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Appendix – A

The Sample Questionnaire

Section 1: Demographic Data		
1.1	Respondent's role in company	
1.2	Main area of Business	
1.3	How long in business?	
1.4	Number of Employees	
1.5	Export Revenue	>10 M <input type="checkbox"/> 10 M> 100 M <input type="checkbox"/> 100 M> 500 M <input type="checkbox"/> 500 M > <input type="checkbox"/>
1.6	Company's main export markets	

Section 2: Design Involvement		
2.1	Does the company have professional designer/s?	
If 'YES'		
2.2	The number of designers	
2.3	Designer/s' qualifications	
2.4	What are the benefits to the company by employing the designer/s?	
If 'NO'		
2.5	Who does design?	
2.6	What are the reasons for not to employee professional designer/s?	

Section 3: Importance of design innovation		
3.1	Do you create new designs for the market?	

3.2	How many new designs have you created within two years of time?	
3.3	What are the methods do you involve to create new designs?	
3.4	Do you improve existing jewellery designs time to time?	
3.5	How do you improve existing products ?	1- Change the form/ shape?
		2-Change the materials?
		3-Change the manufacturing technology?
		4-Change the texture/ colour/ gemstones/ etc.?
3.6	Are you planning to introduce new designs in the future?	
3.7	Do you concern about the global trends when creating new designs?	
3.8	If 'YES', how do you obtain the necessary information on current trends?	
3.9	Do you concern about the consumer when creating new designs?	
3.10	If 'YES', how do you obtain the necessary information about the user?	
3.11	What is your point of view on 'product differentiation'?	
3.12	Are you planning to enter new markets?	
3.13	If 'YES' what are the new markets you are going to target?	
3.14	Do you have any plans to enter the emerging markets of China and India?	

Appendix – B

The Gem Beads from Ancient Sri Lanka



Carnelian beads (Circa 5th – 10th C AC), *Neeravva* and *Sigiriya*

Source: *Sigiriya* museum

Photo courtesy: Author



Beads (circa 5th – 10th C AC), *Neeravva* and *Sigiriya*

Source: *Sigiriya* museum

Photo courtesy: Author



Fig: Beads (Circa 5th – 10th C AC), *Neeravva* and *Sígiriya*

Source: *Sígiriya* museum

Photo courtesy: Author



Amethyst beads with a single aperture

Source: *Jéthavana* museum, *Anurádhapura*

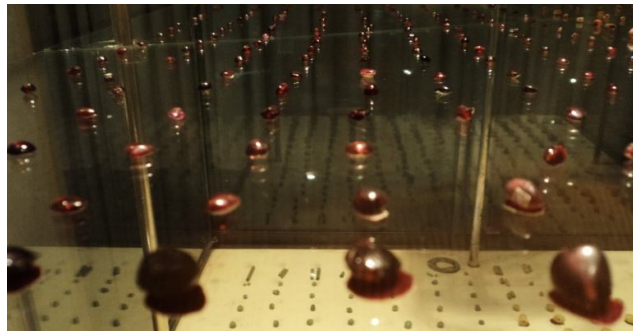
Photo courtesy: Author



Agate beads

Source: *Jéthavana* museum, *Anurádhapura*

Photo courtesy: Author



Garnet beads

Source: *Jéthavana* museum, *Anurádhapura*

Photo courtesy: Author

Appendix – C

Sri Lanka's Most Renowned Gemstones

A number of instances can be traced on the sapphire strength of Sri Lanka. Some of the Sri Lanka's most renowned gemstones are illustrated below.

‘Blue giant of the orient’ (466 carats)

This is the largest blue sapphire in the world which mined in the Ratnapura district in 1907. Today, this giant blue sapphire is possessed to a famous American gem and art connoisseur.



Blue giant of the orient

Source: <http://yukotravels.blog.com/>

‘Logan’ blue sapphire (423 carats)

This is the second largest blue sapphire on record and the heaviest mounted gem in the National Gem Collection. It is a flawless specimen, a rich deep blue in colour, mounted to a brooch setting surrounded by twenty round brilliant-cut diamonds, totaling 16 carats.

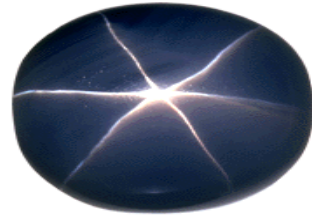


‘Logan’ blue sapphire

Source: jewelinfo4u.co

‘Star of India’ (563 carats)

This is the second largest star sapphire in the world found from a Sri Lankan mine. It is almost flawless and is most unusual in having excellent stars on both sides of the stone.



‘Star of India’

Source: <http://famousdiamonds.tripod.com/starofindia.html>

‘Star of Lanka’ (393 carats)

The “star of lanka” has the reputation of being the third largest star sapphire of similar quality in existence. This owns a rich deep-blue in colour and has a well-defined six-rayed star. This exquisite gemstone is owned by the Sri Lanka national gem & jewellery authority.

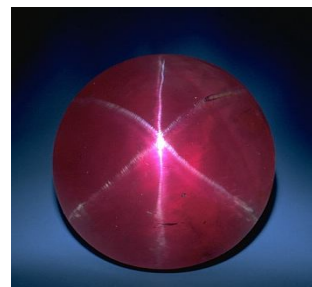


‘Star of Lanka’

Source: <http://yukotravels.blog.com/>

‘Rosser reeves’ star ruby (138 carats)

This is the world's largest star ruby of comparably in fine quality combines the rare features of excellent colour, good transparency and a well-defined star. It is displayed at the Smithsonian.



‘Rosser reeves’

Photo courtesy: Chip Clark

‘Maharani’ chrysoberyl cat’s-eye (58.2 carats)

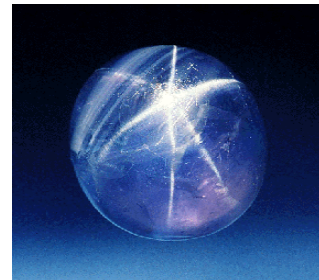
This is an exceptional chrysoberyl cat’s-eye with 58.2 carats. It is displayed at the Smithsonian Institution.



‘Maharani’ cat’s eye
Photo courtesy: Dane Penland

‘Star of Bombay’ star sapphire (182 carats)

This is a star sapphire with 182 carats which is displayed at the Smithsonian Institution.



Source: jewelinfo4u.co

‘Queen Marie of Romania’ Sapphire (478.68 carats)

This 478.68 carat cushion cut deep cornflower blue of Sri Lankan origin could be the most famous and historic sapphire. The gem was originally purchased by King Ferdinand of Romania for his beautiful consort Queen Marie (1875 – 1938).



Source: <http://yukotravels.blog.com/>

‘Empress Maria’s Sapphire’ (260.37 carats)

This Sri Lankan blue sapphire was purchased by the Russian Emperor Alexander II in the London Great Exhibition of 1862 and presented to his wife Empress Maria Alexandronova. Two years after her death in 1880, the gem was donated to the State Diamond Fund of the Russian Federation where it is proudly displayed at their museum in Gokhran, Russia.



‘Empress Maria’s Sapphire’

Source: <http://yukotravels.blog.com/>

‘The Eye of the Lion’ (465 carats)

This chrysoberyl cat’s eye gemstone was discovered in the late 1800’s in *Pelmadulla*, Sri Lanka. It was originally owned by a family descended from King *Rajasinghe* the First, who ruled the island nation from 1581 to 1593. The family appropriately named the gem “The Eye of the Lion.”



Fig: ‘Eye of the Lion’ Source:
<http://yukotravels.blog.com/>

Appendix – D

Traditional Jewellery of Sri Lanka



Bangle inspired from *Nelli* seeds



An earring inspire from a lotus flower



Pendant (*padakkama*) inspired from swans (*hansa púttuwa*)



Pendant (*padakkama*) inspired from a mythical creature (*bhérunda pakshiyá*)



Traditional Kandyan Bridal Jewellery set