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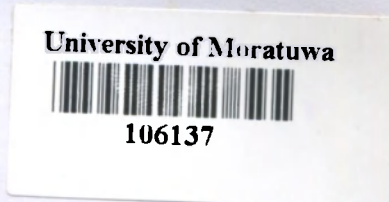
# THE APPLICATION OF DESIGN INNOVATION FOR INCREASING GEM SET JEWELLERY EXPORTS IN SRI LANKA

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Master of Philosophy



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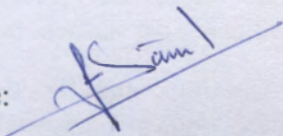


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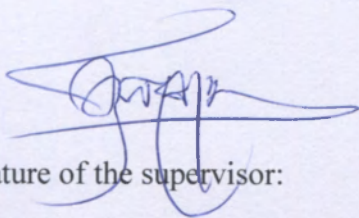
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## Abstract

Application of 'Design innovation' to increase gem set jewellery exports in Sri Lanka is the focus of this research.

The vast discrepancy between country's resource capacity and its level of fabrication has inspired to conduct this research work. It was revealed during the study that the capability for further expansion of the jewellery industry lays mainly on Small and Medium Enterprises. Concurrently, lack of design innovation has been identified as a key constraint hindering the industrial competency and expansion. Thus, the approach of design innovation has been explored to maximize the gem set jewellery exports in Sri Lanka.

The research methodology used was 'mixed methods'. Multiple methods of data collection and analysis entailed to explore the research questions. The current circumstance of the Sri Lankan jewellery industry in relation to the design led innovation was explored employing semi-structured, face-to-face interviews with a purposive sample. Data triangulation employed to increase the reliability and the validity.

The triangulated data confirmed that most of the companies of leading and the medium categories successfully apply design innovation while the small sector lacks this approach in practice. It was revealed that the best approach to be succeeded through exports is the application of design innovation based on user centered design. It was suggested that in-house design skill development, make available necessary information on user requirements and current global trends, international exposure can improve design innovation among the small sector. To attain the industrial goals, two major components need to be modified; the policy and the attitudes within the industry. In conclusion, approach of design innovation has been identified as the prominent avenue to develop the gem and jewellery industry in Sri Lanka.

**Key words:** design innovation, gem and jewellery, exports, small and medium enterprises

## **Dedication**

This thesis is dedicated to my parents  
for their love, endless support  
and encouragement



## **Acknowledgements**

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## TABLE OF CONTENTS

Declaration of the Candidate & Supervisor	i
Abstract	ii
Dedication	iii
Acknowledgements	iv
Table of Contents	vi
List of Figures	xi
List of Tables	xiv
List of Abbreviations	xv
List of Appendices	xvii
1. Introduction	1
1.1 The research background	1
1.2 Research gap	4
1.3 The target audience	5
1.4 Research questions	5
1.5 Aim and objectives of the research	5
1.6 Significance of the research	6
1.7 Scope and the limitations of the study	6
1.8 Structure of the thesis	7
2. Literature Review	9
2.1 Introduction	9
2.2 Expansion of the gem and jewellery industry	10
2.2.1 Possibility in expansion of the gem and jewellery industry in global context	10
2.2.2 Possibility in expansion of the gem and jewellery industry in sri lankan context through value addition	11
2.2.3 The potential in small and medium enterprises for industrial expansion	15
2.2.4 Drivers to internationalization	18
2.2.5 Main barriers to the internationalization	20



2.3	Design	22
2.3.1	Design process	23
2.3.2	Design thinking	25
2.4	Innovation	26
2.4.1	Incremental and radical innovation	28
2.4.2	Four quadrants of innovation	30
2.5	Importance of design for innovation	31
2.5.1	Design as an element of innovation	34
2.5.2	The innovation pyramid	37
2.6	Design driven innovation	41
2.7	Design innovation	42
2.7.1	User centered approach to design innovation	43
2.8	Design innovation for the enterprise development	49
2.8.1	Link between design, innovation and competitiveness	52
2.9	Summary of the literature review and the conceptual framework	54
3.	Research Methodology	57
3.1	Introduction	57
3.2	The research design	58
3.2.1	Research methods	58
3.2.1.1	Selecting a sample	59
3.2.1.2	The sample	60
3.2.1.3	Research location	61
3.3	Methods of data collection	61
3.3.1	Available data	61
3.3.2	Observation	61
3.3.3	Interviews with a semi-structured questionnaire	62
3.3.3.1	Rationale for selecting the semi-structured questionnaire	62
3.3.4	Visual materials	62
3.4	Triangulation	63



3.5	Methods of data analysis	63
3.5.1	Interpretation	64
3.6	Ethical issues	64
4.	Gem and Jewellery Industry in the Global Context	65
4.1	Introduction	65
4.2	Structure of the global gem and jewellery industry	65
4.2.1	The global gem industry	67
4.2.1.1	Major gem producers in the world	68
4.2.1.2	Major coloured gem markets in the world	70
4.2.2	Global jewellery industry	71
4.2.2.1	Key members of the global jewellery industry	72
4.3	Global trends and patterns in jewellery production	74
4.4	Global trends and patterns in jewellery consumption	76
4.5	Future of the global gem and jewellery industry	82
5.	Gem and Jewellery Industry in the Sri Lankan Context	86
5.1	Introduction	86
5.2	The setting of the gem and jewellery industry in Sri Lanka	87
5.2.1	The historical background	87
5.2.2	The structure of the gem and jewellery industry	92
5.2.2.1	The industrial value chain	92
5.2.2.2	The market profile	95
5.2.3	The export sector of Sri Lankan gem and jewellery industry	96
5.2.3.1	The discrepancy between the country's resource capacity and its level of fabrication	101
5.2.3.2	Development of the gem and jewellery exports since 1978	103
5.2.4	The organizations involved with the industry	106
5.3	Strengths and opportunities of gem and jewellery industry of Sri Lanka	111
5.4	Field study 01	115







References	212
Appendix A: The Sample Questionnaire	221
Appendix B: The Gem Beads from Ancient Sri Lanka	223
Appendix C: Sri Lanka's Most Renowned Gemstones	226
Appendix D: Traditional Jewellery of Sri Lanka	230



## List of Figures

		Page
Figure 1	Projected share of key markets for jewellery consumption (2015)	10
Figure 2	Jewellery and gemstone exports from Asian manufacturing centers in 2000	12
Figure 3	Creative design process	25
Figure 4	Design thinking process	26
Figure 5	Four quadrants of innovation	30
Figure 6	The innovation pyramid	40
Figure 7	The strategy of design driven innovation	41
Figure 8	Process of human centered design	45
Figure 9	IDEO design thinking approach	47
Figure 10	IDEO design thinking approach	48
Figure 11	Eric's design research firm business model	49
Figure 12	The Danish design ladder	52
Figure 13	Adapted from the Danish design ladder	53
Figure 14	Conceptual framework	56
Figure 15	The value chain of global gem and jewellery industry	66
Figure 16	Retail mix of various jewellery segments (2005)	71
Figure 17	Global jewellery trade (imports and exports) in USD billion	72
Figure 18	Global jewellery production value in USD billion	73
Figure 19	Geographic share of the global jewellery consumption (2005)	77
Figure 20	Global jewellery consumption value in USD billion	77
Figure 21	Projected share of key markets for jewellery consumption (2015)	83
Figure 22	Projected share of various jewellery segments (2015)	85
Figure 23	Beads from <i>Ibbankatuwa</i> megalithic burial	88



Figure 24	Gem exports value in percentage – 2010	98
Figure 25	Gem exports value (% in variety vise) -2010	98
Figure 26	Export statistics of blue sapphire vs. other gems (US\$ Mn)	99
Figure 27	Export percentage of blue sapphire vs. other gems in 2010	99
Figure 28	Statistical data of the exports of gems and jewellery (US\$ Mn)	101
Figure 29	Proportion of the exports of gems vs. jewellery	102
Figure 30	The progression of the total gem and jewellery exports from 1978 to 2011 (Rs. Mn.)	103
Figure 31	The progression of gem exports from 1978 to 2011(Rs. Mn.)	103
Figure 32	The progression of jewellery exports from 1978 to 2011 (Rs. Mn.)	104
Figure 33	The percentage (100%) of gem exports vs. jewellery exports from 1978 to 2011	105
Figure 34	The famous black prince ruby - a red spinel from Sri Lanka	113
Figure 35	Kate Middleton’s engagement ring	113
Figure 36	Environment of a jewellery workshop (medium category)	174
Figure 37	Environment of a jewellery workshop (small category)	175
Figure 38	Two neck pieces from the ‘leaves collection’	176
Figure 39	A neck piece from the ‘invisible collection’	176
Figure 40	Two products (a ring & a pair of hanging earrings) of respondent (E)	177
Figure 41	Double ring design of respondent (B)	178
Figure 42	Composite design of respondent (B)	178
Figure 43	Composite design of respondent (B)	179
Figure 44	Products (a bangle, necklace and a pendant) of respondent (D)	179
Figure 45	Two rings (repondent J)	180
Figure 46	A pendant (respondent H)	180
Figure 47	A pair of cufflinks (respondent H)	181
Figure 48	A hanging earring and a cocktail ring (Respondent F)	181



Figure 49	Catalogue design	182
Figure 50	Modified design	182
Figure 51	Two rings for the German market	182
Figure 52	A ring for the Chinese market	182
Figure 53	A pendant (respondent K)	183
Figure 54	Two pendant designs (respondent Q)	183
Figure 55	A pendant design for the German market (respondent Q)	184
Figure 56	A bangle design (respondent D)	184
Figure 57	A bangle design (respondent Q)	184
Figure 58	Cluster designs for rings (respondent N)	184
Figure 59	A pendand design (respondent N)	185
Figure 60	A ring design with two different colours (respondent P)	185
Figure 61	FACETS Sri Lanka – 2012	186
Figure 62	The SME Pavilion organized by the EDB for FACETS Sri Lanka – 2012	187
Figure 63	A line of similar designs of pendants	188
Figure 64	Rival products from five different companies	188
Figure 65	A bangle design	189
Figure 66	Bracelets	189
Figure 67	A pendant design	189
Figure 68	A necklace	190
Figure 69	A variety of jewellery pieces displayed at FACETS exhibition	191



## List of Tables

		Page
Table 1	Jewellery and gemstone exports from Asian manufacturing centers in 2000 (US\$ million)	11
Table 2	Export statistics of gem and jewellery industry in Sri Lanka	12
Table 3	The segmentation of design as defined by selected authorities.	35
Table 4	Major gem export countries during the last 4 years (value Rs. Millions)	97
Table 5	Factors identified by the expert sample	116
Table 6	Demographic data of the leading category	143
Table 7	Export revenue (per annum) of the leading category	144
Table 8	Involvement of the professional designers of the leading category	145
Table 9	Awareness on current global trends of the leading category	145
Table 10	Awareness on user requirements of the leading category	146
Table 11	Awareness on new export markets of the leading category	146
Table 12	Demographic data of the medium category	157
Table 13	Export revenue (per annum) of the medium category	158
Table 14	Involvement of the professional designers in the medium category	159
Table 15	Awareness on current global trends of the medium category	159
Table 16	Awareness on user requirements of the medium category	160
Table 17	Awareness on new export markets of the medium category	160
Table 18	Demographic data of the small category	166
Table 19	Export revenue (per annum) of the small category	167
Table 20	Awareness on current global trends of the small category	168
Table 21	Awareness on user requirements of the small category	169
Table 22	Awareness on new export markets of the small category	169





## List of Abbreviations

Abbreviation	Description
CAGR	Compounded Annual Growth Rate
CIS	Community Innovation Survey
DSI	Department of Small Industries
EDB	Export Development Board
EU	European Union
GBG	Gem Bearing Gravel
GDP	Gross Domestic Product
GJRTI	Gem and Jewellery Research and Training Institute
GTB	Gem Trading Bank
HCD	Human Centered Design
HNWI	High Net Worth Individual
ICA	International Colored Gemstone Association
IDB	Industrial Development Board
NEDP	National Export Development Plan
NGJA	National Gem & Jewellery Authority
OECD	Organization for Economic Co-operation and Development
PGI	Platinum Guild International
R&D	Research & Development
SGC	State Gem Corporation
SLGJA	Sri Lanka Gem and Jewellery Association
SLGJE	Sri Lanka Gem & Jewelry Exchange



SME	Small and Medium Enterprise
UCD	User Centered Design
UK	United Kingdom
USAID	United States Agency for International Development
USA	United States of America
TCI	The Competitiveness Initiative
TCP	The Competitiveness Program
WGC	World Gold Council
WTO	World Trade Organization



## List of Appendices

Appendix	Description	Page
Appendix – A	The Sample Questionnaire	221
Appendix – B	The Gem Beads from the Ancient Sri Lanka	223
Appendix – C	Sri Lanka's Most Renowned Gemstones	226
Appendix – D	Traditional Jewellery of Sri Lanka	230