

PROJECT REPORT

ON

**“STUDY OF SILVER GIFTS &
DECORATORS ITEM EXPORTS FROM
ANCIENT SILVER ART & IMPACT ON
INDIAN ECONOMY”**

SUBMITTED BY:

.....

ENROLLMENT NO:

UNDER SUPERVISION OF:

.....

PROJECTHELPLINE.IN

BONAFIDE CERTIFICATE

This is to certify that the project titled “**STUDY OF SILVER GIFTS & DECORATERS ITEM EXPORTS FROM ANCIENT SILVER ART & IMPACT ON INDIAN ECONOMY**” is an original work of the Student and is being submitted in partial fulfillment for the award of the “.....” of **UNIVERSITY NAME**. This report has not been submitted earlier either to this University or to any other University/Institution for the fulfillment of the requirement of a course of study.

SIGNATURE OF SUPERVISOR

SIGNATURE OF STUDENT

Place: New Delhi

Place: New Delhi

Date : : / /

Date : : / /

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ACKNOWLEDGEMENT

I, With Candor and Pleasure I take opportunity to express my sincere thanks and obligation to my esteemed guide It is because of his able and mature guidance and co-operation without which it would not have been possible for me to complete my project.

Finally, I gratefully acknowledge the support, encouragement & patience of my family, and as always, nothing in my life would be possible without God, Thank You!

STUDENT NAME

ENROLLMENT NO:

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DECLARATION

I hereby declare that this project work titled “**STUDY OF SILVER GIFTS & DECORATERS ITEM EXPORTS FROM ANCIENT SILVER ART & IMPACT ON INDIA ECONOMY**” is my original work and no part of it has been submitted for any other degree purpose or published in any other form till date.

The empirical findings in this project are based on the data collected by myself while preparing this report.

This project is completed as a part of curriculum & all that information collected is correct to the best of my knowledge.

STUDENT NAME

ENROLLMENT NO:

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PROJECT

TITLE OF THE PROJECT

**“STUDY OF SILVER GIFTS & DECORATERS ITEM
EXPORTS FROM ANCIENT SILVER ART & IMPACT ON
INDIA ECONOMY”**

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CHAPTER – 1
INTRODUCTION TO THE
STUDY

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Ancient Silver Art has become well-established name in the industry, renowned for their superb products and great after sales support. Situated in Udaipur (Rajasthan), we cater to customers all over India and abroad as well.

We present a wide assortment of beautifully crafted Koftgari Medieval Products. To provide customers with highly decorative and mesmerizing handicrafts, we have employed numerous craftsmen well-versed in the art of Koftgari. Through these handicrafts, they are given a platform to showcase their unbound talent and profound knowledge of this artistry in return our customers get variety of options to choose from.

Our products are quality assured as we use top-grade metals, colors, adhesives, etc. Our entire range is in accordance with internationally accepted quality standards. Each product is subjected to rigorous tests to determine their structural stability, finish, faults and durability. Any products not found to be up to the mark is discarded and only optimum condition products are dispatched for sale.

We use excellent quality packaging materials and techniques to insure our products from being damaged. All products are securely packed to endure warehousing, transportation etc. In addition, they are labeled to give accurate information about price, weight, distributors' name etc. Shipping: We have abundant resources to delivery products swiftly and on time. Our delivery network is wide and efficient. We guarantee order delivery at the decided place as per schedule.

Gifts could be exchanged at any and every occasion and we have a large database of a vivid collection of gift suppliers, exporters, importers and specialized manufacturers. Gifts, presents and parcels, always find a ready

and eager audience, in children and adults alike. Special occasions are waited upon as opportunities to receive and present gifts. Not restricted to family and friends, gifts have also made their way into the corporate world, with corporate gifts and promotional gift items forming a sizable bulk of an already brimming market. India is a large and growing centre for gifts and gift items today. Overseas, it is gift articles like brassware, EPNS Ware and silverware handicrafts which find immense popularity. These largely consist of candle stands, christmas ornaments, home furnishings, figurines, antiques and other collectibles and decorative.

On the domestic front, especially with the facility of ordering gifts online, the gift manufacturing segment of our industry is experiencing a boomtime! From soft toys, flowers, cakes, apparel, garments, leather items, stationery items, to cotton and canvas bags, craft items, photo frames, cosmetics, jewelry and books, anything and everything is available. In the promotional gifts and gift articles segment it is primarily items such as stationery articles, pens, pen sets, organizers, key chains, planners, diaries and card holders which have found a ready market.

Our manufacturers and suppliers cover all sorts of gifting occasions. We have Christmas gift Items like ornaments and decoratives, Coffee gift Sets, General gifting like Gardening planters, Religious Articles and gift sets. Gift articles exporters and manufacturers, offers novelty corporate gifts and promotional products.

To get comprehensive details of corporate gift and gift items exporters and manufacturers of India you can click on the link given below which will showcase an exhaustive database of the same.

CHAPTER – 2
REVIEW
OF LITERATURE

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A review of literature is a systematic explicit and reproducible method for identifying and interpreting the existing body of recorded work produced by the researchers, scholars and practitioners. An in-depth literature review facilitates in knowing the trend of the research already done in the specific area of interest and in streamlining the present plan of work. The investigator made a survey of review of literature related to different metal embroidery of Rajasthan by reviewing pertinent research in this area.

Embroidery is the embellishment of existing fabric with accessory, threads and sometimes with other materials such decorative element as fish skin, teeth, bone, feathers, horns shell, beetle wings, tassels, beads, coins, buttons, metal and mirror have all at some time or place been used in this way. Most embroidery however is straight forward stitchery. The designs are finely drawn or worked by counting threads and are applied with a needle but occasionally with the hook. The thread used is silk, cotton, linen, wool, gold or silver etc. A separate technique exists for metal or other precious threads, for non pliable materials. These are laid on the fabric and couched down by stitching with another thread, so that none of the decorative material is hidden underneath the cloth (Paine, 1990).

Naik (1997) reported that ever since dawn of civilisation, man has felt the urge to decorate the textiles by way of weaving, dyeing, printing and embroidery, creating designs on the loom was followed by embroidery. Embroidery is one of the oldest art. Even the Bible is full of references to rich embroideries, the curtains of Tabernacle and the robes of the Jewish priests were said to be embroidered silks. The pomegranate mentioned in the bible was used as embroidered motif. The fruit with seed were symbols of life and immortality. It was from the Egyptians, Babylonians, and Persian that the Jews learnt this art. She further discussed that Greek, Egyptian and

Roman embroideries often show fine strips of pure gold and other metal wound around the foundation thread of linen.

According to Kothari (1998) Rajasthan is among the richest states in the country as far as the field crafts is concerned. May be it was a result of the war-like lifestyle of the people of Rajasthan which sharpened the creative senses, artistic skills and inspired them to create the most opulent and richest of treasures. Stone, clay, leather wood, ivory, lac, glass, brass, silver, gold and textiles were given brilliant forms.

According to Bhatnagar (2004) there is a fundamental unity not only in craftsmanship of stitch, but also in the choice of designs and the colours utilised. Each region naturally has out its own modes influenced by its particular environmental conditions, customs and history. But all through there is a similarity in the use of the basic stitches like the satin, stem, chain, darning, running and herringbone, which have been used in multitude ways with varying inspiration to give each embroidered object a characteristic beauty.

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CHAPTER – 3
OBJECTIVES OF THE
STUDY

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1. To find out the gifts & decorators item towards Indian of Indian Handicrafts.
2. To know the main factor which motivates peoples to buy various item exports from ancient silver art.

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CHAPTER – 4

RESEARCH METHODOLOGY

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Research was more of Explorative research and is the moral fiber of the project. In order to bring about the objectives of the Project, it was important to eloquent the approach in which it is to be conducted, i.e. the research practice was to be carried out in a certain framework. Purposes of the research are to rummage around for acquaintance. Also research defines a systematic and organized search for applicable information on a particular topic.

Primary Data: Most of the information was gathered through primary sources. The methods that were used to collect primary data are:

- Questionnaire
- Interview

Secondary Data: Secondary Data are those data which have already been collected by someone else and which have already been used as per required. There are basically two sources to collect Secondary Data are:

- Text Books
- Magazines
- Journals
- Websites

Sample Technique: The technique was used for conducting the study is Convenience Sampling Technique as sample of respondents shall be chosen according to their convenience.

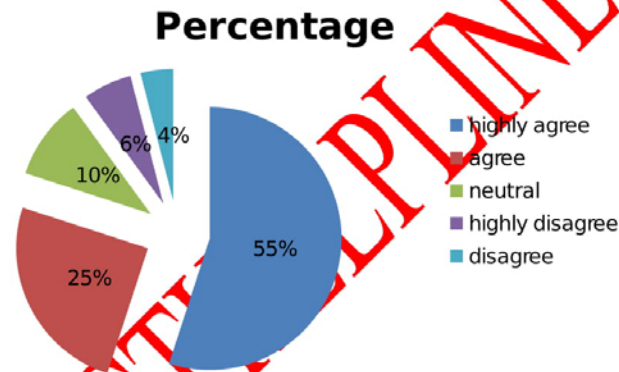
Sampling size: 100

CHAPTER – 5
DATA ANALYSIS AND
INTERPRETATION

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Q1. There is a great demand for Indian gift item outside India.

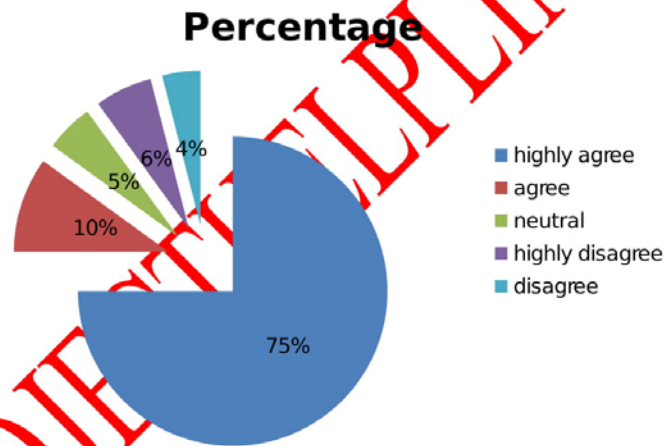
Criteria	Frequency	Percentage
Highly agree	55	55%
Agree	25	25%
Neutral	10	10%
Highly disagree	6	6%
Disagree	4	4%



Analysis:- As per shown in the above pie chart 55% respondents are highly agree with There is a great demand for Indian gift item outside India, 25% of respondents are agree with same and 4% of respondents are disagree with same.

Q2. Indian ethnic decoration items are very popular outside India, specially US and UK.

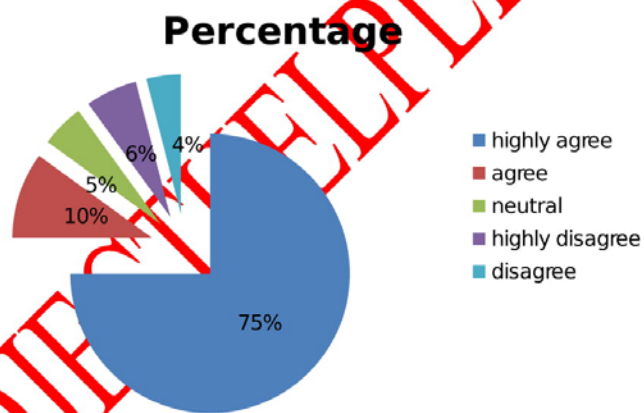
Criteria	Frequency	Percentage
Highly agree	75	75%
Agree	10	10%
Neutral	5	5%
Highly disagree	6	6%
Disagree	4	4%



Analysis:- As per shown in the above pie chart 75% respondents are highly agree with Indian ethnic decoration items are very popular outside India, specially US and UK, 10% of respondents are agree with same and 6% of respondents are highly disagree with same.

Q3. Indian provide wide range of silver gifts items have wide scope of marketing.

Criteria	Frequency	Percentage
Highly agree	75	75%
Agree	10	10%
Neutral	5	5%
Highly disagree	6	6%
Disagree	4	4%



Analysis:- As per shown in the above pie chart 75% respondents are highly agree with Indian provide wide range of silver gifts items have wide scope of marketing, 10% of respondents are agree with same and 4% of respondents are disagree with same.

CHAPTER – 6

FINDINGS

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The findings of the study of **“STUDY OF SILVER GIFTS & DECORATERS ITME EXPORTS FROM ANCIENT SILVER ART & IMPACT ON INDIA ECONOMY”**.

1. As per findings 55% respondents are highly agree with There is a great demand for Indian gift item outside India
2. 75% respondents are highly agree with Indian ethnic decoration items are very popular outside India
3. Most respondents are highly agree with Indian provide wide range of silver gifts items have wide scope of marketing
4. 50% respondents are highly agree with India is very rich in heritage and reduces different types of decoration items which can be exported
5. A Large number of the respondents are highly agree with Indian silver gifts item

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CHAPTER – 7

CONCLUSION

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The study of the silver gifts & Decorators item exports from ancient silver art & impact on Indian economy, Most of the peoples said Indian provide wide range of silver gifts items have wide scope of marketing. India is very rich heritage and reduces different types of decoration items. A large number of the peoples recommend Indian silver gifts items.

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CHAPTER – 8
LIMITATIONS OF THE
STUDY

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3. Kuriyan, Vinod (2010), “Indian Diamond Industry Stands Above the Others” Published in Solitaire international, Meneck Davar Publication, Mumbai, March, pp. 28-38. Available from <http://www.solitaireinternational.com>
4. Ibid., pp. 215. 5. “Report of the Task Force for Diamond Sector”, Ahmedabad, February. Online at www.rbidoc.rbi.org.in/pdf.
5. http://www.exporthelp.co.za/modules/1_considering_exporting/benefits.html

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APPENDIX

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QUESTIONNAIRE

DEAR RESPONDENTS,

I am a student doing I am underlying a project named “**STUDY OF SILVER GIFTS & DECORATERS ITEM EXPORTS FROM ANCIENT SILVER ART & IMPACT ON INDIA ECONOMY**”. So by filling this questionnaire please help me in completing my research project.

NAME (optional): -----

GENDER: -----

AGE: -----

YEARS AT CURRENT POSITION: -----

TOTAL NO. OF YEARS IN THIS ORGANIZATION: -----

Q1. There is a great demand for Indian gift item outside India.

- Highly agree
- Agree
- Neutral
- Highly disagree
- Disagree

Q2. Indian ethnic decoration items are very popular outside India, specially US and UK.

- Highly agree
- Agree
- Neutral
- Highly disagree
- Disagree

Q3. Indian provide wide range of silver gifts items have wide scope of marketing.

- Highly agree
- Agree
- Neutral
- Highly disagree
- Disagree

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