ABSTRACT

The gem and jewellery industry in India is an ancient business entity and is currently an export oriented industry. The diamond industry has evolved with numerous traditions and structures that go back centuries. At the same time, it is undergoing a rapid change and re-structuring as it moves into the hands of young generation. India has risen to be the world’s largest centre for cutting and polishing of diamonds and is one of the highest foreign exchange earners for the country. It is composed of a network of family business of different sizes employing a large number of people in Mumbai. The manufacturing and processing of diamond industry is distributed across Mumbai region especially in Seepz and nearby area. Apart from being a major market, Mumbai primarily forms a part of the cutting and polishing of diamond jewellery.

The diamond chain starts through mining the diamonds, trading of rough diamonds, diamond cutting and polishing, polished diamond trading, jewellery design and manufacturing, retailing and marketing. This is how the diamond moves from mine to markets. The thesis explores these stages in the chain through proper survey and study of the Entrepreneurship in the diamond jewellery manufacturing industries in Mumbai.

In my research study, the null hypotheses were tested using chi-square test where the entrepreneurs were tested with the gender and the business background, training and development of new products as a part of entrepreneurship and quality control and rejection of product.

The thesis aimed at adopting an innovative approach of entrepreneurs to design cost effective products and increase productivity.