's preference. At the same time manufacturer needs to cautious about the high cost that would incur by use of expensive stones. Therefore, it would be wise to design semi-precious jewelry by using both the stones and other type of bead which would balance the customer's preference of stone and the reasonable cost.

4. As most of the consumers are attracted to purchase the semi-precious jewelry by its design, it requires designers not only to understand the aspiration of consumer but also to be innovative to create attractive designs of jewelry that consumer will be attracted to.
5. The semi-precious jewelry is popular among teenagers, job bearer and housewives. The designs of this jewelry for the children and men are unaccountable. This could be new area where jewelry market can be expanded to grown up children. But it would be challenging to design semi-precious stone jewelry for men as their preferences are least known.
6. The study shows that consumers are willing to invest about NRS below 5000 in a year. Hence, manufacturers need to design jewelry with the target the price below NRS 5000 so that the product will be purchased by majority of women and market can be broadened. There are also people who could afford more than NRS 5000 in a year therefore, though limited; it still gives manufacturers to create superior design using expensive stones which would be appropriate for this group of people.
7. In Nepal, this kind of casual hand made jewelries of glass and semi-precious stone jewelries are becoming popular. At the same time, there is big competition with mass production jewelries from China and India which are cheaper than handmade jewelry in Nepal. Therefore, jewelry manufacturer in Nepal needs to aware of those designs and need to create innovative designs which would be superior of quality to attract consumers to purchase it. It is worthwhile to restate that in this survey it has shown that design is one of the important factors considered while purchasing semi-precious jewelry. Hence, the use of creative Nepalese hands to craft diverse superior designs of handmade semiprecious stone would still be popular in market amid machine produced monotonous design of mass production jewelry from neighboring country.

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## APPENDIX I

Dear Respondent,

I am Reshama Awale studying Masters in Business studies (MBS) at Shanker Dev Campus affiliated to Tribhuvan University, Kathmandu. This survey is conducted to study the "Scope of hand made jewelry of glass and semi-precious stone business in local market" for the partial fulfillment of the requirement of the degree MBS. Your sincere co-operation will be highly appreciated and valuable. The information that you provide will be kept confidential and be solely used for only this research purpose.

### Questionnaire

1. Where have you seen these kind of hand made glass & semiprecious stone jewelry in the market?

- Tourist market [    ]
- Shopping mall [    ]
- Fashion magazine [    ]
- Television [    ]

2. Which type of jewelry do you like to wear?

- Necklace [    ]
- Bracelet [    ]
- Earring [    ]

3. Have you been consumer of the product?

- Yes [    ]
- No [    ]

4. What kind of jewelry do you prefer?

- Glass [    ]
- Semi-precious stone [    ]
- Others (white metal/ plastic beads) [    ]

5. Your purchase decision of these jewelry is induced by

- i. looking fashionable [    ]
- ii. Economic compare to gold& diamond jewelry [    ]
- iii. Both [    ]

6. Which factors influence you to buy the product most?

- Quality [    ]
- Price [    ]
- Design [    ]

7. Do you think that the product get the local market?

- Yes [   ]
- No [   ]

8. Which type of customer would like jewelry the most?

- Teenagers [   ]
- House wives [   ]
- Working women [   ]

9. How often do you prefer to buy these jewelry

- Once in a month [   ]
- Once in a year [   ]
- Occasionally [   ]

10. Whom do you buy the jewelry for?

- Self [   ]
- Gift [   ]
- Both [   ]

11. Please specify the affordable amount for these jewelry in a year?

- NRS Below 5000 [   ]
- NRS 5000-8000 [   ]
- NRS 8000-above [   ]

12. Demographic profile of the respondent

Name:.....

Gender Male [   ] Female [   ]

Which of these categories best describe your age?

- Below 15 [   ]
- 16- 25 [   ]
- 26-35 [   ]
- 36-45 [   ]
- Above 45 [   ]

Thank you for your kind help.

## APPENDIX-II



Glass necklace



Turquoise, Coral, Pearl Necklace



Cornelian stone and pearl necklace



Rose quartzes and crystal Necklace



Turquoise, Coral, Pearl Necklace



Glass and crystal necklace



Glass Necklace



Brass necklace



Glass necklace on nylon thread



Turquoise and seed necklace



Glass and Korean Metal Necklace



Seed beads and Korean Metal Necklace



Agate and Pearl Necklace, Bracelet



Glass Necklace and Ear ring



Cornelian and German silver Necklace And Ear ring



Turquoise, jade and German Silver Necklace



Lapis and German Silver Ear ring



Amethyst and German silver