Machilipatnam Imitation jewellery cluster

1	Name of the Cluster	Machilipatnam Imitation Jewellery
2	Place	Machilipatnam
3	District	Machilipatnam
4	State	Andhra Pardesh
5	No of firms (by type)	425
6	No. of workers	25000
7	Turnover	Rs. 300 Million
8	Associations in cluster	• Machilipatnam Gold Covering & Plating Jewellery Manufacturers Welfare Association • Rolled gold workers co-op society
9	Major products	• Vaddanam • Jadda Kupelu • Dance items • Bangles • Necklaces • Chains • Ear drops • Pendants • Rings
10	Specific and relevant technical institutions (R&D, Testing Lab accredited)	National Institute of Fashion Technology
11	Major markets	• Mumbai, • Rajkot, • Coimbatore, • Chidambaram, • Kerala, • Agra, • Kolkata
12	Major problems/prospects	***Technical issues*:** • Jewellery making and technical issues • Low Productivity • Longer Making Time • Non-Diversification of Product • No new design and product development • Lack Of Awareness About The need For Testing And Quality Control • Absence of System ***Others*:** • Product Image • Price sensitive and low Income rural market segment • Incorrect marketing strategies • No systematic approach to articulate demand: • Limited market segment • Competition from cheaper items
13	Data source and updated on	DSR by Machilipatnam, Andhra Pradesh. in year 2004