

Gem & Jewellery Export Promotion Council Honours The Industry Performers GJEPC hosts its 33rd Annual Awards in the City of Joy

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Kolkata, November 25, 2006: The Gem & Jewellery Export Promotion Council held its 33 rd Annual Awards at a grand ceremony held at Rotunda Hall, Manikanchan SEZ, Kolkata. Hon'ble Union Minister of Commerce & Industry, Government of India, **Shri. Kamal Nath**, graced the occasion as the Chief Guest for the function. Also present at the occasion was **Shri Buddhadeb Bhattacharjee**, Hon'ble Chief Minister of West Bengal, who Presided over the Award Ceremony.

GJEPC Annual Awards 2006 is the most prestigious and much awaited award function of the Indian Gem & Jewellery trade. This year too the GJEPC Annual Awards promised to be a glorious moment for all gem and jewellery exporters and the trade fraternity at large.

Mr. Sanjay Kothari – Chairman, GJEPC applauding the award winners said, *“The Council offers its heartiest congratulations to stalwarts of the Industry for their outstanding performance. It is an honour for the Council to reward those who have won the laurels for Indian gems and Jewellery Industry worldwide. The leaders of the industry through their consistent efforts have shown immense fortitude and are responsible for year on year growth of the total gem & jewellery exports. Its an effort to boost the zeal of the traders to perform better and reach greater heights in years to come”*.

The awards were categorized as follows

- Cut and polished diamonds (DTC Sight Holders).
- Cut and polished diamonds (others).
- Plain gold jewellery, studded gold jewellery.
- Processed and polished pearls.
- Silver jewellery.
- Cut and polished synthetic stones.
- Costume and fashion jewellery.
- Studded precious metal jewellery exports by units from SEZ/EOU complexes.
- Plain precious metal jewellery exports by units from SEZ/EOU complexes and finally.
- Cut and polished coloured gemstones.

The criteria adopted by Council for selection of award winners comprised of export performance, import, labour, value addition, number of in-house employment and so on. In addition to the above, aspects such as exclusive contract, general contract, own manufacturing unit, expenses on research and development and bonus points for exports to non-traditional market were also kept in mind while selecting the winners for the awards.

The Council plans to undertake number of initiatives to propel the industry to further heights. The Council proposes to make plea to the government to introduce turnover tax, waive the current import duty of five per cent on polished diamonds and coloured gemstones, together with simplification of procedure. This would help the industry transform from being the largest manufacturing centre to a premier trading centre as well.

Other areas of focus on the road ahead for the Council are strengthening the coloured gemstone segment in the country. The Council also envisages making concrete efforts to develop a relationship with new emerging consuming markets such as CIS nations and to refocus on and renew marketing efforts in established ones like Japan.

On efforts in terms of Promotion, the Council intends planning a multi-fold marketing plan across various media to enhance our marketing and promotional activity to showcase the strengths of Indian Design. Besides, the Council intends stepping up its efforts in the field of education and training spanning all strata of workforce from the Artisan to the Manager. With the afore-mentioned initiatives, the Council envisages to crystallize the vision to create a powerful industry to compete effectively in the global jewellery market.

About The Gem & Jewellery Export Promotion Council: The Gem & Jewellery Export Promotion Council is an all India apex body representing 6500 gem & Jewellery traders from India. Set up in 1966, it operates under the supervision of the Ministry of Commerce and Industry, Government of India and elected representatives of the industry. The Council is a non-profit organization involved in promoting the exports of the Gem & Jewellery sector and also towards service to the nation.

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