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सूचना

सूचित किया जाता है कि रत्न तथा आभूषण निर्यात संवर्धन परिषद के सदस्यों की 48 वी वार्षिक आम बैठक निम्नांकित कार्यों के निष्पादन के लिए तारीख 29 सितंबर 2014 को दोपहर 12.30 बजे सेलॉन बॉल रूम, होटल सोफीटेल, सी -57, लेवल ।।, बान्द्रा कुर्ला कॉम्प्लेक्स, बान्द्रा (पू), मुंबई 400 051 में आयोजित की जाएगी।

सामान्य कार्य:

1 31 मार्च 2014 को समाप्त वित्त वर्ष के लिए परिषद लेखा परिक्षित तुलन पत्र एवं आय-व्यय के विवरण को प्रशासनिक समिति तथा लेखा परिक्षकों की रिपोर्ट के साथ समीक्षा कर मंजूरी प्रदान करना।

2 इस वार्षिक आम बैठक की समाप्ती से लेकर 53 वीं वार्षिक जनसाधारण बैठक तक के लिए संविधानिक लेखा परिक्षक मेसर्स ए.एम.जे. एण्ड कंपनी, चार्टर्ड अकाउंटेंट, पंजीकरण सं.128550W का सदस्यों के मूल्यांकन के पश्चात पुनः नियुक्ति तथा उनके मानदेय का निर्धारण।

3 इस वार्षिक आम बैठक से लेकर 48 वी वार्षिक जन साधारण बैठक के समाप्त होने तक लेखा परिक्षकों की नियुक्ति, पुन:नियुक्ति बाबत इस आशय के साथ प्रशासनिक समिति को प्राधिकृत करना कि हर वर्ष देय पारिश्रमिक का मूल्यांकन प्रशासनिक समिति द्वारा निर्धारित होगा।

प्रशासन समिति के आदेश से

ह/-
सब्यासाची रे
(कार्यकारी निदेशक)
डीआईएनः 06465601

नोट्सः

1 लेखा के संबंध में किसी पूछताछ हेतु सदस्य अपना निवेदन वार्षिक आम बैठक से कम से कम 72 घंटे पूर्व परिषद को भेज सकते हैं, ताकि संबद्ध विषय की सूचना संकलित की जा सके।

2 यदि बैठक में तय समय पर निर्दिष्ट संख्या में सदस्यों उपस्थिति नहीं हुई तो बैठक अपने तय समय से आधे घंटे के लिए स्थगित की जाएगी। यदि फिर आधे घंटे बाद भी निर्दिष्ट संख्या में उपस्थिति नहीं हुई तो बैठक एक सप्ताह बाद उसी वार, समय और स्थान पर या किसी अन्य दिन, समय या स्थान पर की जाएगी, जिसे समिति निर्धारित करे।

3 सदस्यों से अनुरोध है कि वे बैठक में अपने साथ वर्ष 2013-2014 की वार्षिक रिपोर्ट लेकर आएं क्यों कि सभा स्थल पर वह दोबारा वितरित नहीं की जाएंगी।

Ref. No.: GJEPC/AGM/2014-2015/

Date: September 04, 2014

NOTICE

Notice is hereby given that the 48th Annual General Meeting of the Members of The Gem & Jewellery Export Promotion Council (The Council) will be held on September 29, 2014 at 12.30 pm at "Salon Ball Room, Hotel Sofitel, C-57, Level-II, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051 to transact the following business:

ORDINARY BUSINESS:

1. To consider, review and adopt the Council's audited Balance Sheet and Income & Expenditure Statement for the financial year ended 31st March, 2014, along with the Report of Committee of Administration (CoA) and Auditors' thereon.

2. To re-appoint M/s AMJ & Co, Chartered Accountants, having Firm Registration No. 128550W, as the Statutory Auditors to hold office from the conclusion of this meeting till the conclusion of the 53rd Annual General Meeting subject to ratification by members every year, and to fix their remuneration.

3. To authorize the Committee of Administration (CoA) to appoint and/or re-appoint branch auditors to hold office from the conclusion of this meeting till the conclusion of the 49th Annual General Meeting subject to ratification by members every year, and on such remuneration as may be deemed fit by the CoA.

By Order of the Committee of Administration

Sd/-

Sabyasachi Ray
Executive Director
DIN: 06465601

NOTES:

1. In case of any queries with respect to the accounts, the members can send it to the Council at least 72 hours prior to the commencement of the Annual General Meeting as it would enable the management to compile/collect information about the same.

2. If there is no quorum at the time fixed for the meeting, the meeting shall stand adjourned for half an hour from the time appointed for the meeting. If after the expiration of half an hour, the requisite quorum is not present then the meeting shall stand adjourned to the same day after one week at the same time and place or to such other day and at such other time and place as the Committee may determine.

3. Members are requested to bring their copy of the annual report for the year 2013-14 during the meeting as the same will not be distributed at the venue of the meeting.

अध्यक्ष का संदेश

प्रिय साथियों,

वित्त वर्ष 2013-14, समारोहों का वर्ष रहा। यह एक ऐसा साल था जिसमें रत्न तथा आभूषण निर्यात संवर्धन परिषद (जीजेईपीसी) ने उतार से ज्यादा चढाव देखा। हालांकि इस वित्तीय वर्ष के दौरान रत्न और आभूषण के निर्यात में 11 प्रतिशत की गिरावट दर्ज की गई जो कि 34.746 खरब डॉलर थी, लेकिन इसका मुख्य कारण था सोना आयात करने के लिए पूर्व सरकार की कडी नीति जिसके कारण कच्चे माल का अभाव रहा और इसका असर व्यापार और निर्यात पर भी पडा।

परन्तु इसका सकारात्मक पक्ष यह था कि हीरा सेक्टर काफी अच्छा रहा और तराशे हीरे का निर्यात12.65 प्रतिशत की वृद्धि के साथ 19.635 खरब डॉलर हुआ। इस वर्ष के दौरान हीरा काटने, तराशने और निर्माण की अन्य गतिविधियों में भी विस्तार हुआ जिसके परिणामस्वरूप कच्चे हीरों के आयात में भी 12 प्रतिशत की वृद्धि हुई जो कुल 16.716 खरब डॉलर थी।

गत् वर्ष परिषद ने अपने नीति निर्धारण सम्मेलन में विस्तार पर अपना लक्ष्य केन्द्रित करते हुए निर्यात को बढावा देने का निर्णय लिया। चार लक्षित बाजारों की पहचान कर अपना पूरा ध्यान (उत्तर अमेरिका और दक्षिण अमेरिका), मध्य अरब, जो कि निर्यात के लिए भारत का सबसे बडा लक्षित बाजार है, प्रमुख रूप से गल्फ कॉर्पोरेशन काउन्सिल (जीसीसी), चीन, जिसमे हाँग काँग और सुदूर पूर्व के देश शामिल हैं तथा कॉमनवेल्थ के स्वतंत्र राष्ट्र (सीआइएस), खासकर रूस पर केन्द्रित किया।

जीजेईपीसी ने इस वर्ष विदेश में डीएमसीसी के सहयोग से अपनी पहली प्रदर्शनी ग्लोबल जेम एण्ड ज्वैलरी फेयर (जीजीजेएफ) का दुबई में सफल आयोजन किया। प्रदर्शकों और आगंतुकों से प्राप्त सकारात्मक प्रतिक्रिया ने मध्य पूर्वी मांग को पूरा करने के लिए अन्य संभावित पहल को देखने में हमें प्रोत्साहित किया। ऐसे आयोजन 'मेड इन इन्डिया' ब्रान्ड को विश्वभर में बढावा देने के लिए आदर्श प्लेटफार्म हैं।

भारत के वैश्विक पदचिन्ह में वृद्धि करने के लिए अप्रैल 2013 में परिषद ने जयपुर में भारत-चीन रत्न क्रेता-विक्रेता सम्मेलन (इंडो-चाइना बायर-सेलर मीट) आयोजित किया, जिससे दोनों पक्षों के व्यापारियों और निर्माताओं के बीच नए व्यापार संबंधों को बढावा मिला। रंगीन रत्न और आभूषणों के लिए भारत-रूस क्रेता-विक्रेता सम्मेलन (इंडो-रशिया बायर-सेलर मीट) के लिए गुलाबी शहर (पिंक सिटी) एक बार फिर से मिलन का स्थान रहा।

विदेशों में रणनीतिक साझेदारी में प्रवेश करने के अलावा हीरे देखने (डायमंड व्यूइंग) की सुविधा और नीलामी इत्यादि की क्षमताओं को बढाने के लिए जीजेईपीसी प्रभावशाली व्यापार निकायों जैसे अखिल भारतीय रत्न तथा आभूषण व्यापार महासंघ (जीजेएफ)और भारत डायमंड बोर्स के साथ मिलकर कार्य कर रहा है। हालांकि निर्यात बढाना हमारी सर्वोच्च प्राथमिकता है, फिर भी परिषद विनिर्माण प्रौद्योगिकी को उन्नत बनाने की आवश्यकता को समझता है, जो कि विश्व स्तर पर प्रतिस्पर्धा में श्रेष्ठ बने रहने के लिए महत्वपूर्ण भूमिका निभा रहा है। दिसंबर 2013 को सूरत में जीजेईपीसी द्वारा आयोजित भारत रत्न आभूषण मशीनरी एक्सपो (आईजीजेएमई) हमें अत्याधुनिक तकनीकी का प्रमुख केन्द्र बनने के हमारे लक्ष्य को पूरा करने के लिए एक लंबे मार्ग पर ले जाएगा।

मेरा यह मानना है कि भारत जो कि हीरा उत्पादन के हब के रूप में माना जाता है, वह आभूषण मशीनरी (शिल्पकारिता) के लिए भी जाना जाए और धीरे धीरे दुनिया भर में आभूषण सोर्सिंग के लिए एक प्रमुख स्थल बन जाए।

जीजेईपीसी आईआईजेएस को उन्नत बनाने की दिशा में निष्ठापूर्वक कार्य कर रहा है और प्रदर्शनी के प्रारूप को फिर से नया बनाने की प्रक्रिया में लगा है। ताकि ज्यादा से ज्यादा सदस्य इस प्रदर्शनी का हिस्सा बन सकें। इस लक्ष्य को आंशिक रूप से 2014 के सिग्नेचर संस्करण में हासिल किया जा चुका है। जो

कि 560 प्रदर्शकों के साथ अब तक का सबसे बडा शो रहा है। पिछले साल भारत अंतर्राष्ट्रीय आभूषण सप्ताह (आईआईजेडब्ल्यू) का आयोजन पहली बार दिल्ली में किया गया जिसके द्वारा उत्तरी क्षेत्र में व्यापक दर्शकों तक पहुँच हो पाई।

रत्न और आभूषण उद्योग अपनी धर्मार्थ भावना के लिए भी जाना जाता है, इसे और प्रभावकारी और बृहद् बनाने के लिए परिषद निगमित सामाजिक दायित्व (सीएसआर) के अलग-अलग संकेतों को संगठित करने का प्रयास कर रहा है। व्यापारियों द्वारा किए जा रहे सीएसआर की गतिविधियों का अध्ययन करने के लिए इस्पोस व्यवसाय परामर्श (इस्पोस बिजनेस कन्सल्टिंग) को नियुक्त किया गया है। जिसकी रिपोर्ट के आधार पर भविष्य में जीजेईपीसी द्वारा इस क्षेत्र में की जाने वाली पहल की नींव रखी जाएगी।

परिषद को अपने 40 वें वार्षिक पुरस्कार में बदलाव लाना पडा और इसे भारत रत्न और आभूषण पुरस्कार नाम दिया गया। इसके अलावा डन एण्ड ब्रेडस्ट्रीट के मालिकाना मात्रात्मक मॉडल (प्रोप्राइटरी क्वांटिटेटिव मॉडल) का विकास होने से परिषद ने सामाजिक रूप से सबसे जिम्मेदार कंपनी, सबसे उन्नतशील कंपनी और सबसे अच्छी महिला उद्यमी के लिए पुरस्कार की शुरुआत की।

अधिक दक्षता लाने के लिए जीजेईपीसी अपनी आंतरिक प्रणालियों को लगातार आकलन कर रहा है और इस क्रम में नए संवर्धन निदेशक, विपणन और व्यापार विकास निदेशक, अंतर्राष्ट्रीय आयोजनों के निदेशक और मुख्य वित्तीय अधिकारी की नियुक्ति के द्वारा नई विचार पद्धति/प्रक्रिया को शामिल कर रहा है। हमने समिति स्तर पर युवा सदस्यों की सहभागिता को भी प्रोत्साहित किया है।

पिछले वर्ष के दौरान अपने अमूल्य समर्थन के लिए मैं सभी हितधारकों को व्यक्तिगत रूप से धन्यवाद देना चाहूँगा। भारतीय रत्न और आभूषण उद्योग महानता के लिए तैयार है और सभी संकेत एक उज्वल भविष्य की ओर इशारा कर रहे हैं।

विपुल शाह
अध्यक्ष, जीजेईपीसी

CHAIRMAN'S MESSAGE

Dear Colleagues,

The financial year 2013-2014 has been an eventful one. It's been a journey that saw more ups than downs for the Gem & Jewellery Export Promotion Council (GJEPC). Although we registered an 11% drop in exports of gems and jewellery to $34.746 billion during the fiscal year, this was mainly due to the previous government's stringent gold import policy that led to a shortfall of raw material, thereby impacting trade and exports.

On the positive side, the diamond sector stayed healthy and exports of cut and polished diamonds increased 12.65% year-on-year to $19.635 billion. An expansion in cutting, polishing and other manufacturing activities during the year also resulted in a 12% growth in imports of rough diamonds, at $16.716 billion.

Last year, the Council at a strategic meet decided to catapult exports through focused expansion. It identified four promising markets and concentrated its energies on the Americas (North America and South America); the Middle East, the largest export destination for India, primarily the Gulf Cooperation Council (GCC); China, which includes Hong Kong and the Far East; and the Commonwealth of Independent States (CIS), especially Russia.

The GJEPC successfully launched its first overseas exhibition, the Global Gem & Jewellery Fair (GGJF), that was held in Dubai in collaboration with the DMCC earlier this year. The positive feedback from exhibitors and visitors has impelled us to look at other prospective initiatives to cater to Middle Eastern demand. Such events are ideal platforms for promoting the 'Made in India' brand worldwide.

In order to increase India's global footprint, the Council held the India-China Gemstones Buyer Seller Meet in Jaipur in April 2013, which fostered new business ties among traders and manufacturers on both sides. The pink city was once again the venue for the Indo-Russian Buyer Seller Meet for coloured gemstones and jewellery.

Apart from entering into strategic partnerships abroad, the GJEPC is closely working with influential trade bodies like the All India Gems & Jewellery Trade Federation (GJF) and the Bharat Diamond Bourse (BDB) to build capabilities like diamond viewing facilities, auctions, etc.

While growing exports remains our top priority, the Council recognises the need for upgrading manufacturing technology, which plays an important role in staying ahead of the competition globally. The inaugural India Gem & Jewellery Machinery Expo (IGJME) organised by the GJEPC in Surat in December 2013, will go a long way towards fulfilling our objective of being the nerve centre of cutting-edge technology.

I'm of the belief that India, which is known as the diamond manufacturing hub, should also be recognised for its jewellery craftsmanship and eventually become the primary destination for sourcing jewellery globally.

The GJEPC is diligently working towards upgrading the India International Jewellery Show (IIJS) and is in the process of restructuring the show format to ensure that more members are part of this prestigious event. This goal has, in part, already been achieved with the 2014 edition of

Signature, which was the largest ever with 560 exhibitors. The India International Jewellery Week (IIJW) travelled to Delhi for the first time last year, reaching out to a wider audience in the northern region.

The gem and jewellery industry is known for its charitable spirit and the Council is seeking to consolidate individual gestures of Corporate Social Responsibility (CSR) to make a bigger impact. It commissioned Ipsos Business Consulting to conduct a study on CSR activities by trade members and this report will form the foundation for the GJEPC's future initiatives in this area.

The Council's 40th Annual Awards underwent a transformation and was renamed the India Gem & Jewellery Awards. Apart from having Dun & Bradstreet develop a proprietary quantitative model, the Council introduced awards for the most socially responsible company, the most innovative company, and the best woman entrepreneur.

The GJEPC is proactively auditing its internal systems to bring in more efficiency and introduce new thought processes through the appointment of the new director of promotions, marketing & business development, the director of international events, and the chief financial officer. We have also encouraged the participation of younger members at the committee level.

I would like to personally thank all stakeholders for their invaluable support during the previous year. The Indian gem and jewellery industry is poised for greatness and all signs point to a brighter future.

Vipul Shah
Chairman, GJEPC

Committee of Administration of the Council for the Year 2012-14

Chairman
Shri Vipul Shah

Vice-Chairman
Shri Pankaj Parekh

DIAMOND PANEL COMMITTEE

Convener
Shri Suresh Shah

Co-convener
Shri Ajesh Mehta

Member
Shri Saunak Parikh

Member
Shri Nirav Bhansali

Member
Shri Nirmal Kumar Barmecha

Member
Shri Sanjay Kothari

Member
Shri Vipul Shah

Member
Shri Anup Zaveri

COLOURED GEMSTONES PANEL COMMITTEE

Convener
Shri Nirmal Kumar Bardiya

Co-convener
Shri Ashok Kumar Singhi

JEWELLERY PANEL COMMITTEE

Convener
Shri Colin Shah

Co-convener
Shri Konal Doshi

Member
Dr. Nawal Kishore Agarwal

Member
Shri Badrinarayanan Gupta

Member
Shri Sudhir Kasliwal

Committee of Administration of the Council for the Year 2012-14

REGIONAL CHAIRMEN

Northern Region
Shri Anil Sankhwal

Jaipur Region
Shri Rajiv Jain

Southern Region
Shri Princeson Jose

Eastern Region
Shri Pankaj Kumar Parekh

Gujarat Region
Shri Chandrakant Sanghavi

GOVERNMENT NOMINEES

Joint Secretary, Dept. of Commerce, Ministry of Commerce & Industry, Govt. of India
Shri Siddharth

Additional Director, O□ice of the Directorate General of Export Promotion (DGEP)
Shri Jitendra Kumar

Economic Adviser Dept. of Commerce
Ms. Rupa Dutta

Executive Director Ex-O□icio Member Of The CoA
Shri Sabyasachi Ray

Co-opted Members In The Committee Of Administration

Shri Vasant Mehta
Shri Pramod Kumar Agarwal
Shri Aagam Sanghavi
Shri Nilesh Shah

Sub-committees of the Council for the Year 2013-2014

AUDIT & FINANCE SUB-COMMITTEE

Convener
Shri Nirmal Kumar Barmecha

Co-convener
Shri Anup Zaveri

Members
Shri Rajiv Jain
Shri Konal Doshi
Shri Suresh Shah

SPECIAL PERMANENT INVITEES TO THE A & F SUB-COMMITTEE

Convener (Promotions, Marketing & Business Development)
Shri Sanjay Kothari

Convener (National Exhibitions)
Shri Nirav Bhansali

Convener (International Exhibitions)
Shri Saunak Parikh

Special Invitee
Shri Kanubhai Shah

PM & BD SUB-COMMITTEE

Convener
Shri Sanjay A. Kothari

Co-convener
Shri Rajiv Jain

Members
Shri Shailesh Sangani
Shri Colin Shah
Shri Ajesh Mehta

Special Invitees to PM & BD Sub-committee
Ms Nirupa Bhatt
Ms Vaishali Banerjee

EXHIBITIONS SUB-COMMITTEE (NATIONAL)

Convener
Shri Nirav Bhansali

Co-convener
Shri Milan Choksi

Members
Shri Haresh Zaveri
Shri Shailesh Sangani
Shri Nirmal Kumar Bardiya

Invitees To Exhibitions Sub-committee (National)
Shri Chirag Lakhi
Shri Navin Jashnani
Shri Ravee Tanwani

Special Invitees As Per Specific Requirement
Shri Sohil Kothari
Shri Sanjay A. Kothari

EXHIBITIONS SUB-COMMITTEE (INTERNATIONAL)

Convener
Shri Saunak Parikh

Co-convener
Shri Sohil Kothari

Members
Shri Pramod Kumar Agarwal
Shri Priyanshu Shah
Shri Anil Sankhwal

Special Invitees To Exhibitions Sub-committee (International)
Shri Kapil Nevatia
Shri Sanjay A. Kothari

BANKING, INSURANCE AND TAXATION SUB-COMMITTEE

Convener
Shri Anup Zaveri

Sub-committees of the Council for the Year 2013-2014

Co-convener
Shri Saunak Parikh

Members
Shri Suresh Shah
Shri Konal Doshi
Shri Vasant Mehta

Permanent Invitees To Banking, Insurance & Taxation Sub-committee
Shri Bhargava Vaidya

AWARDS SUB-COMMITTEE

Convener
Shri Colin Shah

Co-Convener
Shri Ajesh Mehta

Members
Shri Pramod Kumar Agrawal
Shri Nirav Bhansali
Shri Rahul Gupta

Special Invitees To The Awards Sub-committee
Shri Suresh Shah
Shri Saunak Parikh

NATIONAL TECHNICAL EDUCATION SUB-COMMITTEE

Chairman
Shri Vipul Shah

Vice-Chairman
Shri Pankaj Kumar Parekh

Executive Director
Shri Sabyasachi Ray

Members
Shri Pramod Kumar Agrawal
Shri Anil Sankhwal
Shri Rajiv Jain
Shri Aagam Sanghvi
Shri Bakul R. Mehta
Shri Vasant Mehta
Shri Chandrakant Sanghavi
Ms. Namita Pandya

Representative Directors Of GJEPC In GJSCI
Shri Vasant Mehta
Shri Rajiv Mehta
Shri Parag Shah
Shri Colin Shah
Shri Venkatraman Krishnamurthy

IIJW SUB-COMMITTEE

Chairman
Shri Vipul Shah

Vice-Chairman
Shri Pankaj Kumar Parekh

Convener
Shri Sanjay A. Kothari

Co-convener
Shri Haresh Zaveri

Members
Shri Nirmal Kumar Barmecha
Dr. Nawal Kishore Agarwal
Shri Ajesh Mehta

Special Invitees
Ms Nirupa Bhatt
Shri Shailesh Sanghani

Composition of Members of the Regional Committees for the Year 2012-14

NORTHERN REGIONAL COMMITTEE
Shri Anil Sankhwal, Regional Chairman

Dr. Rajendra Bhola, Member
Shri Rahul Gupta, Member
Shri Rajesh Khanna, Member
Shri Atul Jain, Member

Panel Of Invitees To Northern Regional Committee
Shri S P Bansal
Shri Hemant Goel
Shri Jatin Bhatt
Shri Harcharan Singh

JAIPUR REGIONAL COMMITTEE
Shri Rajiv Jain, Regional Chairman

Shri Pramod Kumar Agrawal, Member
Shri Sudhir Kasliwal, Member
Shri Badrinarayan Gupta, Member
Dr. Nawal Kishore Agrawal, Member

Panel Of Permanent Invitees To Jaipur Regional Committee
Shri Kamal Kothari
Shri Dinesh Khatoria
Shri Pramod Kotahwala
Shri Vijay Kedia

SOUTHERN REGIONAL COMMITTEE
Shri Princeson Jose, Regional Chairman

Shri Raphy Antony, Member
Shri Mohanlal Gupta, Member
Shri Mahesh Rao, Member
Shri Naresh Mehta, Member

EASTERN REGIONAL COMMITTEE
Shri Pankaj Parekh, Regional Chairman

Shri Subir Kr. Sen, Member
Shri Jaysukh Parekh, Member
Shri Ketan Doshi, Member
Shri Nilesh Parekh, Member

Permanent Special Invitees To Eastern Regional Committee
Shri Sanjiv Kejariwal
Shri Bachhraj Bamalwa
Shri Biplabankur Roychowdhury
Shri Suvankar Sen
Shri Ashok Kumar Soni
Shri Naresh Kumar Agrawal
Smt Varda Goenka

GUJARAT REGIONAL COMMITTEE
Shri Chandrakant R. Sanghavi, Regional Chairman

Shri Suresh Shah, Member
Shri Keval Virani, Member
Shri Tulshibhai D. Dholakakia, Member
Shri Dineshbhai Navadiya, Member

Invitees To The Gujarat Regional Committee
Shri Ashit V. Mehta
Shri Dilip Mehta
Shri Nirav Jogani
Shri Shantibhai Patel
Shri C.P. Vanani
Shri Alpesh Vaviya
Shri Narshibhai Patel/Merulia
Shri Tusharbhai Chokshi
Shri Vinubhai Jogani
Shri Pravin Shah
Shri Samir Joshi
Shri Jeetubhai Miyani
Shri Pravin Nanavati
Shri Rajendra Derasaria
Shri Rohitbhai Mehta
Shri Aagam Sanghvi

GJEPC REPORT CARD

Robust Performance

The Indian gem and jewellery industry, under the leadership of the Gem & Jewellery Export Promotion Council (GJEPC), remained one of the biggest contributors to India's foreign exchange earnings in the financial year 2013-2014. This was achieved despite the previous central government's stringent gold import policy that led to a shortfall of supply in the market, limiting the extent of trade for many Indian companies.

Notwithstanding the 11% decline in the sector's overall performance during 2013-2014, the GJEPC remains optimistic about economic improvements in key markets like the US and Europe. The previous fiscal year witnessed strong growth in the diamond sector, owing to increases recorded in almost all the top 10 export markets.

The Council believes that there are numerous opportunities for growth, and is concentrating its efforts in markets such as the Middle East, Russia, US and China.

REVIEW OF EXPORTS

Exports of gems and jewellery from India during the fiscal year 2013-2014 registered a performance of US$34993.01 million (Rs.211743.93 crore) compared with US$39,137.10 million (Rs.213,202.02 crore) in 2012-2013; indicating an decrease of 10.59%.

Gem and jewellery export sector is one of the leading foreign exchange earning sector accounting for around 11.16% of the country's total merchandise exports estimated at US$313,542.91 million.

Cut and polished diamonds segment, at US$19,643.22 million accounted for 56.13% of the total gems and jewellery exports. Gold jewellery exports at US$8,121.60 million stood second accounting for 23.21% of total exports. Gold medallion exports at US$3,069.49 million stone third accounting for 8.77% of total exports.

Table 1 : Exports of Gems & Jewellery from India during 2013-2014

Items	Target for 2013-2014	Actual Export April'2013 / March'2014		Actual Export April'2012 / March'2013		Percent Growth / decline over previous year	
	US$ in Million	Rs. in Crores	US$ in Million	Rs. in Crores	US$ in Million	Rs.	US$
Total C & P Diamonds	22,250	118,920.07	19,643.22	94,741.51	17,430.62	25.52	12.69
(Quantity – Lakh Cts)		(344.51)		(350.52)			
Gold Jewellery	7,278	49,261.95	8,121.60	71,295.98	13,038.28	-30.91	-37.71
Gold Medallions & Coins		18,564.53	3,069.49	28,490.06	5,235.33	-34.84	-41.37
Coloured Gemstones	394	3,141.28	520.17	3,543.50	653.03	-11.35	-20.35
Pearls		61.05	9.78	26.03	4.79	134.54	104.18
Silver Jewellery		8,795.08	1,458.39	5,028.33	922.77	74.91	58.04
Synthetic Stones		485.48	80.13	282.71	51.98	71.72	54.16
Costume/Fashion Jewellery	4,119	109.93	18.21	92.27	17.00	19.14	7.12
Sales to Foreign Tourist		416.53	69.52	305.93	56.23	36.15	23.64
TOTAL	34,042	199,755.90	32,990.51	203,806.32	37,410.03	-1.99	-11.81
Exports of Rough Diamond (Quantity in Lakh Cts)		9,553.13	1,584.33	8,592.05	1,579.34	11.19	0.32
		(432.75)		(352.35)			
Rough Stones, Pearls & other Roughs		2,434.90	418.17	803.65	147.73		
GRAND TOTAL	34,042	211,743.93	34,993.01	213,202.02	39,137.10	-0.68	-10.59

NOTE: 1. Figures in bracket shows quantity of diamonds in lakh carats.

(As per RBI monthly average exchange rate)

Source: Customs

TRADE REVIEW

Exports of cut and polished diamonds during 2013-2014 at US$19,643.22 million shows a growth of 12.69% compared to US$17,430.62 million during 2012-13.

Gold jewellery export at US$8,121.60 million during 2013-14 shows a decline of 37.71% when compared to US$13,038.28 million during 2012-13. Exports of gold medallions and coins, at US$3,069.49 million during 2013-14, shows a decline of 41.37% when compared with 2012-13.

Coloured gemstones exports at US$520.17 million during 2013-14 shows a decline of 20.35% compared to US$653.03 million during 2012-2013.

Silver jewellery exports at US$1,458.39 million during 2013-14, shows a growth of 58.04% when compared with 2012-13.

Table 2: Exports of Total Gems & Jewellery from India to Major Regions of the World

Major Regions	2013-14 (P)		2012-13		2008 - 2009	
	US $ in Million	% share in Total	US $ in Million	% share in Total	US $ in Million	% share in Total
USA & CANADA	5062.74	14.47	4402.06	11.25	4408.77	17.42
EUROPE	3574.11	10.21	3096.40	7.91	2668.88	10.54
ASIA	11630.89	33.24	11261.27	28.77	7676.50	30.33
AFRICA	91.43	0.27	80.06	0.21	88.55	0.35
MIDDLE EAST	12948.75	37.00	18827.86	48.11	9560.73	37.77
OTHERS	1685.09	4.82	1469.45	3.75	909.57	3.59
TOTAL	34993.01	100.00	39137.10	100.00	25313.00	100.00

Source: Customs data compiled by GJEPC
Source: Customs

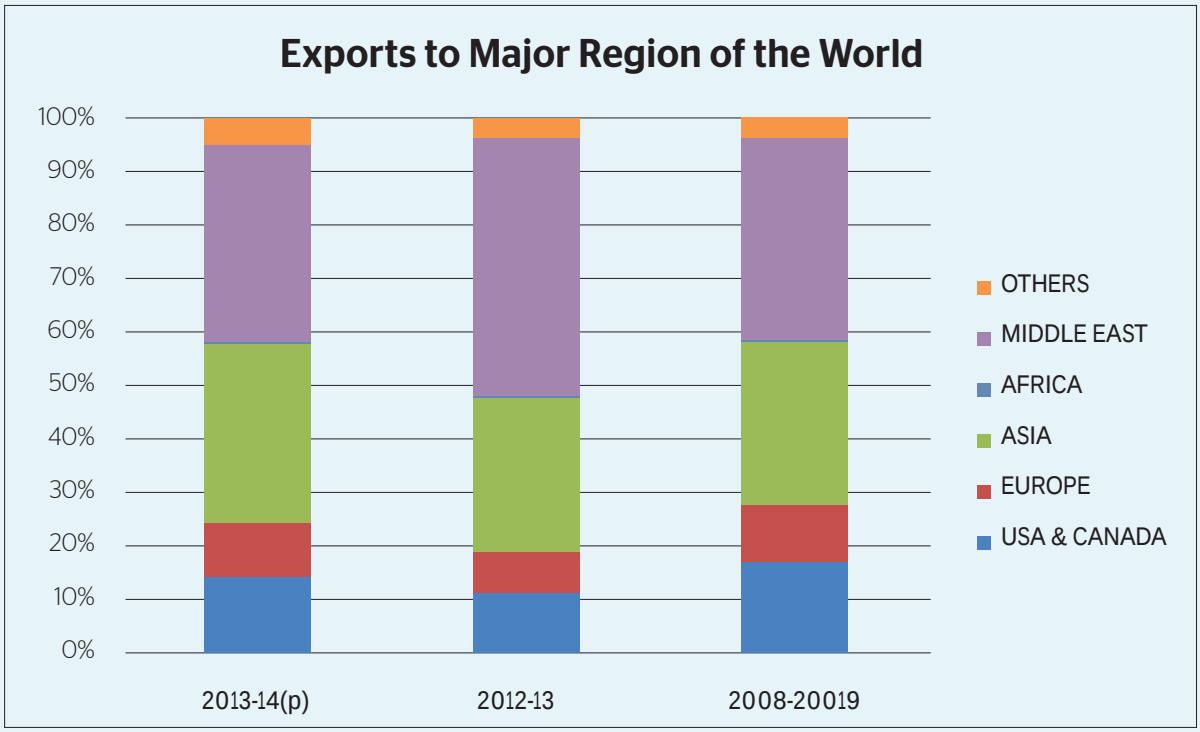


Table 3: DESTINATIONWISE EXPORTS OF GEMS AND JEWELLERY

Countries	April'2013 - March'2014 (p)					April'2012 - March'2013				
	Cut & Polished diamonds			Total Gem & Jewellery		Cut & Polished diamonds			Total Gem & Jewellery	
	Cts. In Lakhs	Rs. in Crores	US $ in Million	Rs. in Crores	US $ in Million	Cts. In Lakhs	Rs. in Crores	US $ in Million	Rs. in Crores	US $ in Million
U.A.E.	69.62	22935.67	3787.09	77458.36	12808.73	82.81	18086.36	3325.09	102018.03	18692.64
Hong Kong	146.74	47067.49	7759.06	59380.93	9791.15	128.81	37151.01	6826.99	51181.85	9393.87
U.S.A.	52.97	18986.81	3149.96	29858.55	4949.29	51.65	14930.92	2755.76	23322.96	4300.31
Belgium	20.48	8785.02	1449.33	12237.90	2020.20	22.13	7369.22	1356.42	10037.15	1847.85
Israel	9.79	7479.46	1237.48	7834.17	1295.76	13.93	6089.57	1120.59	6327.14	1164.13
Thailand	14.46	3136.10	519.06	3697.55	614.49	13.99	2672.64	491.41	3061.22	562.44
Singapore	4.14	1214.52	200.43	3522.37	581.91	4.86	1443.63	265.58	3822.53	703.13
Netherland	4.29	2353.98	392.73	2437.22	400.33	2.90	984.14	181.32	1298.06	239.24
U.K	1.18	428.22	70.36	2094.84	345.42	7.20	674.83	124.70	2243.15	412.58
Japan	8.29	1852.07	305.47	1514.12	248.75	10.81	1679.63	309.13	2000.58	368.03
Switzerland	3.74	1510.53	249.70	2731.26	456.70	2.77	1031.54	190.16	1210.72	223.08
Australia	0.91	739.29	121.43	2038.08	337.06	0.90	603.56	110.74	1324.95	243.12
Malaysia	0.85	346.66	57.93	772.30	128.25	1.27	432.60	79.52	712.71	131.12
CANADA	0.03	7.68	1.24	690.79	113.45	1.98	137.48	25.52	551.80	101.75
Others	7.02	2076.56	341.95	5475.49	901.52	4.51	1454.38	267.69	4089.15	753.81
TOTAL	344.51	118920.07	19643.22	211743.93	34993.01	350.52	94741.51	17430.62	213202.02	39137.10

Note : Others include all other Countries
Note: 1) Diamond figures include data of C & P Diamonds (Bonded WH).
2) Others include rest of the other countries.
Source: Customs

The above 14 countries together account for about 97.42% of the total gems and jewellery exported from India to the major world markets during 2013-2014. UAE remained the single largest importer during 2013-2014, accounting for around 36.60% of the total gems and jewellery, followed by Hong Kong, USA, Belgium and Israel.

Table 4: Port-wise Exports Of Gems & Jewellery From India During 2013-14

Region	C & P Diamonds		Col.Gemstones		Gold Jewellery		Other Items		Total Exports		% Share
	Rs in Lakhs	US$ Mill	Rs in Lakhs	US$ Mill	Rs in Lakhs	US$ Mill	Rs in Lakhs	US$ Mill	Rs in Lakhs	US$ Mill	US$
Mumbai	10204190.12	16845.83	28790.09	46.93	1815124.87	2989.02	843245.96	1401.15	1289135.03	21282.93	60.94
Delhi	10356.92	16.64	964.38	1.56	691789.88	1133.56	380049.62	628.13	1083160.80	1779.89	5.10
Jaipur	16367.67	27.00	184074.33	303.04	78813.68	130.38	114084.30	188.86	393339.98	649.28	1.86
Chennai	991.26	1.60	113.74	0.19	196977.96	324.73	418.43	0.68	198501.39	327.20	0.94
Cochin					145986.73	242.69	245940.51	451.94	391927.24	694.63	1.99
Coimbatore					415.01	0.67	0.00	0.00	415.01	0.67	0.00
Bangalore	1986.78	3.21	0.04		9849.81	16.00	1594569.02	2589.62	1606405.65	2608.83	7.47
Hyderabad	119814.69	202.01			41186.63	67.97	132125.94	217.70	293127.26	487.68	1.40
Kolkata	405151.92	659.25			781152.85	1292.56	58745.66	103.89	1245050.43	2055.70	5.89
Surat	1100624.98	1833.58	100184.98	168.45	1164897.98	1923.96	577093.82	968.65	2942801.75	4894.64	14.02
Vishakhapatnam	32,522.19	54.13					54136.75	87.91	86658.94	142.04	0.41
TOTAL	11892006.52	19643.22	314127.56	520.17	4926195.39	8121.54	4000410.00	6638.53	21132739.47	34923.49	100.00
Sales to Foreign Tourists									41653.53	69.52	
Grand Total	11892006.52	19643.22	314127.56	520.17	4926195.39	8121.54	4000410.00	6638.53	21174393.00	34993.01	

Note: Data for Exports of Diamonds from Mumbai includes Export of C & P Diamonds (Bonded W.H).

Source: Customs

Table 5: Export of Cut & Polished Diamonds to Major Markets

Country	2013 - 2014 (P)		2012 - 2013		2008 - 2009		Percent Growth / decline over previous year
	US $ in Millions	% wrt Total	US $ in Millions	% wrt Total	US $ in Millions	% wrt Total	US$
Hong Kong	7759.06	39.50	6,821.88	39.14	4,783.80	31.42	13.74
U.A.E.	3787.09	19.28	3,325.09	19.08	3,356.82	22.05	13.89
U.S.A	3149.96	16.04	2,754.25	15.80	2,792.53	18.34	14.37
Belgium	1449.33	7.38	1,356.42	7.78	1,320.57	8.67	6.85
Israel	1237.48	6.30	1,120.59	6.43	744.95	4.89	10.43
Thailand	519.06	2.64	491.41	2.82	282.12	1.85	5.63
Netherland	392.73	2.00	181.32	1.04	216.63	1.42	116.59
Japan	305.47	1.56	309.13	1.77	248.71	1.63	-1.18
Switzerland	249.70	1.27	190.16	1.09	162.36	1.07	31.31
Singapore	200.43	1.02	244.01	1.40	374.19	2.46	-17.86
U.K	70.36	0.36	124.70	0.72	64.51	0.42	-43.58
Others	522.55	2.66	511.66	2.94	875.81	5.75	2.13
Total	19,643.22	100.00	17,430.62	100.00	15,223.00	100.00	12.69

Source: Customs

The market share Hong Kong in export of cut and polished diamonds from India has increased substantially during last 5 years.

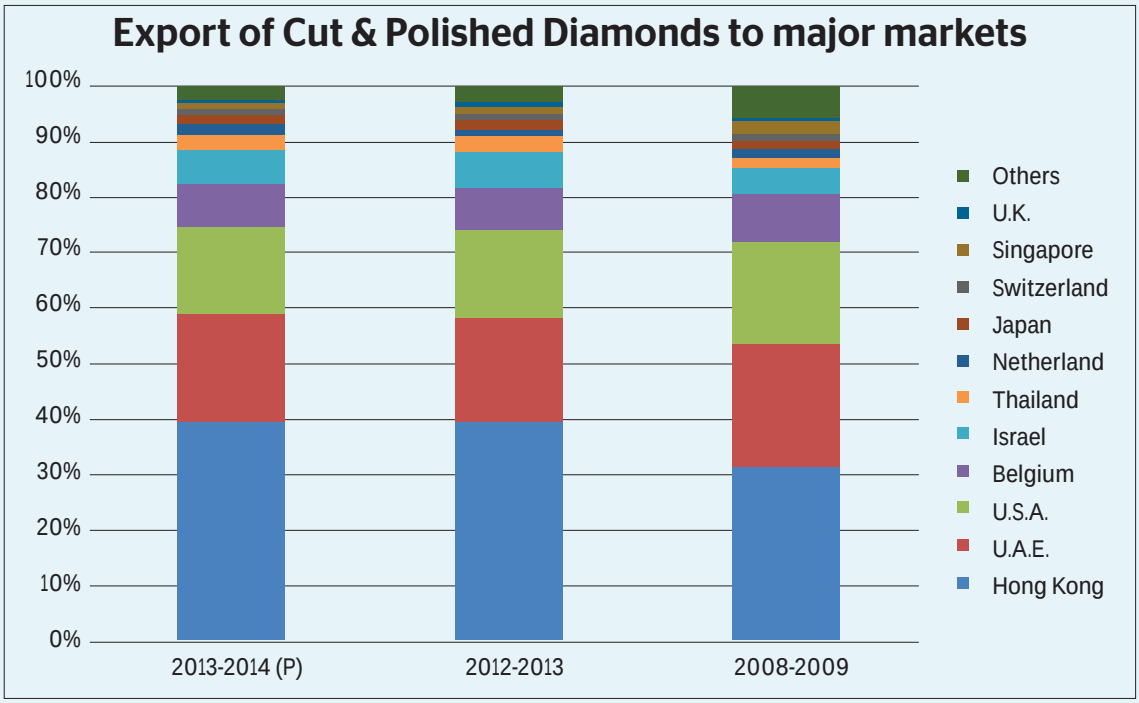


Table 6: Exports of Gold Jewellery from India

Particulars	2013-2014		% to Total	2012-13		% to Total
	Rs.Crores	Mill US$	US$	Rs.Crores	Mill US$	US$
DTA	19,655.41	3,232.46	39.80	12,671.96	2,332.72	17.89
EPZ/SEZ	29,606.54	4,889.14	60.20	58,624.02	10,705.56	82.11
Total	49,261.95	8,121.60	100.00	71,295.98	13,038.28	100.00

Note: EPZ/SEZ includes data from MEPZ, SEEPZ, Jaipur SEZ, Kolkatta SEZ, Cochin SEZ & Noida SEZ

Source: Customs

Table 7: Exports of Gold Jewellery from di□erent SEZs

Particulars	2013-2014 (P)		% to Total	2012-2013		% to Total
	Rs.Crores	Mill US$	US$	Rs.Crores	Mill US$	US$
SEEPZ	10,763.60	1,773.30	36.27	8,402.18	1,544.80	14.43
JAIPUR - SEZ	251.25	41.10	0.84	230.60	42.32	0.40
MEPZ	911.79	151.13	3.09	2,884.24	528.24	4.93
COCHIN-SEZ	258.59	43.96	0.90	5,715.94	1,048.32	9.79
Hyderabad SEZ				1.38	0.25	0.00
KOL-SEZ	3,916.18	650.50	13.30	7,553.28	1,386.97	12.96
Noida SEZ	1,868.83	307.31	6.29	3,430.24	630.69	5.89
Surat SEZ	11,636.00	1,921.84	39.31	30,406.16	5,523.97	51.60
Total	29,606.24	4,889.14	100.00	58,624.02	10,705.56	100.00

Source: Customs

Table 8: INDIA'S EXPORTS OF GOLD JEWELLERY TO MAJOR MARKETS

Country	2013 - 2014 (P)		2012 - 2013		2008 - 2009		Percent Growth / decline over previous year
	US $ in Millions	% wrt Total	US $ in Millions	% wrt Total	US $ in Millions	% wrt Total	US$
U.A.E.	4,258.71	52.44	8,899.60	68.26	5,815.07	66.49	-52.15
Hong Kong	1,208.55	14.88	1,719.55	13.19	372.41	4.26	-29.72
U.S.A.	1,328.16	16.35	1,166.97	8.95	1,386.83	15.86	13.81
Singapore	334.46	4.12	374.14	2.87	489.44	5.60	-10.61
U.K	242.47	2.99	227.53	1.75	195.02	2.23	6.57
Australia	116.78	1.44	118.69	0.91	44.19	0.51	-1.61
Canada	75.67	0.93	67.24	0.52	34.84	0.40	12.54
Malaysia	69.53	0.86	50.16	0.38	1.91	0.02	38.62
Kuwait	36.94	0.45	55.19	0.42	33.93	0.39	-33.07
Italy	29.36	0.36	37.98	0.29	34.88	0.40	-22.70
Others	420.97	5.18	321.23	2.46	337.04	3.85	31.05
Total	8,121.60	100.00	13,038.28	100.00	8,745.56	100.00	-37.71

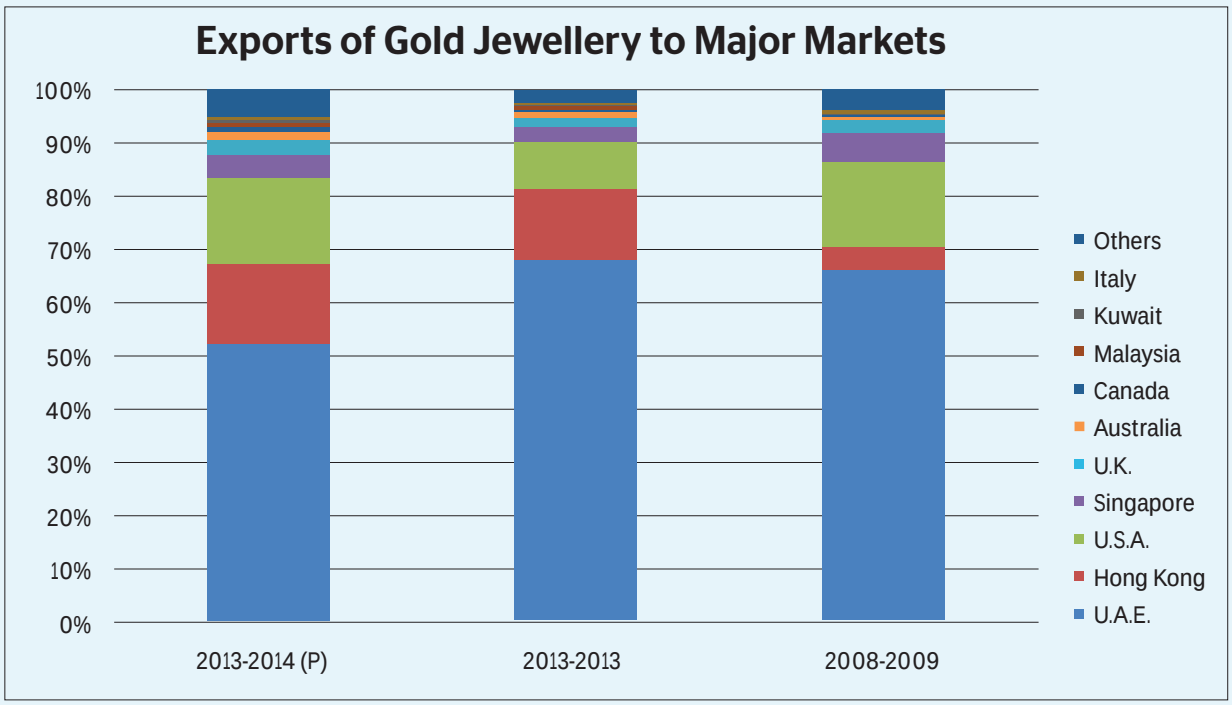


Table 9: INDIA'S EXPORTS OF COLOURED GEMSTONES TO MAJOR MARKETS

Country	2013 - 14 (p)		2012 - 2013		2008 - 2009		Percent Growth / decline over previous year
	US $ in Millions	% wrt Total	US $ in Millions	% wrt Total	US $ in Millions	% wrt Total	US$
Hongkong	289.68	55.69	147.75	22.63	57.59	22.03	96.06
USA	75.47	14.51	73.36	11.23	81.89	31.32	2.88
Thailand	41.30	7.94	36.42	5.58	40.56	15.51	13.40
Switzerland	28.89	5.55	3.33	0.51	3.73	1.43	767.57
Germany	17.77	3.42	14.20	2.17	6.57	2.51	25.14
Japan	15.04	2.89	18.23	2.79	14.67	5.61	-17.50
Italy	12.76	2.45	12.43	1.90	12.58	4.81	2.65
UAE	8.89	1.71	320.83	49.13	7.83	3.00	-97.23
U.K	7.78	1.50	5.67	0.87	3.06	1.17	37.21
Belgium	3.33	0.64	3.51	0.54	1.60	0.61	-5.13
Israel	2.05	0.39	3.54	0.54	1.28	0.49	-42.09
Others	17.21	3.31	13.76	2.11	30.07	11.50	25.07
Total	520.17	100.00	653.03	100.00	261.43	100.00	-20.35

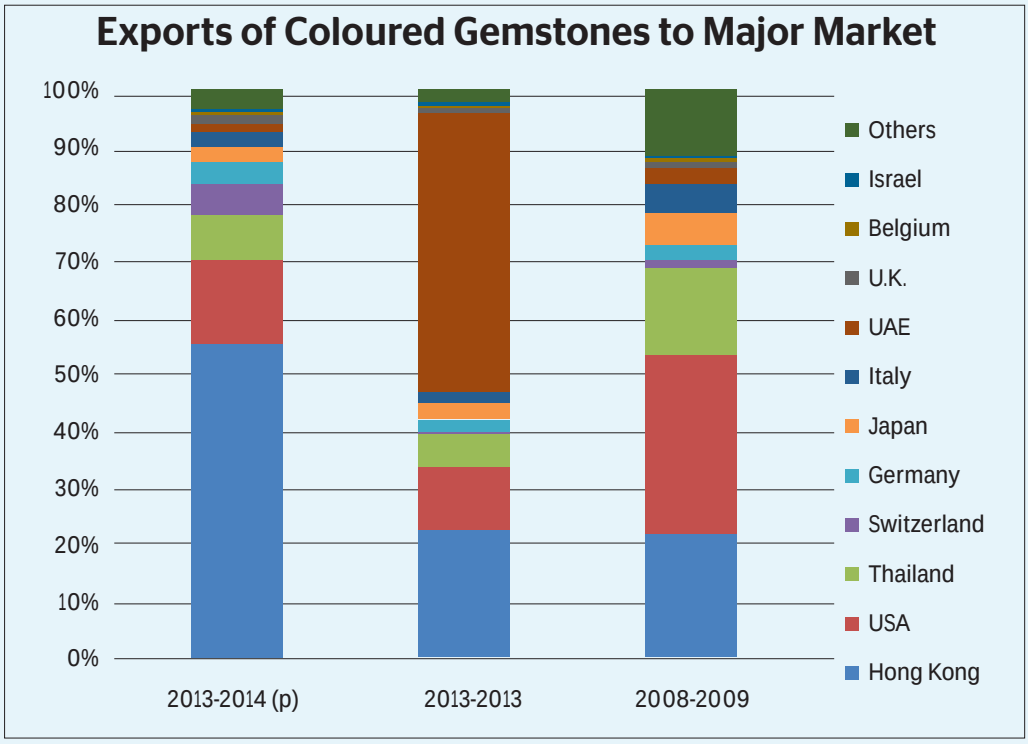


Table NO. 10 India's Exports of Gems & Jewellery for last ten years

[Value US $ in Million]

Sr. No.	ITEMS	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14 (p)
1	C&P DIAMONDS	11163	11831	10910	14205	14804	18244	28221	23356	17431	19,643
2	COLOURED GEM STONES	193	234	247	276	261	287	315	344	653	520
3	GOLD JEWELLERY	3784	3882	5209	5562	8746	9679	7763	9797	13038	8,122
	Gold Medallions & Coins	0	0	0	0	0	0	4939	6989	5235	3,069
4	PEARLS	3	2	2	4	4	3	4	4	5	10
5	SILVER JEWELLERY	129	146	175	229	237	416	566	761	923	1,458
6	SYNTHETIC STONES	1	1	1	1	1	1	17	25	52	80
7	COSTUME FASHION JEWELRY	9	12	8	6	9	15	6	11	17	18
8	SALES TO FOREIGN TOURISTS	20	26	42	72	56	42	40	63	56	70
9	TOTAL	15301	16135	16594	20355	24118	28687	41872	41350	37410	32,991
10	EXPORT O F ROUGH DIAMONDS	357	566	565	567	776	744	1137	1772	1579	1,584
11	Rough Stones, Pearls & other Roughs						10	40	89	148	418
12	NET EXPORTS	15658	16701	17159	20921	24894	29442	43048	43211	39137	34,993

Note: Figures for 2012-2013 are provisional and subject to revision.

Table 11: Import of Raw Materials of Gem & Jewellery 2013-14 (p)

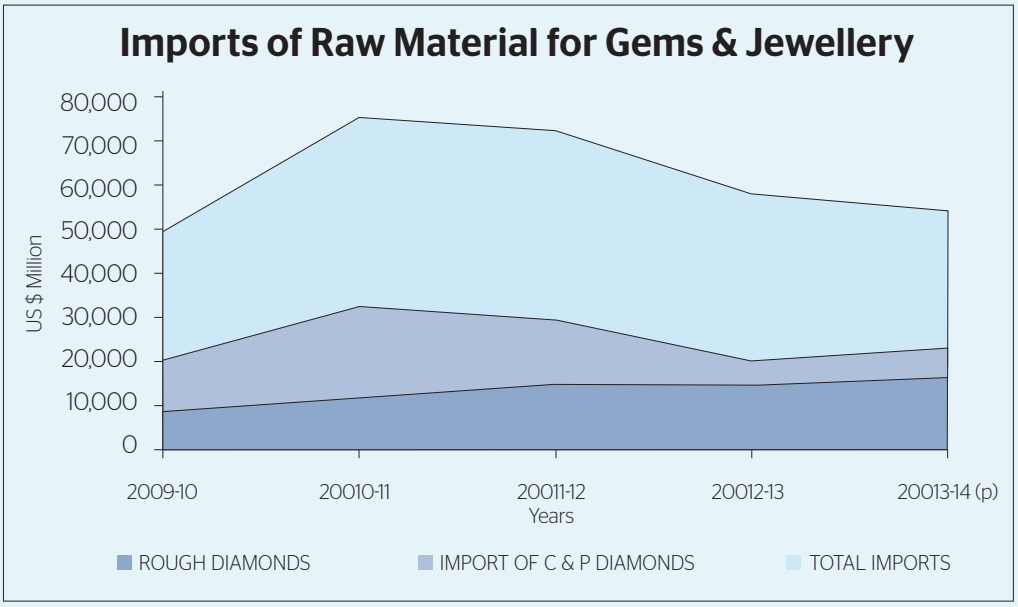
Items	April'13 / March'14		April'12 / March'13		Percent Growth / decline over previous year	
	Rs. in Crores	US$ in Million	Rs. in Crores	US$ in Million	Rs.	US$
Total Rough Diamonds	100,374.43	16,715.76	80,992.52	14,926.96	23.93	11.98
(Quantity - Lakh Cts)	(1619.11)		(1483.89)		9.11	
Rough Col Gemstones	1,444.73	237.59	1,127.78	207.70	28.10	14.39
Raw Pearls	464.64	78.90	922.98	169.68	(49.66)	(53.50)
Rough Synthetic Stones	512.39	85.61	288.67	53.02	77.50	61.47
Gold Bar	33,652.46	5,599.35	60,470.81	11,127.95	(44.35)	(49.68)
Silver Bar	238.93	39.75	280.99	51.73	-14.97	-23.16
Platinum	67.79	11.21	56.68	10.41	19.60	7.68
TOTAL	**136,755.37**	**22,768.17**	**144,140.43**	**26,547.45**	**(5.12)**	**(14.24)**
II. Import of Cut & Pol Diam	39,586.09	6,540.78	30,200.89	5,559.56	31.08	17.65
(Quantity - Lakh Cts)	(114.39)		(174.35)		(34.39)	
III. Import of Finished goods						
Gold Findgs / Mntgs/costing	396.14	64.69	163.22	30.16	142.70	114.49
Gold Jewellery	3,495.93	576.82	25,037.61	4,546.01	(86.04)	(87.31)
Col. Gem Stones	1,969.49	326.63	2,776.23	512.38	(29.06)	(36.25)
Silver Jewellery	771.30	127.86	472.66	86.90	63.18	47.13
Synthetic Stone	495.17	81.95	351.64	64.62	40.82	26.82
Pearls	3,621.60	581.18	39.45	7.24	9,080.23	7,927.35
Costume/Fashion Jewellery	22.18	3.70	1.54	0.28	1,340.26	1,221.43
GRAND TOTAL	**187,110.40**	**31,071.28**	**203,193.40**	**37,356.39**	**-7.92**	**-16.82**

NOTE :

1. Figures in bracket shows quantity of diamonds in lakh carats.
2. Above Figures for Rough Diamonds are Gross Imports (without substracting export of rough diamonds)
3. Import of other Items include Gold Findings/Mountings, gold jewellery, col gemstones , Pearls, Synthetic Stones etc.

(As per RBI monthly average exchange rate)

Source: Customs

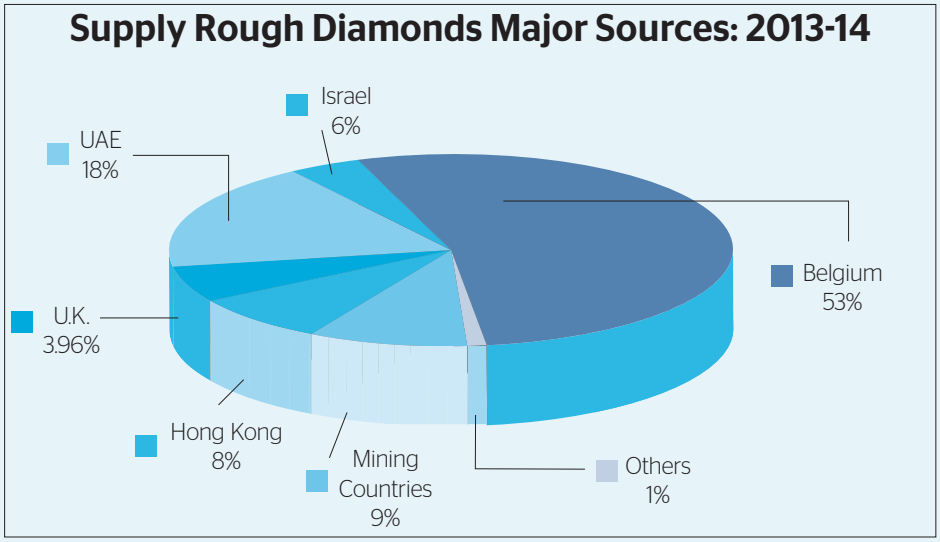


Sourcing Of Rough Diamonds: The consistent follow-up of meetings with the mining companies such as Alrosa from Russia and bilateral meetings with countries like Botswana, South Africa, Democratic Republic of Congo (DRC) and the active participation in the Kimberley Process (KP) forum for resolving the issues resulted in the increase in import of rough diamonds from the producing / mining countries as seen from the tables below.

Table 12: India's Imports Of Rough Diamonds From Major Sources

Country	2013 - 2014 (P)		2012 - 2013	
	US $ in Millions	% wrt Total	US $ in Millions	% wrt Total
Belgium	8,869.49	53.06	8,122.02	54.41
U.K	661.89	3.96	1,202.54	8.06
U.A.E	3,055.09	18.28	2,827.42	18.94
Israel	1,073.62	6.42	1,005.01	6.73
Hongkong	1268.44	7.59	679.41	4.55
Switzerland	130.54	0.78	121.00	0.81
Mining Countries	1,450.43	8.68	896.04	6.00
Others	206.26	1.23	73.52	0.49
Total Imports	16,715.76	100.00	14,926.96	100.00

Source: Customs Note: Above figures are gross imports.



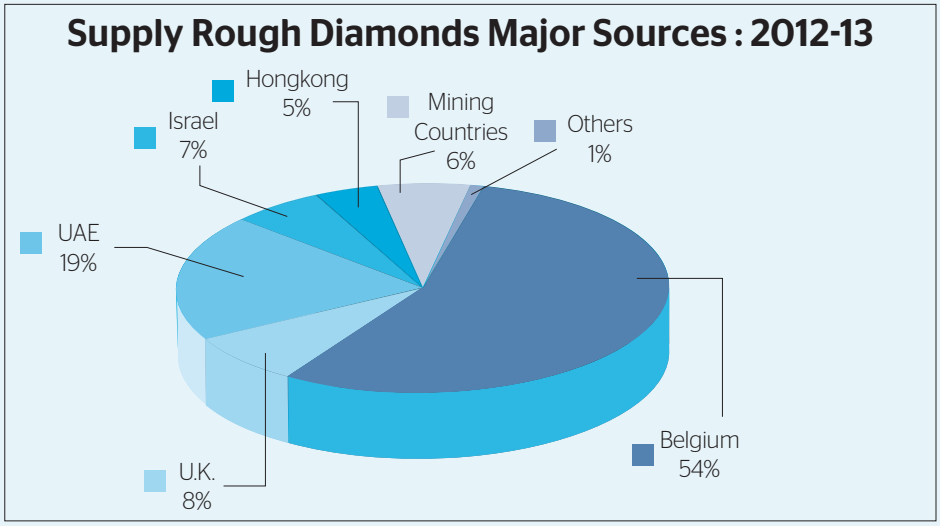


Table 13: India's Imports Of Rough Diamonds From Producing Countries

Country	2013 - 2014(P)		2012 - 2013	
	US $ in Millions	% wrt Total	US $ in Millions	% wrt Total
Russian Federation	796.93	54.94	685.42	76.49
Canada	76.96	5.31	131.96	14.73
South Africa	248.68	17.15	36.23	4.04
Botswana	323.29	22.29	35.25	3.93
Australia	2.27	0.16	2.36	0.26
DR Congo	0.85	0.06	2.87	0.32
Ghana	1.40	0.10	1.59	0.18
Tanzania	0.05	-	0.03	-
Namibia	-	-	0.33	0.04
Total Imports	**1,450.43**	**100.00**	**896.04**	**100.00**

Source: Customs Note: Above figures are gross imports.

Table 14: India's Imports Of Raw Material For Gems & Jewellery During Last Ten Years [Value In US$ Million]

Sr. No.	ITEMS	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14 (p)
1	ROUGH DIAMONDS	7,648	8,698	8,767	9,797	7,960	9,048	11,994	15,163	14,927	16,716
2	ROUGH COL. GEMSTONES	83	115	132	147	106	117	150	146	208	238
3	RAW PEARLS	6	6	7	11	6	5	7	8	170	79
4	ROUGH SYNTHETIC STONES	4	13	6	13	3	2	9	12	53	86
5	GOLD BARS	860	1,942	2,650	2,648	4,639	7,474	8,630	10,931	11,305	5,599
6	SILVER BARS	23	21	15	21	26	32	87	100	70	40
7	PLATINUM BARS	9	2	5	6	887	4	31	8	10	11
8	TOTAL	8,632	10,797	11,581	12,643	13,627	16,683	20,907	26,369	26,742	22,768
9	IMPORT OF C&P DIAMONDS	2,839	2,992	2,027	5,461	8,982	11,610	20,808	14,472	5,559	6,541
10	IMPORT OF OTHER ITEMS	163	294	443	547	394	552	740	1,880	5,249	1,763
	TOTAL IMPORTS	**11,634**	**14,084**	**14,051**	**18,650**	**23,003**	**28,845**	**42,454**	**42,721**	**37,551**	**31,072**

Note: Figures for 2013-2014 are provisional and subject to revision.

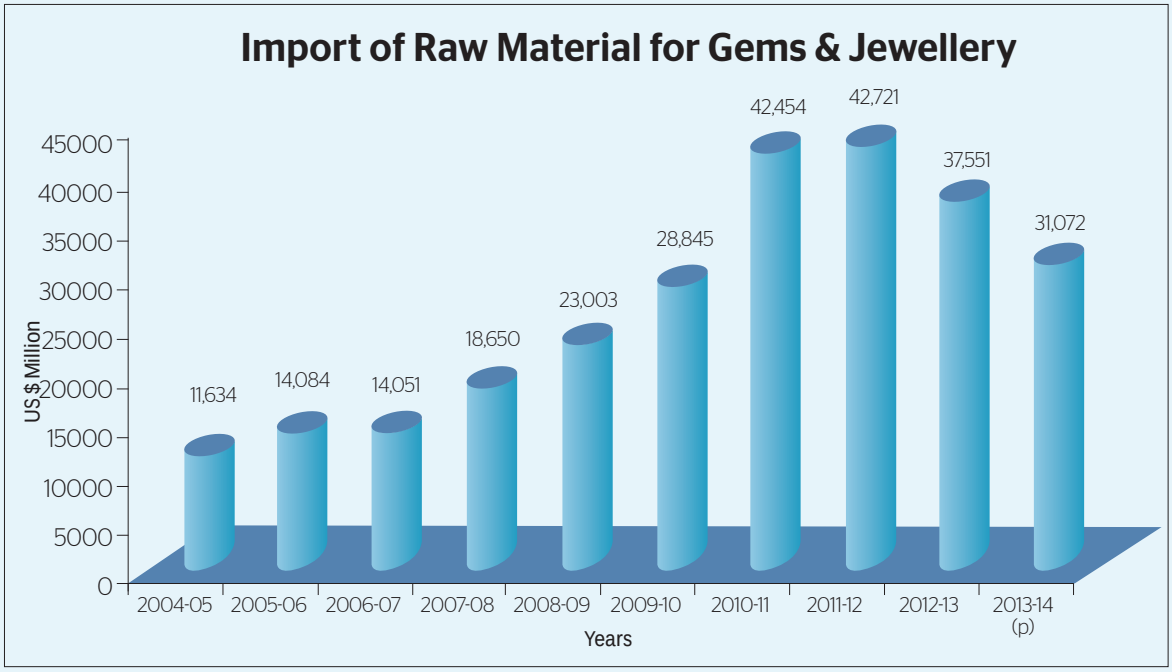


Table 15: Imports Of Rough Diamonds From De Beers During Last 3 Years			
	No. of Sight Holders	Qty in Mill. Carat	Value in US$ Mill
2013-14	268	8.28	1191.47
2012-13	264	9.64	1171.62
2011-12	270	11.61	1434.32
Source: KP data based on date of posting.			

HDCL's Diamond Purchases & Sales: The table below shows the figures of purchases and sales from HDCL.

	2013 – 2014		2012 – 2013	
Particulars	Qty in Lakh Carats	Value Rs. In crores	Qty in Lakh Carats	Value Rs. In crores
Purchase of Rough Diamonds	.65	36.18	--	--
Sales of Rough Diamonds	.81	72.85	.92	52.60

NMDC's Production And Sales: According to the National Mineral Development Corporation Ltd., production of rough diamonds & sale from the Panna Mines is as given below.

Particulars	Production		Sale	
	Carats	Rs. in Crores	Carats	Rs. in Crores
2012-13	31533.39	32.00	17862.57	28.51
2013-14	37094.05	37.00	43487.63	49.85

Gold And Silver Mine Production: Gold Production in tones is showing decline 26.09 over previous year. Silver production of India shows a decline of 40.61% over previous year.

India's Gold and Silver Mine Production			
Gold (Tones)		Silver (Tones)	
2013	2012	2013	2012
2.00	1.7	376	369

(Source: Gold Survey 2014 pg 36 & Silver Survey 2014 pg 80 by GFMS Ltd London)

India's Imports Of Precious Metals Gold (Tonnes)					
Particulars	2009	2010	2011	2012	2013
Total Imports	779	1123	1211	1071	962
Price (Rps/10 gm)	15233	18304	23899	29730	29310

Note: Includes direct imports (imports by premier trading houses), NRI imports, export replenishment 2012 and 2013 as well as unofficial imports. (Source: Gold Survey '2014 pg 66 by GFMS Ltd London)

Silver (Million Ounces)					
Particulars	2009	2010	2011	2012	2013
OGL	39.80	93.80	131.00	59.60	181.700
Replenishment **	1.20	1.80	1.40	2.20	5.40
Total	**41.00**	**95.60**	**132.40**	**61.80**	**187.10**

Note: ** imports of silver bullion for manufacture & re-export.
(Source: World Silver Survey '2014 pg 47 by GFMS Ltd London)

Gold Supplied To Exporters By Nominated Agencies		
Particulars	2013-14	2012-13
	Qty. in Kgs	Qty. in Kgs
S. B. I.	5767	6329
Bank of Nova Scotia	47450	17485
Bank of India	10247	8056
Corporation Bank	598	679
Union Bank of India	8172	8821
Total	**72234**	**41370**

(Source: As compiled by Council)

Strategic Restructuring

India's traditional export markets such as USA, Europe and Japan are witnessing a slow growth period. Increased incidences of recycling in USA as well as the growth of synthetic diamonds are proving to be a challenge. On the other hand, China's growing appetite for gold and new technological inventions as well as new mediums offer brighter prospects. Given the current changing scenario, there is a need to reinvent strategies as well as streamline the organisation. The Gem and Jewellery Export Promotion Council on the basis of the Strategy Meet held on May 11, 2013 at the JW Marriott implemented a plan to re-organise the existing structure and man power related activities such as setting the departmental/regional goals and the subsequent individual Key Result Areas of each team member.

Mr. Colin Shah made a presentation while Mr. Nilesh Hundekari was the moderator. The meet discussed several matters including the formation of an implementation committee with 2/3 members, a whistle blower policy for the sector, policy for representation in International bodies, revision in membership slabs, etc.

Thereafter under the aegis of the moderator the agenda points pertaining to the presentation were discussed in a chronological order.

(i) Whether GJEPC or GJTPC: There were deliberations on whether the Council should focus on its role as the Export Promotion Council or whether it should shift focus to being a Trade Promotion Council. On being put up for discussion amongst the members there were a variety of responses received from the august audience. Shri Prem Kothari stressed that the role of the Council should be multi-faceted and that it should also concentrate on its other roles such as conducting trade shows at the national/ international level, marketing on a pan India basis and technological up gradation of its infrastructure. To this, Ms. Nirupa Bhatt contended that the Council should focus primarily on promotion of exports as its principal activity. Shri Rajiv Mehta seconded the opinion and emphasized the need of the Council to focus on the exports along with the need for proper integration. Ms. Alka Tyagi observed that the opinion of the members by large seemed divided and needs proper introspection prior to a final decision. Thereafter the moderator highlighted the observations of the members in course of the discussions for the benefit of all members.

Further the moderator called for a show of hands to assess the opinions of the members which would enable a calculated decision to be taken in this regard. Three people voted for the GJEPC to take on an export, domestic and retail role while 32 people were in favour of the GJEPC concentrating only on exports, manufacturing and trading. Two people voted in favour of the GJEPC only focusing on exports.

(ii) Promotion strategy/activities: Shri Vipul Shah emphasized the need to maintain focus on the four essential markets in the world rather than experimenting with a larger scope. Ms. Alka Tyagi seconded the Chairman's opinion and opined that the Council should pursue with the same markets for a minimum of four years. This stand was also strongly supported by Shri Rahul Gupta. Shri Bakul Mehta suggested that the Council should continue with its promotion strategy for new and emerging markets along with the established markets. On further discussions, the Council felt the need to identify four markets for each product (diamonds, colour gemstones and jewellery) and continue to focus on them for a sustained period of 4 years. In order to identify markets, the following criteria should be taken in to consideration:

1. Current Focus markets
2. Growing markets
3. Developing Markets

(iii) Buyer-Seller Meets: During the session it was discussed that the Council should organised more buyer-seller meets and the selection criteria for the same should be more transparent. The Council should also explore the possibility of conducting buyer-seller meets during IIJS as a means to increase participation.

(iv) Technological Upgradation: Shri Sabyasachi Ray, Executive Director of GJEPC apprised the members that the Ministry of Commerce and Industry has already approved of the formulation of 14 Common Facility Centres (CFC) in Gujarat as a major step towards ensuring technological progress of the nation. Shri Aagam Sanghvi, Chairman, IDI commented that in order to ensure the positive outcome through such CFC's the Research and Development (R&D) on the same must be a continuous process. He further highlighted the need to devise new sources through which the funding of the proposed budgets can be made which was duly noted by the members.

(v) Role as a Moral Guardian: Ms Alka Tyagi noted that it was elementary that the Council performs its role as a Moral Guardian thereby ensuring the security of the interests of all its members. The defaulting members in the industry should be handled appropriately in adherence to the policies and protocols of the Council. She further opined that failure to do so may create problems for the entire industry. Ms. Nirupa Bhatt consented to the same and stressed that it is a big issue and needs to be addressed in terms of the regulatory requirements and the related compliance issues. She also opined the need for the CoA to formulate the necessary modalities of implementation of the actions against the defaulting members. There is a need to have a separate disciplinary/ethics committee other than the CoA. The proposed composition includes four members namely the Chairman/Vice Chairman, Executive Director, one Government nominee and a Supreme Court judge.

(vi) Rating financial and the ethical performances: Shri Ajesh Mehta noted that any member who indulges in borrowings from banks should be rated. Such ratings shall be useful to monitor the quality of the borrowers in the market. He also noted that since the GJEPC does not have a benchmark setting process thus it is necessary to hold meetings with numerous credit agencies and understand the aspects of the same. To this Ms. Alka Tyagi noted that the GJEPC does not have enough financial information about its members. She proposed that the Council should approach the Ministry and seek a mandatory disclosure of financial soundness of the members as a practice. Shri Ajesh Mehta opined to implement this practice during the renewal process of the members with the Council. To this Shri Bakul Mehta opined that the Council may outsource this activity to the rating agencies and accomplish the same as this may increase the transparency.

Streamlining the Organisation

A study was carried out to validate the existing organization structure of the GJEPC and recommended a structure in view of the direction given by the Committee of Administration (CoA). To ensure a fresh and feasible view, an external agency The HR Practice Pvt. Ltd was roped in to conduct the studies.

The scope of the study included:

- Study and understand the proposed organization structure
- Complete industry benchmarking with organisations from similar contexts
- Recommend an ideal organisation structure for GJEPC
- Develop a transition plan from the current to the destination organisation structure
- Project planning for transition
- Identify redeployments/new positions
- Appropriate fitments

It was decided to fill up the senior level management positions by recruiting specialized professionals i.e. a Chief Financial Officer, Director- Promotion, Marketing & Business Development. Further, in view of increasing focus on its activities in International markets, it was decided to create a separate department of International Events headed by Director- International Events.

The major changes made in the organization structure were:

- Intake of a Chief Financial Officer who is accountable for the administrative, financial, and risk management operations of the Council, including development of financial and operational strategy, metrics tied to that strategy, and the ongoing development and monitoring of control systems designed to preserve company assets and report accurate financial results.
- In order to re-focus the Council's efforts on its main goal of exports, a new department called International Events was created whose main focus is to plan, monitor and execute international events of the Council.
- With the increased involvement of the Council in policy matters related to gem and jewellery industry, the Policy team was streamlined and strengthened as Policy (National) located at Delhi and Policy (Western) located at Mumbai.

These changes will help the Council in exploring and furthering their jewellery exports to the world as well as will help in efficiently handling its key roles.

Legal & Secretarial

Strict Adherence to Compliance and Other Statutory Matters

The Legal & Secretarial department is in charge of the domain of compliance with laws and regulations and the maintenance of business practices and ethics.

The legal department is instrumental in performing a critical role in all areas in the domain of compliance with laws and regulations and maintenance of business practices and ethics. The department is primarily responsible for providing comprehensive legal services to the Council and also performs its role of a support function to all other departments of the organization. It has also played an instrumental role in ensuring the developing, administering, rectifying & reporting on the actual and potential breaches in legal and regulatory requirements across all the levels of the Council.

For the purpose of security and compliance of the Intellectual Property Rights (Laws), Council has made various applications under the Trade Marks Act, 1999 and have taken due care in protecting Council's rights under the Act.

It was ensured that all the agreements/contracts are in strict conformity to the requirements of the Council and that the interest of the Council was protected at all times while executing the Contracts/MOUs with different parties from potentially damaging occurrences.
To attain transparency, diligent efforts were made in order to answer each of the queries posed by the members, the ministry and the general public at large. The Applications filed and received in the previous year under the provisions of the Right to Information Act were promptly and suitably answered.

All Compliance requirements were met within the deadlines as mandated in the provisions of the Companies Act. During the year under review, all the CoA meetings were duly & properly conducted in order to transact the necessary business as well as the 47th Annual General Meeting that was convened in Mumbai.

The Council is under litigation with the Entertainment Dept. specifically challenging that the Exhibitions such as IIJS and Signature are not liable for levy of Entertainment Duty under the Entertainment Duty Act, 1923 and therefore, the Council had filed a Special Leave Petition (SLP) before the Supreme Court of India, against the order of the Bombay High Court. The Hon'ble Supreme Court passed an interim order thereby directing the police authorities to process the application of the Council for a police licence without insisting on the No Objection Certificate from the Collector for holding the annual IIJS 2013 and Signature 2014 exhibitions.

For the first time in March 2014, the Council had organised a B2B exhibition known as Global Gem & Jewellery Fair (GGJF) which was held in Dubai in association with DMCC, Dubai. Being a section 25 company (Section 8 Company as per the Companies Act, 2013), the Council experienced numerous challenges while entering into an arrangement with a foreign entity; however, in spite of the legal and financial hurdles, a Termsheet was signed between the Council and DMCC for organising the GGJF exhibition in Dubai, which was successfully organised.

KIMBERLEY PROCESS CERTIFICATION SCHEME

10 Years of stemming the flow of conflict diamonds.

Participants at the three-day KP workshop held at IIGJ Mumbai in 2008.

Thailand, Sri Lanka, Vietnam, Singapore, Turkey, UAE, etc visited India to attend the same.

Legal Framework: The export/import procedure for rough diamonds under the KPCS is governed by Customs Circular No. 53 of June 2003.

The Customs Act, 1962: Index of Customs Act, 1962 http://www.cbec.gov.in/customs/

Custom Circular No. 53 dated June 23, 2003 - http://www.cbec.gov.in/customs/

F. No. DGEP/ G&J/ 100/ 2009 35/2009 29-12-2009 - Regarding application of KPCS to Semi- cut diamonds

FTDR Act 1992 / FTDR Rules 1993 (Rules 11,15,17): http://dgft.gov.in/

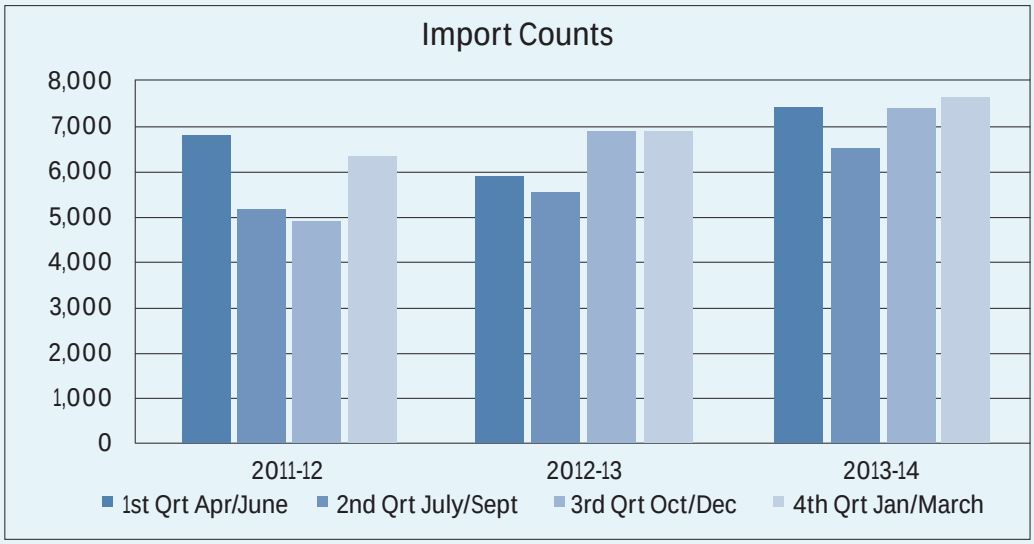
As part of its obligations under the process, the Council submitted the Annual Report for the calendar year January-December 2013 to the KP Chair before March 31, 2014. The quarterly statistical data for calendar year was also submitted to the WGS Chair before the stipulated time.

During the financial year 2013-2014, India issued **3,295 KP certificates for export** and endorsed **28,661 KP certificates for import** under the KPCS including transactions handled by concerned Special Economic Zones in India.

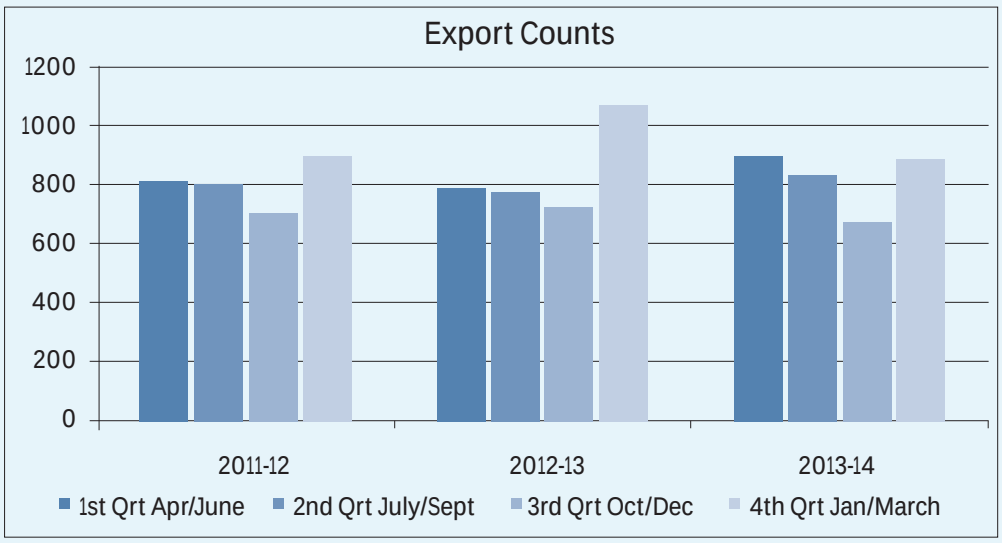
KP Certificate Count endorsed for export and import

	April 11 - March 12		April 12 - March 13		April 13 - March 14	
	Export	Import	Export	Import	Export	Import
Total	3,220	22,911	3,362	24,941	3,295	28,661

(As per date of posting in the system.)



SECRETARIAT



As a designated export/import authority, GJEPC co-ordinates with other Special Economic Zones for preparation of KP data, sending of original import confirmation slips to concerned countries etc.

The KPCS procedure is being followed in four Special Economic Zones in India, namely, Vishakhapatnam SEZ (VSEZ), Hyderabad Special Economic Zone, SEEPZ-SEZ, Mumbai and Surat-SEZ, Sachin.

Export - Regionwise Breakup

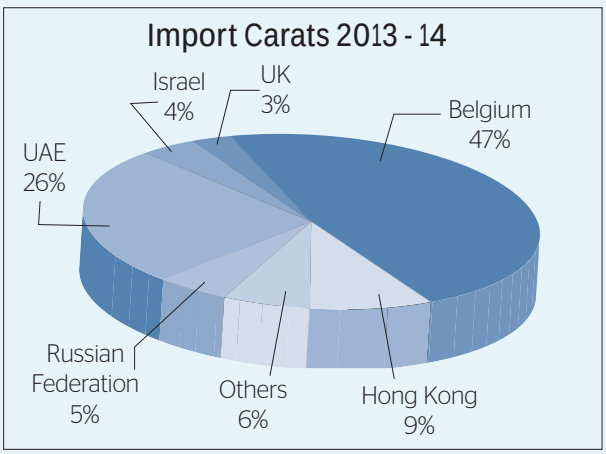
	GJEPC Mumbai	GJEPC Surat	SEEPZ SEZ	SURAT SEZ	VIZAG SEZ	Total
April 11 - March 12	2,855	253	18	26	68	3,220
April 12 - March 13	2,935	321	8	23	75	3,362
April 13 - March 14	2,754	431	2	14	94	3,295

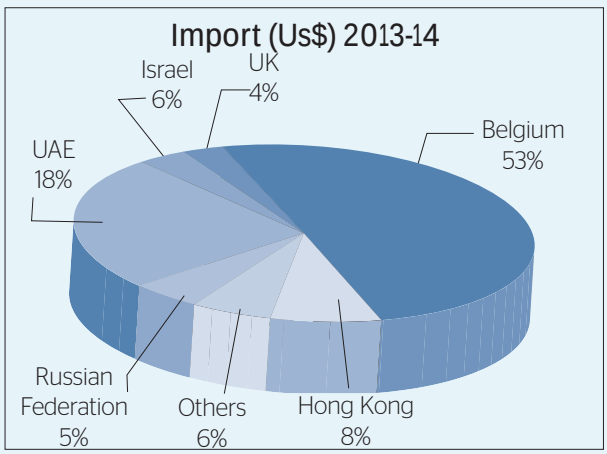
(As per date of posting in the system)

Import - Regionwise Breakup

	GJEPC Mumbai	GJEPC Surat	SEEPZ SEZ	SURAT SEZ	VIZAG SEZ	Total
April 11 - March 12	14,294	8,246	18	203	150	22,911
April 12 - March 13	14,460	10,213	12	108	148	24,941
April 13 - March 14	15,036	13,358	4	105	158	28,661

(As per date of posting in the system)





Conferences & Review Visits under KPCS:
During the year under review, the GJEPC officials attended the KP Intercessional Meeting at Kimberley, South Africa, from June 4-7, 2013 and the KP Plenary Meeting at Johannesburg, South Africa, from November 19-22, 2013.

KP Intersessional meeting in Kimberley, South Africa.

All the teleconferences of the WGS, and some times of the Working Group on Monitoring (WGM) held at periodical intervals were also attended by the GJEPC officials.

Participation in Review Visit:
Ms. Kavita Hebalkar, Deputy Director, GJEPC participated in the review visit to Guinea from March 10 - 16, 2014 as an industry representative under the World Diamond Council (WDC).

Review Visit team to Guinea 2014.

China became the Chair of the KPCS from January 2014 and Republic of Angola became the Vice Chair of the Kimberley Process for 2014.

Administrative Support Mechanism Of The KPCS

The 2012 KP Plenary approved the administrative decision concerning the Kimberley Process Administrative Support Mechanism (ASM) and endorsed the World Diamond Council to host the ASM.

The ASM supports the KPCS through the development of a user-friendly and updated website; facilitating communications to and among KP participants, observers and other stakeholders; providing logistical support to the KP Chair, the Working Group and Ad-Hoc Committee Chairs in planning the Intersessional, Plenary or other working meetings and providing technical and professional assistance.

The Gem and Jewellery Export Promotion Council (GJEPC) is entrusted with providing logistical support for the KP Chair, Chairs of Working Groups and Ad Hoc Committees. During the period under review Mr. Ninad Narwilkar, Sr. Manager handled the work related to the ASM and was a focal point for logistical support. The main area of work under ASM includes:

a. Assisting the KP Chair in planning Intersessional and Plenary meetings and any other meetings organised to accomplish the work of the KPCS.
b. Assisting the Chair of the Working Group on Monitoring in organizing review visits or missions by assistance in the recruitment of members, communicating logistics, etc.
c. Encouraging the finalisation and submission of annual reports, review visit reports, review mission reports, or any other required reports or other written reports on activities of any working body of the KPCS.
d. Follow up on the implementation of agreed upon actions, decisions or any other undertakings of any KPCS working body or the KP Chair.

Pilot-Project For Sharing KP Certificate-based Data

The KP Plenary meeting of 2008 in New Delhi noted that the quality of KPCS data can be improved by increased IT linkage between participants. Therefore, the KP Plenary decided that a feasibility study of KP data sharing between India and Belgium could be initiated.

The Gem & Jewellery Export Promotion Council (GJEPC), the KP export/import authority from Indian side, and European Union KP authority in Belgium, implemented this project through a secured system of data-transfer. The data-transfer relies on existing databases and local software in both the countries.

The pilot-project of increased IT collaboration will aim to link up pre-determined data with regard to the import and export of rough diamonds in order to automatically reconcile the Kimberley Process Certification trade.

India and Belgium use their respective domestic applications. The KP related pre-notification and confirmation data is extracted from the database using an appropriate script.

The server in Belgium will contain an India directory where the files of India need to be placed. The server in India will contain a Belgium directory where the files of Belgium need to be placed. The access to the server is with separate login and password for both the countries.

The extraction is done in this standardized format and saved on the respective SFTP server ftps.economie.fgov.be & ftp.gjepc.org every day at a specific time.

The SFTP server is placed in De-Militarized Zone (DMZ) behind a firewall. A specific port is opened in the firewall for users connected through the internet to access the SFTP server of the other country.

A Memorandum of Understanding between the Ministry of Commerce & Industry, Government of India and The Federal Public Service Economy of Belgium was signed on November 25, 2013 in New Delhi.

HR & Admin

Manpower Planning

"Human resources are like natural resources; they're often buried deep. You have to go looking for them, they're not just lying around on the surface. You have to create the circumstances where they show themselves." says Ken Robinson (an internationally recognized leader in the development of innovation and human resources.)

The HR department has ensured to dig deep and recruit the right person at all levels in GJEPC. The highlight of manpower planning was recruitment of senior experienced professionals based on the strategic direction of the management which brought with them rich experience and freshness in work.

Performance Management

"When a team outgrows individual performance and learns team confidence, excellence becomes a reality."- Anonymous

This year the HR department developed a robust performance management system which involved setting of the Council goals based on the direction of the CoA, the respective department goals and likewise each team members' role i.e. KRA. This was followed by developing a new format for the performance evaluation called Pragati which ensured that each team member is being evaluated on four main aspects – Customer, Financial, Process and Learning & Growth. We also developed an organization structure viz-a-viz departmental structure with the help of a third party.

The management and all Council employees' were actively involved and participated in bringing about this change in the process.

Learning & Development

Learning & Development helps in optimizing the utilization of human resource that further helps the employee to

achieve the organizational goals as well as their individual goals. In order to create culture of continuous learning, each team member was assigned with updating atleast one skill/knowledge in its KRA.

Induction programs for new joinees were conducted at Head Office where they were briefed and trained on the different functions & activities of Council.

Employee Engagement activities

"Engaged employees work with passion and feel a profound connection to the organization. They drive innovation and move the organization forward."

The HR department ensured to keep the employees engaged all round the year by arranging the following activities this year:

Month	Activity/ Event
April and May 2013	Council Premier League 2013 : In line with IPL 13
June 2013	Jalwa Sitaaron Ka : Online quiz on IIJW telecast
June 2013	Council's Environment Week: An e-newsletter
July/August 2013	Employees Meet and Employees' Party : Pirates theme
September 2013	Monsoon Special: Umbrella Decoration
October 2013	Navratri Celebration Jalwa Sitaaron Ka : Online quiz on IIJW telecast Dussera Milan
October/November 2013	Gift a Smile This Diwali: a CSR initiative to provide clothes, books, etc to the poor and needy.
November 2013	Diwali Celebration (Diwali Bazaar)
December 2013	Christmas & New year Celebration/ Secret Santa
January 2014	Mr. and Ms. Punctual Capture at GJEPC : Photography contest
February 2014	Employees Meet
March 2014	Holi celebration – Let there be colours all around / Women's day celebration

Mr. Sabyasachi Ray, Executive Director, GJEPC and Mr. Sandeep Sharma, the newly appointed CFO during the employees felicitation ceremony at Signature 2014.

Farewell programs were arranged to bid adieu to employees who retired from the Council and for those who left for their future endeavors. This year, Mr. Venugopalan, Manager, RO Chennai retired after rendering 33 years of dedicated service in Council and Mr. D. S. Nar, Sr. Attendant, HO Mumbai retired after rendering 36 years of dedicated service in Council.

Admin activities

The Admin carried out various activities to provide a clean, healthy and better working environment in terms of infrastructure, facilities and fast resolution of problems related to workplace and surroundings.

Membership

Cornerstone Of GJEPC's Success

The membership department has the most fundamental task within the Secretariat – that of registering members and maintaining all records pertaining to that area. The members of the Council are the basis of its existence and the backbone of the Council. All its efforts are focused on facilitating its members in various ways and through diverse activities and platforms.

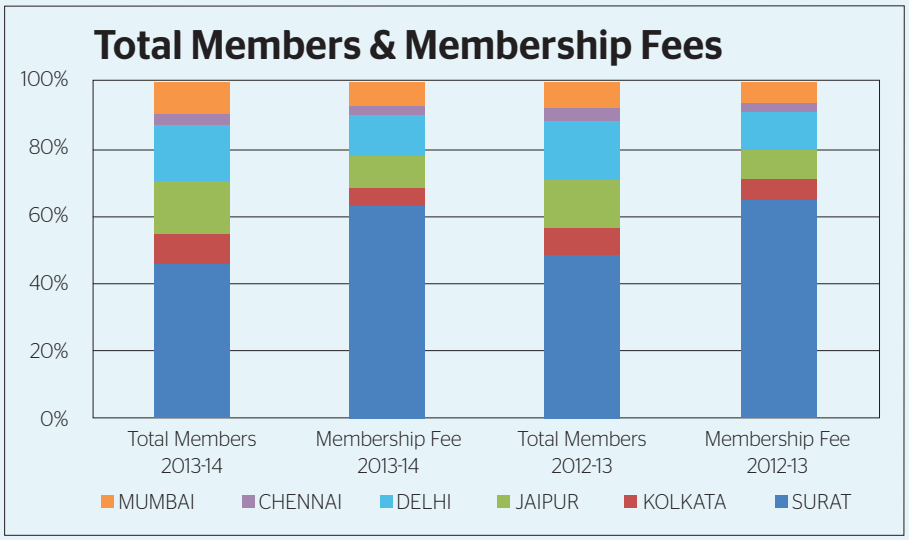
While all its activities are geared to creating the best possible environment for the 5,500-plus members, the Membership department handles the first step – that of enrolment of members. These tasks are carried out through its Head Office in Mumbai and Regional Offices located in Surat, Chennai, Kolkata, Delhi and Jaipur. In its endeavour to make it more convenient for its members, the Council developed software to enable companies to apply for fresh membership, renew existing annual membership, and apply online for a Registration Cum Membership Certificate (RCMC) through its website www.gjepc.org since the year 2011.

GJEPC members have supported the Council's efforts through their active participation. The Council's membership grew around 10% during 2013-14 as compared to 2012-13. Surat, which caters to members from the Gujarat Region, has registered maximum growth in membership followed by Chennai and New Delhi.

As a way forward, the Council is in the process of issuing ID cards to its members during 2014-15, for which the collection of photos and ID proof through Membership dashboard has already commenced from April 2014 onwards.

Region Code	Total Members 2013-14	Membership Fee 2013-14	Total Memebers 2012-13	Membership Fee 2012-13	% growth in Members	% growth in Fees
MUMBAI	2672	57,669,000.00	2528	58,455,000.00	5.70	-1.34
CHENNAI	500	5,043,000.00	408	4,760,000.00	22.55	5.95
DELHI	858	8,541,000.00	758	7,908,000.00	13.19	8.00
JAIPUR	947	11,129,000.00	902	10,444,000.00	4.99	6.56
KOLKATA	191	2,438,000.00	187	2,415,000.00	2.14	0.95
SURAT	548	6,545,000.00	404	5,749,000.00	35.64	13.85
Grand Total	**5716**	**91,365,000.00**	**5187**	**89,731,000.00**	**10.20**	**1.82**

Note:
1. Mumbai includes all cities in Maharashtra & Indore.
2. Surat includes entire Gujarat State.
3. Delhi includes UP, Punjab, Jammu & Kashmir, etc.
4. Jaipur includes entire Rajasthan.
5. Chennai includes states of Kerala, Andhra Pradesh, Karnataka, Tamil Nadu, etc.
6. Kolkata includes West Bengal, Orissa, etc.



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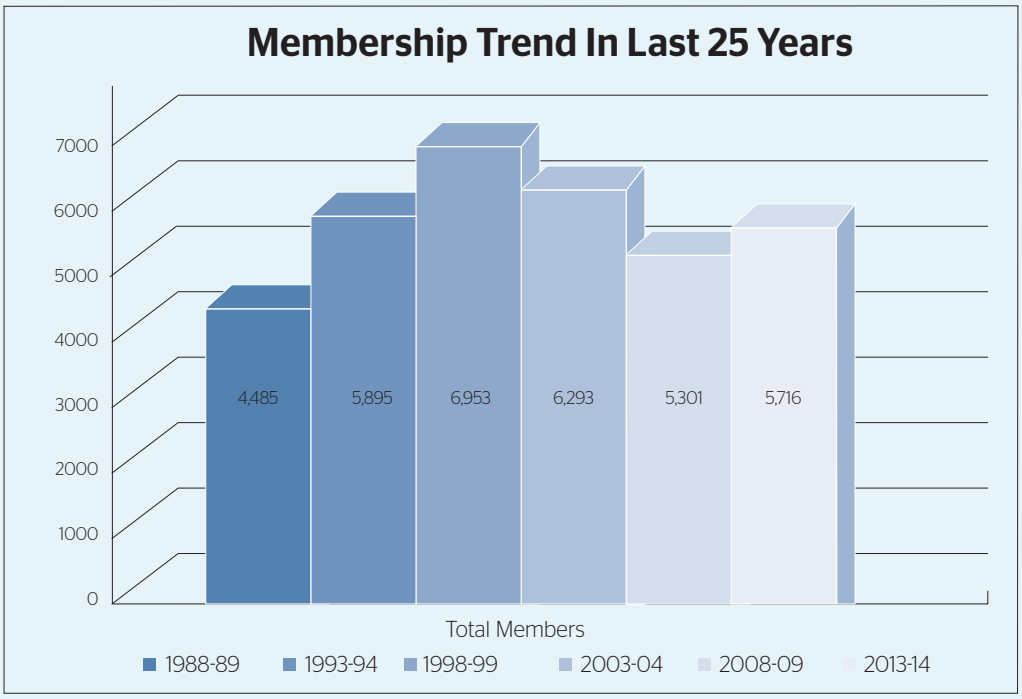
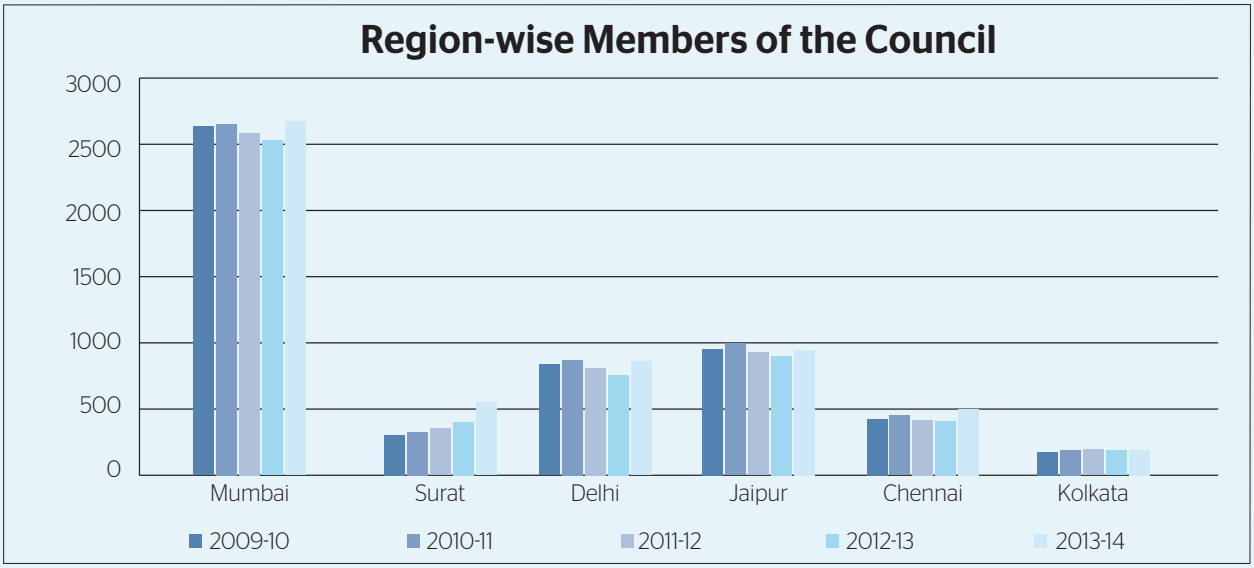


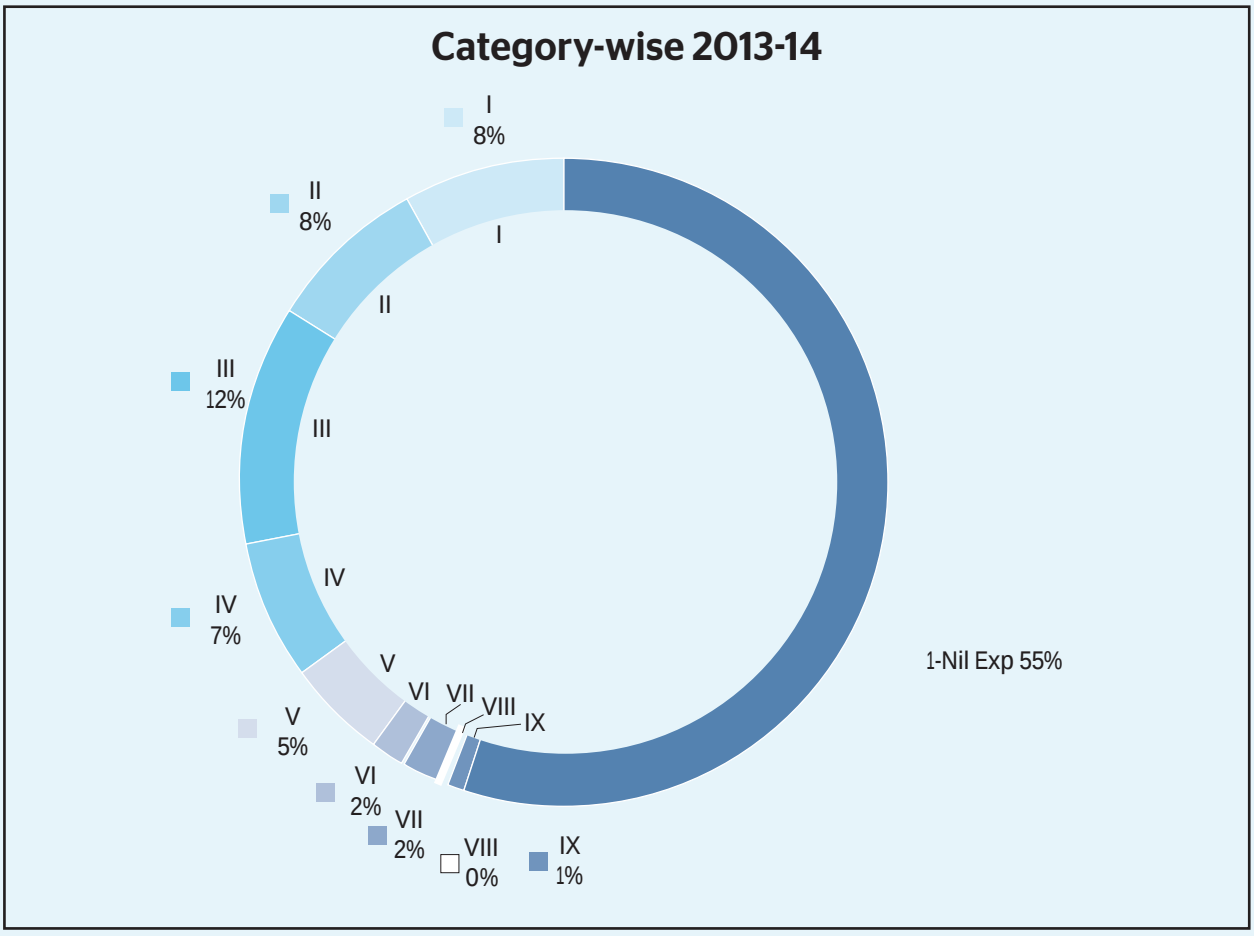
Region-wise & Panel-wise Members During 2013-14

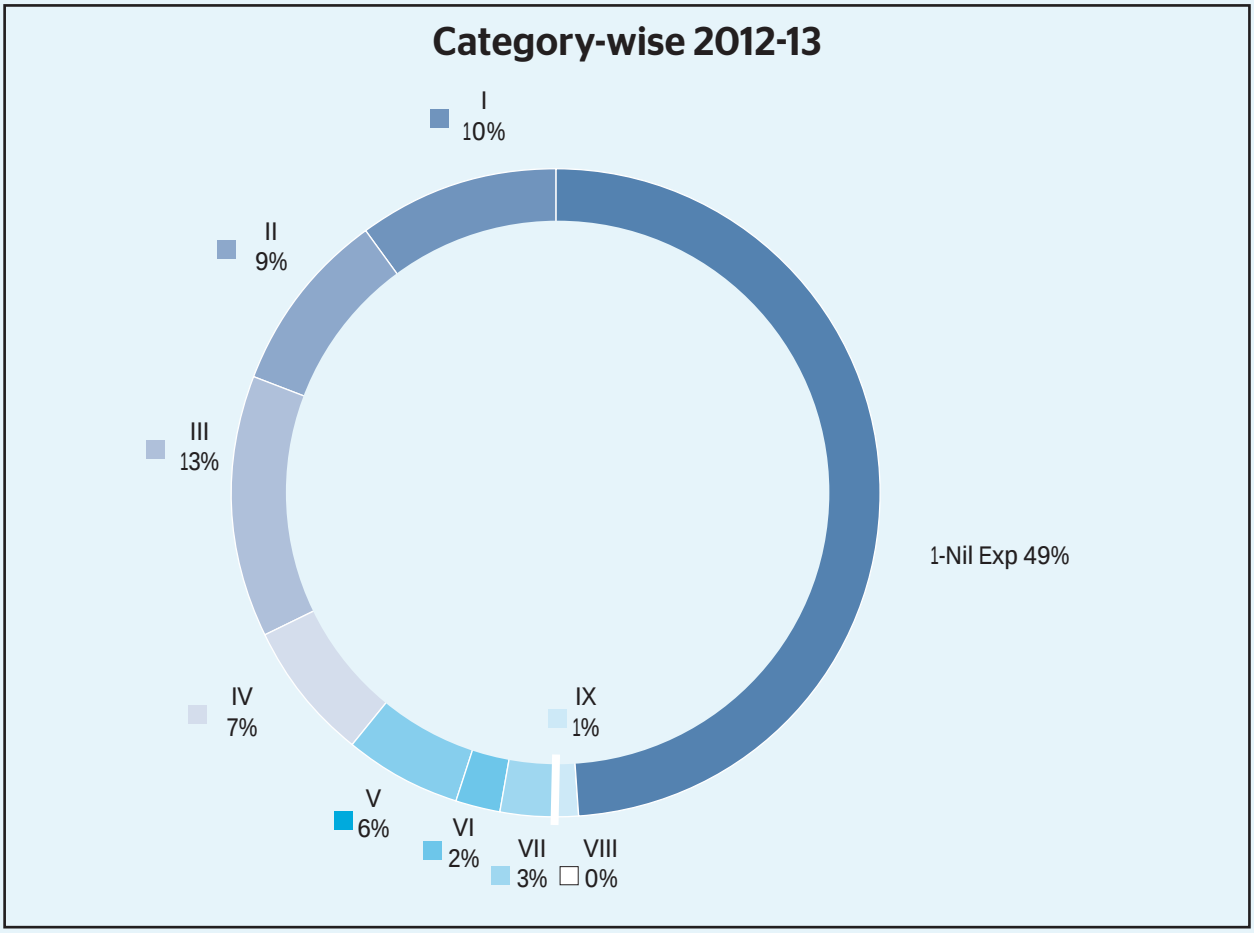
Panel / Region	Mumbai	Chennai	Delhi	Jaipur	Kolkata	Surat	TOTAL
DIAMONDS	1533	76	135	20	16	341	2121
COLOURED GEMSTONES	70	39	47	566	2	1	725
GOLD JEWELLERY	873	346	460	156	156	181	2172
OTHER PRECIOUS METAL JEWELLERY	62	11	161	145	9	10	398
PEARLS	35	4	4	2	2	0	47
SYNTHETIC STONES	9	14	2	18	0	0	43
COSTUME & FASHION JEWELLERY	33	6	13	20	5	4	81
SALE TO FOREIGN TOURISTS	8	2	36	20	0	0	66
NOT INDICATED	49	2			1	11	63
TOTAL	**2672**	**500**	**858**	**947**	**191**	**548**	**5716**



Membership Fees Structure & Categorywise Total Members

Category of Export	Basic Membership Fees Excluding Service Tax & Addmission Fees (Rs)	Total Members in 2012-13	Total Members in 2013-14
NIL Export	6,000	2523	3122
Rs 1 up to Rs 25 Lakh	6,000	498	463
Rs 25 Lakh to Rs 1 Crore	10,000	465	454
Rs 1 Crore to Rs 5 Crore	15,000	671	653
Rs 5 Crore to Rs 15 Crore	30,000	388	405
Rs 15 Crore to Rs 50 Crore	40,000	321	297
Rs 50 Crore to Rs 100 Crore	65,000	124	136
Rs 100 Crore to Rs 500 Crore	1,00,000	138	135
Rs 500 Crore up to Rs 1,000 Crore	1,50,000	25	21
Above Rs 1,000 Crore	2,00,000	34	30
TOTAL		5187	5716





Membership as on March 31, 2014					
	2009-10	2010-11	2011 - 12	2012-13	2013-14
Total Members	5,330	5,485	5,286	5,187	5,716
RCMC Members	5,120	5,010	4,826	4,725	5,116

Regional Offices

Spread across the length and breadth of India, the GJEPC's five Regional Offices – Delhi, Kolkata, Chennai, Jaipur and Surat – help the Council to achieve its aims by proactively engaging with members in these areas.

Delhi

Set up by the Council in 1976, the Delhi Regional Office celebrates its 37th year. It has been rendering its services to the gem and jewellery export trade fraternity of the northern Region and its jurisdiction extends to Jammu & Kashmir, Himachal Pradesh, Uttar Pradesh, Uttaranchal, Punjab, Haryana, Chandigarh and Delhi.

The Delhi Regional Office liaisons between the Government Departments, Public Sector Undertakings, Organizations and Associations connected with the gem and jewellery export trade. It also provides information and assistance relating to exports of gems and jewellery to members of the Council as well as prospective exporters.

During the financial year 2013-2014, the Delhi Regional Office issued 758 membership certificates, 233 registration certificates and collected a total amount of Rs.96,11,000. In addition, this office issued 279 approvals for participation in exhibitions abroad, 98 approvals for Export Promotion Tours and 25 appendices. A total of 3,087 visitors visited the Council's office for various types of assistance/information.

Activities

India Gem & Jewellery Fair (IGJF) 2013

The Delhi Regional Office –coordinated the first edition of India Gem & Jewellery Fair (IGJF) 2013, one of the biggest business to consumer (B2C) retail jewellery shows, in association with the India Trade Promotion Organisation (ITPO) from April 12 to 15, 2013. The venue was situated in Pragati Maidan, New Delhi in an area covering over 6,700 sq m (Halls 12 & 12A).

India Gem & Jewellery Fair (IGJF) 2013

Over 7,000 people visited the show over the four-day period. Around 135 exhibitors housed in more than 200 stalls participated in the event from all over the country, including Mumbai, Delhi, Jaipur, Kolkata, Chennai and Udaipur. Seen in the picture is Honourable Chief Minister of NCT Delhi Smt. Sheila Dikshit, Smt. Rita Menon, Chairman & Managing Director, ITPO and Shri Vipul Shah, Chairman GJEPC lighting the inaugural lamp.

India International Jewellery Week – Delhi 2013

In its endeavour to promote India as the world's jewellery innovation and design destination, the GJEPC hosted the first New Delhi edition of the India International Jewellery Week (IIJW) 2013 at Pragati Maidan in Hall 18 from April 12-13, 2013.

India International Jewellery Week – Delhi 2013

Seen in the picture are PCJ's Balram Garg, IGI's Tehmasp Printer, Shri Subodh Kant Sahay, Member of Parliament, Ms. Sonam Kapoor, Bollywood celebrity, Gitanjali's Mehul Choksi, and Shri Vipul Shah, Chairman GJEPC at the inauguration ceremony.

Gitanjali Gems Ltd., Monica Kapur, Rosily Paul, International Gemological Institute, Rio Tinto, Birdhichand Ghanshyamdas, Hazoorilal Jewellers Pvt. Ltd, Bholasons, CVM Exports, Charu Jewels, Pooja Juneja, Kays Jewels Pvt. Ltd., RK Jewellers and PC Jewellers Ltd. showcased their top designer jewellery at IIJW Delhi 2013.

Angola Conference

Endiama, Angola organised a Centenary Conference in Luanda, Angola from June 20 to 21, 2013 to highlight the accomplishment of Angola in the diamond industry. Seen in the picture are Shri Anup Zaveri, Co-Convener – A & F Sub-Committee and Member – Diamond Panel Committee and Shri K.K. Duggal with Endiama Chief and Indian Ambassador to Angola.

Angola Conference

Cross-border Alliance

With a view to promoting bilateral trade between India and Pakistan, the Ministry of Commerce & Industry (MoC&I), Govt. of India, through FICCI, had organized an India Show in Lahore from February 14 to 16, 2014. The GJEPC, based on the response received in the participation in the similar India Show held in Lahore in February 2012, organised the Gem & Jewellery Pavilion at this year's event, too. The Pavilion had 17 exhibitors and 37 stalls.

Cross-border Alliance

The three-day event showcased exquisite collections of finished jewellery, studded with diamonds and precious & semi-precious gemstones, kundan and polki jewellery. The majority of participating exhibitors were from the Northern region.

Picture here are Shri Anil Sankhwal, Regional Chairman - North and Shri K.K. Duggal with Chief Guest, Honourable Minister of Commerce, Govt. of Pakistan, Mr. Khurram Dastagir in the India Gem & jewellery Pavilion.

Kolkata

The Eastern Regional Office of GJEPC, in its 14th year of operation, is continuously engaged in providing strategic guidance in terms of advocacy, collaboration, cooperation, facilitation and is thereby instrumental in offering valuable services to all its partners in the gem and jewellery trade, including its registered esteemed members.

The office is proactively engaged in the dissemination of trade information to its existing members as well as to the prospective members, thus facilitating exports from the region under the active guidance of the Regional Sub-committee, led by the Vice Chairman and Regional Chairman, Shri. Pankaj Parekh. With the total number of members at 191, the Regional Office has accorded permissions to 20 companies for foreign exhibitions/trade fairs and has recommended visas to 3 companies.

The Regional Office has always looked for opportunities to actively pursue skill development programmes in North East. During the year, the GJEPC had organised a training programme on Diamond Identification & Grading for the jewellery trade at Guwahati.

For establishment of the IIGJ Domjur, Kolkata, a company was formed under section 25 of the Companies Act, 1956 in the name of IIGJ Kolkata and subsequently Architect and PMC were appointed through the process of tender. The survey of land was completed followed by soil test, conceptual drawing and working drawings. The NOC from WB Fire & Emergency service was received favourably in due course. The Project met with an unusual hurdle when the application for mutation of land to ADM &LRO & BLRO was referred to the legal cell of GOWB. Despite several follow-ups spanning so many months, no clear directive on mutation of land emerged.

All the statutory processes for permissions including sanctions of building plan got stalled and a general sense of uncertainty prevailed. Against this backdrop and related consideration, and as the land could not be mutated in the name of the Council on long-term lease, the COA in its meeting on February 20, 2014 decided that a new plot of land be searched in the vicinity of the area wherein the Institute may be erected instead of the land provided by M/s Shree Ganesh Jewellery House Ltd.
As a part of promotional measures from the region, there were two companies that participated in IIJW 2013, 27 exhibitors with 47 stalls occupying 423.00 sq m. participated in IIJS 2013, and another 22 exhibitors with 42 stalls occupying a total area of 375 sq m participated in Signature 2014 at Mumbai. Further, there were 14 companies from the Eastern Region who participated in overseas exhibitions as well. The total turnover of the Kolkata Regional Office for the year 2013-14 is around Rs.3.9 crore.

Moreover, in order to make IGJME 2013 at Surat meaningful, the Council made efforts to reach out to all the associations in the Eastern Region, particularly in the state of West Bengal, where manufacturing of gold jewellery essentially takes place, and conducted road shows at Domjur, Sinthee and Ranaghat to invite the local manufacturers to participate in the fair.

A special initiative was undertaken during the year for the establishment of the Filigree Hub at Cuttack, Odisha jointly with Director of Handicrafts & Cottage Industries, Odisha, and the work is understood to be in progress.

Export Performance

- In the year 2013-14, total exports effected from Eastern Region for the period April 2013 to March 2014, is to the tune of Rs.10,863.63 crore (Kol SEZ Rs.8474.41 crore + DTA - Air-cargo - provisional Rs.2,389.22 crore) as against export of last fiscal (April 2012 to March, 2013) of Rs.11,940.02 crore, (excluding the figures of Kolkata-Air-cargo since August 2012 to March 2013) which shows a negative growth of Rs.1,076.39 crore.

Training and Development

- The Kolkata Regional Office successfully organised a short-term course on "Diamond Identification & Grading" at Guwahati, Assam, from June 24-29, 2013. A total of 12 students participated in the course. A ceremony was also organised on June 29, 2013, wherein certificates were distributed to the successful students by Mr. Pankaj Parekh, Vice Chairman, & Chairman, Eastern Region.

Training and Development

IIGJ Manikacnhan

During the year 2013-14, a total of 12 students completed their course on Model Making (8 students) & Casting (4 students) at IIGJ Manikanchan, Kolkata. A total revenue of Rs.64,000 was generated from these courses under the referred fiscal.

Special Initiatives

- GJEPC officials had a meeting with Mr. Sanjay K. Habada, Director, Directorate of Handicrafts & Cottage Industries, Bhubaneswar, Odisha on May 30, 2013 with respect to Progress on filigree Hub at Cuttack, Odisha. It was stated by the Director that the land earlier identified and earmarked for the project was found to have some disadvantages and hence the State Government has considered an alternative piece of land which would be finalised in a couple of months. Thereafter, they would initiate action on DPR. 2) Directorate had requested Mr. Sanjiv Kejariwal on March 18, 2013 for a space at IIJS for the filigree artisans of Odisha. It was informed that a similar request had come earlier in 2010-11 from his office and GJEPC had considered the appeal. The artisans recommended by the office continue to participate. It was explained that it would not be possible to accommodate any further looking into the long list of companies waiting in the queue and the availability of limited space. The matter was understood in all fairness and Mr. Sanjay K. Habada agreed to drop the idea. Updates were received as well as communicated to the Govt. of Odisha on both issues. Mr. Shantanu Rajguru, Director, ER, GJEPC and Mr. Sanjaya K. Habada were present in the said meeting.
- A meeting was fixed on June 28, 2013 with Smt. Deepa Das Gupta, IRS, Chief Commissioner of Customs, Kolkata, with reference to non-supply of gold to the exporters as gold import consignment of Bank of Nova Scotia got stuck at the airport. After the meeting, Smt. Deepa Das Gupta was pleased to direct the Customs officials for release of the gold import consignment and the said gold import consignment was released accordingly.
- A meeting was held with DGFT & Customs officials at Customs House, Kolkata on July 11, 2013 wherein the following points were discussed with the officials :

1) Acceptance of BG on rotational basis for clearance of import consignments and thereby reduce transaction cost.
2) Allotment of suitable place within the airport premises for safe customs appraisement and inspection.
3) Issue of clear directive in writing to the field formations to invoke manual procedure whenever EDI systems failure was encountered, for smooth unhindered exports.

SECRETARIAT

Participation at MSME SYNERGY 2013, Kolkata

The Kolkata Regional Office participated at MSME Synergy 2013 at Milan Mela from September 16 to 21, 2013 organised by the Department of Micro & Small Scale Enterprises & Textiles, Govt. of West Bengal to inform and facilitate the MSME sectors of gems and jewellery industry.

Open House Meet

- Regional Office Kolkata organised an Exporter's Meet on October 7, 2013 at Hotel Golden Park to discuss and have an interactive session on various customs related issues wherein Shri. Ashutosh Awasthi, Chief Commissioner, Airport & Administration graced the accession as the Chief Guest along with other Deputy Commissioners of Imports and Exports (Air Cargo). There were 24 active exporters from the Eastern Region who participated in the event.

Open House Meet

Seminar

- Regional Office Kolkata jointly organized a Seminar on "Gold Export Business" in association with Bank of Nova Scotia held on August 26, 2013 at Oberoi Grand, Kolkata. Mr. Subir Sen, Member, Regional Sub-committee addressed the gathering. More than 40 prominent jewellery exporters of the region participated in the seminar.

Participation In Foreign Trade Fairs

- H.O. nominated Mr. Pankaj Parekh, Vice Chairman/ Chairman, Eastern Region and Mr. Shantanu Rajguru, Director, ER, to represent the Council at Dubai for the IIJS road show/presentation, which was successfully organised at Dubai on June 18, 2013.

- H.O. nominated Mr. Kaushik Ghosh, Manager, Exhibitions, to represent the Council at Vicenza Winter 2014 held at Italy from January 18 to 23, 2014.

India International Jewellery Week, 2013

At IIJW, 2013, two participants were from the Eastern Region, namely, M/s. Sawansukha Jewellers Pvt. Ltd., and M/s. Kripalani & Sons Jewellers Pvt. Ltd. Kolkata.

India International Jewellery Show 2013

The IIJS 2014 road show was successfully held in Berhampore, Odisha on 29th May, 2013. IIJS promotional and awareness campaigns were successfully organised at various cities of the Eastern Region, like Bhubaneswar, Cuttack, Jamshedpur, Ranchi, Behrampur, Rourkela, Patna, and Mujaffarpur.

A total of 27 exhibitors from the Eastern Region occupied 47 stalls measuring 423.00 sq m at IIJS 2013, whereas 12 applicants were found to be waitlisted. The total numbers of pre-registered visitors from the Eastern Region were 1,310.

Census Activity

Census activity of the gems and jewellery trade was carried out at the following places in the Eastern Region: Local markets of Kolkata and Barasat, and Aska, Bhanganagar & Hinjlikhatu in Odisha.

India Gem & Jewellery Machinery Expo

The Gem & Jewellery export Promotion Council – ER organized an IGJME -2013 road show/presentation at Sinthee supported by Bongiya Swarna Silpi Samity –Sinthee, on 21st November, 2013, at Banijya Bhawan, 1 no, Bidhan Park, Sinthee .

As a part of the promotional activity, another presentation on IGJME was organised at The Hotel Sarkar Lodge, Ranaghat on November 27, 2013. The main objective of the program was IGJME 2013 awareness among local jewellers/ traders of Ranaghat, Nadia to maximize pre-registered trade visitors.

IGJME PPT Domjur Kolkata

The Eastern Regional Office organised the IGJME -2013 Presentation at Domjur, on 3rd December, 2013, at Domjur Panchayat Samity Meeting Hall, Domjur, Howrah.

Signature, Mumbai, 2014

Signature promotional and awareness campaigns were carried out at various cities of the eastern region including local markets of Kolkata, Behrampore, Bhubaneswar, Cuttack, Jamshedpur, Ranchi, and Patna. At Signature 2014, the total number of Eastern Region exhibitors that participated were 22 with 42 stalls occupying total area of 375 sq m and a total of 250 visitors were reported to have attended the show from the Eastern Region.

Participation At Overseas Exhibition From Eastern Region

One member exporter from the Eastern Region, namely, M/s. H.K. Jewellers, participated in "JCK Las Vegas 2013" in June, 2013 and two other members, namely, M/s. Baheti Gems and M/s. M.B. Sons (J), Kolkata, participated in "India Show, Lahore" held in February, 2014 at Lahore, Pakistan. Over and above, 11 members of the region participated in GGJF 2014 at Dubai, UAE.

Revenue

Revenue generated by the Eastern Regional Office during the year was towards the following:

1) Membership and other income was Rs.26,35,112.00
2) IIJS 2013 including visitor registration was Rs.89,91,567.00
3) Signature 2014 including visitors registration was Rs.83,29,949.00
4) IIJW 2013 was Rs.9,00,000.00 (approx.)
5) IGJF Delhi Show 2013 was Rs.20,79,915.00
6) Foreign participation was Rs.79,53,225.00 (approx.)

Chennai

The GJEPC's Southern Regional Office services a wide area in terms of demographics with Tamil Nadu, Kerala, Karnataka, and Pondicherry falling under its purview.

Training & Policy

A workshop on Gem & Jewellery Evaluation was organised for the Chennai Customs department by NACEN, Chennai. Faculty from IDI-Surat conducted the classes for six days. It was a very useful programme facilitating more gold jewellery appraisers at Chennai Customs.

The Duty Draw Back Committee headed by the Chairman Dr. Saumitra Chaudhuri and its members, Shri. S. B. Mohapatra, Shri. T.R. Rustagai, Shri. Gautam Ray, held a meeting with the Council to discuss the "revision of rate" for gold jewellery exports from India. Shri. Pankaj Parekh, Vice Chairman, GJEPC represented the Council at this meeting and also presented the case to increase the duty drawback and to link the same with import duty which is being adopted by the Govt. of India from time to time. Mr. Princeson Jose, Regional Chairman, Mr. Mahesh Rao, Sub Committee Member, Mr. Prashant Mehta, Rajesh Exports, Mr. P.V. Mahesh, Shankaranarayana Jewellery, Bangalore, Mr. Ruban Hobday, Director, South were also present during this meeting. Mr. Vinod Agarwal, Director, Duty Draw Back represented the Ministry. Dr. Saumitra Ghaudhuri has accepted the presentation done by Vice Chairman and requested him to send the proposal, which will be considered favourably. The Vice Chairman thanked the committee for the time given to the gem and jewellery industry. The members of the committee were presented with a flower bouquet.

The 30-day Jewellery Retail Sales Associates (JRSA) course was inaugurated at Prince Jewellery, Chennai with 26 employees. The training was conducted by 36524 Gurukul, Bangalore headed by Mr. Shivaram ex-Titan training manager. This is the first such course under the STAR Scheme organised by the RO Chennai as Knowledge Partner. Later the same course was successfully conducted at GRT Jewellers, Chennai in two batches and one for M/s. Abaran Jewellers, Bangalore by the RO Chennai in association with GJSCI.

The Director was invited to deliver a lecture on Valuation of Jewellery at the Direct Taxes Regional Training Institutes, Chennai on "Course on assessment of Jewellery".

Overseas Assignments

The Director was nominated to represent the Council at the JCK Las Vegas Show from May 27-5, 2013 along with Ms. Margaret Rodrigues.

Mr. Dayanidhi – Manager – Exhibitions was nominated to represent GJEPC at the Vicenzaoro Show in Italy in September.

A delegation led by Shri. B.N. Gupta, CoA Member visited different parts of China on a study tour on synthetic stones in the month of January 2014 with a total of 9 delegates. A separate report has been submitted. Mr. Ruban Hobday, Director was nominated as the secretariat.

Jaipur

The Jaipur Regional Office of the Council has always endeavoured to provide exemplary services to members since its inception. The efforts of every officer posted at

this Regional Office along with the inputs and involvement of the Regional Chairman Shri Rajiv Jain have built a strong foundation for the approaching opportunities and challenges in the years ahead.

A brief of important activities undertaken by Regional Office, Jaipur during the Financial Year 2013-14:

Membership

The membership of the Jaipur Region has grown by almost 5% to 947 Members in the FY 2013-2014 from the previous year's membership of 899. The revenues generated from the issuance of membership were Rs.1.19 crore.

Trade Services

The Regional Office has issued 161 visa recommendation letters to members for obtaining visas for their visits to various countries. Some 256 Permissions were issued to the members for participating in the international exhibitions and 41 Permissions were issued to the members for carriage of gem and jewellery items to proceed on Export Promotion Tours to various countries.

The Regional Office has raised members' various issues of concern and suggestions for improvement in exports to the various government and non-government agencies and departments. During the year, the Regional Office has accorded policy and procedures related support to various members by addressing their queries promptly.

Marketing Development Assistance

The Regional Office had cleared 14 Marketing Development Assistance applications during the FY 2013-14 and disbursed the amount of Rs.11.37 lakh to the member exporters.

Liaison & Trade Facilitator

- The Jaipur Regional Office launched the first India-China Gemstones Buyer Seller Meet (BSM) 2013 April 7-11, 2013 aimed at creating an opportunity for the Indian manufacturers of coloured gemstones to showcase their products to the major Chinese jewellery manufacturers, coloured gemstone wholesalers and traders to explore business opportunities available in China. Read more about it in the Key Markets section under the heading of China.
- The Jaipur Regional Office held a meeting with Kyrgyzstan delegates on April 20, 2013 in to discuss the possibilities of boosting bilateral trade between. A full report is available in the Key Markets section under the Commonwealth of Independent States heading.
- A meeting was organised with Mr. Harvesh Seegolam, Assistant Director, International Business Services and Ms. Adeelah Aubdoolah, Senior Investment Executive representing Board of Investment, Mauritius on May 9, 2013. This was subsequent to the visit of the Honourable Minister for Commerce, Industry & Consumer Protection Mr. Cader Sayed Hossen on February 2, 2012. The discussion was guided by the fact that Mauritius has secured preferential access to US and Africa and its geographical proximity to various countries, which are either markets for our products or suppliers of inputs. They also inquired about any possibility for exchange of delegations between the two countries.

Tanzania To Reconsider Tanzanite Export Ban

Sensitization Seminar conducted on 28.03.2014

- The Council participated in the 3rd meeting of the India-Tanzania Joint Trade Committee that was held on September 24-25, 2013 in Dar-es-Salaam, Tanzania. The Indian side was headed by Dr. D. Purandeswari, Minister of State for Commerce & Industry. The Tanzanian side was headed by the Minister of Industry and Trade, Dr. Abdullah O. Kigoda. The agenda of the meeting was to discuss various trade related issues in which the concerns of the Indian gem and jewellery industry on the ban on exports of rough tanzanite imposed by the Tanzanian Government were raised by the Indian

side. During the one-to-one meeting held between the leaders of both the sides on September 25, 2013, the Dr. Purandeswari again raised the tanzanite issue. In the Indian delegation, the Council was represented by the Regional Director, Shri Sanjay Singh.

- The success of 1st India-China Gemstones BSM held in April 2013 and suggestions of the members regarding the untapped opportunities of coloured gemstones & jewellery in the Russian market paved the way for organising the first India-Russia Gemstones & Jewellery BSM 2013 from December 08-12, 2013 in Jaipur. A complete report is available under the CIS heading in Key Markets.

- A Sensitization Workshop on Export documentation was conducted by the officials of Director General of Commercial Intelligence & Statistics, Kolkata in the Jaipur Regional Office on March 28, 2014. The workshop was followed by an open house to discuss the issues related to Customs and Foreign Trade Policy. The points raised by the exporters during the open house were answered by the Commissioner of Customs, Jaipur in presence of, Additional Director General of Foreign Trade, New Delhi and Jt. Director General of Foreign Trade, Jaipur. During the open house, Shri P. K. Jain, Commissioner - Customs, Jaipur, Shri Dipankar Sinha, Director General, DGCI&S, Kolkata, Shri D. K. Singh, Adl. DGFT, New Delhi, Ms. Sushmita Dasgupta, Eco. Advisor, MoC&I, New Delhi, Shri Virendra Singh, Jt. DGFT, Jaipur, and Shri Vinod Ajmera- IAS, Commissioner of Industries, Govt. of Rajasthan, Jaipur were present.

Official Language Promotion

For the promotion of the official language, the Jaipur Regional Office had issued 380 letters/ circulars in the Hindi language. The usage of the official language is 11.16% of the total official communication and it is increasing.

Exhibitions, BSM & IIJW

The members from the Jaipur Region were motivated and facilitated by the secretariat staff for participating in various exhibitions, buyer seller meets, and other business promotion initiatives like IIJW, etc. The Region has contributed revenue of approximately Rs.21.65 crore generated as participation cost from the members for various exhibitions & BSMs.

The Region has excelled in establishing the importance of new projects of the Council among the members to garner participation in good numbers which is evident from the revenue of Rs.1.2 crore collected from 51 exhibitors at the India Gems & Jewellery Fair held in April 2013 at New Delhi and revenue of Rs.1 crore collected from 20 exhibitors of the Gems & Jewellery Fair held in March 2014 in Dubai.

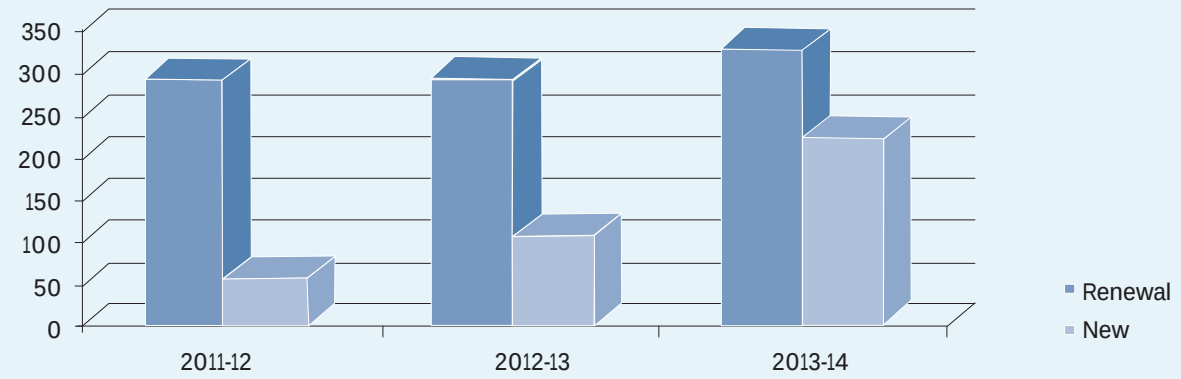
The Jaipur Region has made continuous efforts to propagate the exhibitions organised by the Council along with other activities among the gems and jewellery retailers, traders, manufacturers spread in the states of Rajasthan, Madhya Pradesh and Chhatisgarh through bi-annually personal visits by the Exhibitions staff posted in this Regional Office besides maintaining continuous touch through other mediums of communications viz emails and telephone calls. These efforts have resulted in the constant 10-15% increase in the number of Visitor Registrations done during IIJS and Signature over the previous year's figures. The contribution of the Region towards participation in international exhibitions is sizeable when compared with the overall revenues generated from the international exhibitions organised by the Council. The Region has contributed revenues of around Rs.15 crore from all international exhibitions combined together. The number of participants from the Region is remarkably high in Bangkok March 2013 (9 out of 10 participants), Bangkok September 2013 (11 out of 12 participants) and Hong Kong March Show (100 out of 190 exhibitors) when compared to other regions.

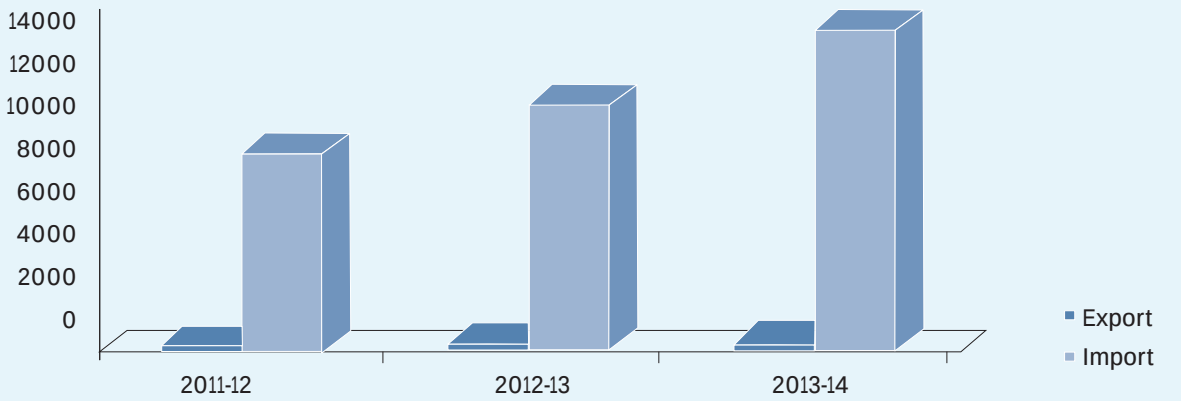
Surat

The Surat Regional Office of the Council was set up in 1987 and it has been rendering valuable services to members

in the Gujarat region ever since. The Regional Chairman Shri Chandrakant R. Sanghavi has been ensuring the best service and active support to exporters and traders in this region. During the period under review, the Regional Chairman with the support of the constituted Regional Sub-Committee, kept the Council on move through wide-ranging activities.

SECRETARIAT





Membership & Registration

During the year under review, Regional Office Surat made 224 New Members in addition to existing members, totalling 553. The total fees collected, including renewals, was Rs.77,41,998/-.

Kimberley Process Certificate Scheme

Kimberley Process Certification Scheme (KPCS) is functioning effectively under due guidance from the Head Office. During the period from April 1, 2013 to March 31, 2014, a total of 13358 Import KP Certificates were endorsed and 431 Kimberley Process Certificates for Export of Rough Diamonds were issued. A total of Rs.1,16,81,798/- collection was made on account of KPCS fees.

During the year, in absence of authorized signatory at SSEZ, Sachin, the Regional Director rendered the service by endorsing and issuance of KP certificates and the exporters and importers did not face any problem and the shipments were not held up.

Industry Issues & Representation

Meeting with MMTC

To address the issue of acute shortage of gold due to

import restrictions imposed by RBI, a meeting with Minerals and Metal Trade Corporation of India (MMTC) and jewellers was organised to discuss about the availability and supply of gold.

The Regional Chairman strongly represented the issue and requested for the uninterrupted supply of gold to the jewellery exporters. The Council also assured to provide full co-operation to MMTC if they willing to start a warehouse/ vault in Surat.

Open House with Customs

An Open House with the Customs Department was organised in association with SGCCI. Chief Commissioner

of Customs Shri Rakesh Misra remained present during the meeting. Issues regarding lab-grown diamond and import duty on the same, tolerance issue, withdrawal of trading licenses from SSEZ units, 20:80 scheme for precious metal were represented by the Regional Chairman.

Exhibition & Trade Promotion Activity

India Gem & Jewellery Machinery Expo 2013

The India Gem & Jewellery Machinery Expo (IGJME) 2013 was organised by The Gem & Jewellery Export Promotion Council in affiliation with Surat Diamond Association. Regional Office Surat hosted the first ever focused machinery show for the gem and jewellery industry in India that took place from December 13-15, 2013 at Surat International Exhibition & Convention Centre, Surat. Read the Technology segment for an in-depth report on the event.

IIJS 2013

A total of 40 companies from Gujarat exhibited at IIJS 2013. A record of 4,150 visitors also visited the exhibition. Road Shows and spot registration camps were highly successful at major locations and showroom visits were conducted in B-towns spreading the message of IIJS at each corner of the state.

Signature 2014

A total of 42 companies from Gujarat exhibited at Signature 2014 compared to 42 companies in Signature 2013. A record of 845 visitors also visited the exhibition compared to 750 in Signature 2013. An initiative of conducting showroom visits at various locations within Gujarat was highly successful to building the rapport of the retail jewellers with the Council.

Sparkle 2014

GJEPC participated in the Sparkle 2014 exhibition held in Surat during January 2014. The platform was used to promote activities undertaken by GJEPC for the growth of the gem and jewellery sector.

Seminar/Workshop/Awareness Programme

To cater to the growing need of the industry to gain a deep insight into the new advancements in technology, seminar and workshop sessions were conducted during the year. Attendees learnt about the latest technology and new developments and how it will help them to brand their products, improve the quality and services and increase the profits in Indian as well as international markets.

- Guidance was provided for financial assistance to establish new industries, hallmarking and testing centres, training centres and institutions. Information was provided on different schemes related to the gem and jewellery sector for promotion and development by Shri H.D. Shrimali, Additional IC, GoG during the seminar GoG policy and Scheme on G & J Industry.

- Mr. Yves Kerremans, Director at WTOCD, Beligum provided guidance on the planning, processing and quality control of diamond is constantly driven by technological innovation in a seminar on Technology is the Key to Accuracy.

- Mr. Sanjeev Kumar from Renishaw Metrology Systems Ltd., Pune gave detailed presentation on Additive Metal Manufacturing. It is a breakthrough technology with the potential of making existing production systems faster, cheaper and better.

- A workshop on Optical Performance of Diamond was conducted by Mr. Yuri Shelementiev, Director, Laboratories, Moscow State University, Russia and provided understanding on High Resolution images and movies of polished diamonds in 3D mode offers a better understanding of what is diamond brilliance, fire and scintillation and positive optical effects which combine together to give the diamond its beauty.

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- A seminar was held on Role of Technology in Grading and Cutting Beautiful Diamonds conducted by Dr. Lalit K. Aggarwal, Scientist & Chairman at ImaGem Inc. Philadelphia, USA and discussed on the latest in technological innovation including scientific grading of diamonds for colour, fluorescence, clarity and light behaviour and for cutting beautiful diamonds while retaining maximum weight.

- Mr. Alok Shah, Vice President, Sales at H. Dipak, Mumbai delivered a presentation on the Importance of IT in the Gem & Jewellery Business. The seminar provided guidance on how IT can be used to enhance business.

- To create awareness about intellectual property (IP), a seminar was organised in association with ASSOCHAM and Intellectual Property Office, India. The members were informed about the importance of IP, IPR and Business Competitiveness, Trade Secrets, Industrial Designs, Technology Transfer, IP Licensing, IP Valuation and its Audit, IP Commercialisation, Registration process for Patent, Design and Trademark, enforcement, service marks and its branding, various schemes of GoI and their funding pattern.

- A seminar to create awareness about the Council's activities was organised in Navsari. Asst. Director informed the participants about the benefits of membership with the Council, its process for renewal/ fresh application for next year. She also explained Kimberley Process Certification Scheme and services provided by Council, provided information about the training programme to be launched in near future, Common Facility Centre and G&J Parichay Card project in Gujarat. Members were informed about the benefit of the card to the industry, the scale of the project at the pan-India level, provided by the Council free of cost. She appealed to members to register their workers for the G&J Parichay Card. Cards were distributed among the factory owners during the programme.

Visiting Delegate

His Excellency, Consul General of Belgium Mr. Karl Van Den Bossche with his team comprising Trade Commissioner FIT Mr. Tom Vermeulen and Consul Mr. Eduard Van Kleunen visited Surat on 24th February, 2014. A joint meeting with the members was organized to discuss about the trade issues. Shri Chandrakant Sanghavi, Regional Chairman, Gujarat represented the issues faced by the trade members, especially with respect to the visa process and taxation system prevailing in Belgium. His Excellency promised to extend all types of assistance, including making the visa process easier. He requested members not to take a decision in a hurry to shift their business from Belgium and wait for an announcement from the Government as the proposal of revision in taxation structure/system is in process. He assured a favourable announcement for the diamond industry.

The delegation visited the IDI City Centre Campus and was impressed with the facilities. They appreciated the efforts of GJEPC and IDI towards educating the new generation and re-skilling of existing workers. During the factory visits at Sanghavi Exports and Dharmanandan Diamonds, the delegation observed the diamond manufacturing process.

New O□ice

Keeping in view the expanding activities of the Council in Gujarat region, it was indeed necessary to have better infrastructure to cater the need of the Regional Office in Surat. To elevate the brand of Council in minds of the stakeholders and to serve the members more effectively and efficiently, a new office premises with the carpet area of 3,600 sq ft, in uniform proximity to the gems and jewellery trade, was identified. The new infrastructure is the current need of the hour for future activities and projects that GJEPC plans to execute in the years to come. The larger space supported with improved infrastructure will help to add more functions in terms of value added services to the members.

Common Facility Centre

During the year, the Indian Diamond Institute was appointed as the agency to prepare the the feasibility and Detailed Project Reports for proposed locations of the Common Facility Centres. A team consist of GJEPC and IDI representative visited all 13 locations for the feasibility study to set up these Centres and submitted the report accordingly. Read the full report in the GJEPC Initiatives section under the heading 'Towards A Common Goal'.

Parichay Card

With a view to ensure proper authentication for social security purposes and for the benefit of the entire diamond industry, the GJEPC has decided to issue the "Gem & Jewellery Parichay Card" to diamond industry workers. The ID cards have been envisaged as a tool for facilitating speedy accrual of benefits to artisans through different schemes of state & central governments. An electronic database of each artisan will be created which, inter-alia, will provide information on each individual artisan in terms of socio-economic profile. This information helps policy makers in arriving at decisions for implementing customised module of schemes best suited to the needs of a particular group of artisans, understanding the business scenario, need of the industry and assist in building the employee database resulting into Labour Management Information System (LMIS).

The project was launched in the Gujarat region and, at later stage, will be executed pan-India. During the year, Regional Office Surat signed an MoU with Navsari, Palanpur and Amreli diamond association totalling to 70,000 cards for the artisans working in their area.

Agate Centre Of Excellence At Khambhat

Khambhat is a traditional centre for gem cutting & polishing and is well known for manufacturing of agate. The industry in Khambhat is unorganized and mainly in the cottage sector. The units are located in the town of Khambhat and its surrounding villages, which are predominantly household units. The process of cutting & polishing of agate is a dry process, which spreads silica in the air. This silica when inhaled causes the disease called silicosis. This disease often causes death of the person affected by it. Understanding the seriousness of the issue of the development of silicosis disease among the agate artisans, the Industries Department, Govt. of Gujarat approved a grant of 70% of total project cost. Government of India also approved a grant of Rs.1 crore to support the initiative. The proposal to make land available for this project is under review with the Revenue Department. The project will be initiated based on the availability of land.

© Ganjam

Ladies Cell

Women Power

International Women's Day Celebration

The Gem & Jewellery Export Promotion Council (GJEPC) promotes gender equality in the workplace through the Ladies Welfare Cell, which safeguards the interests of all female employees. The Cell is responsible for creating a safe working environment for women and looks after their welfare.

The Cell organises get-togethers and promotes a spirit of camaraderie among all women colleagues. The Ladies Cell celebrated International Women's Day on March 8, 2014.

The Cell was instrumental in maintaining a positive work atmosphere for all female employees and has addressed all matters that were brought to its notice. Women have played an active role in the organisation of GJEPC summits, seminars, trade fairs, road shows, and so on.

We can proudly state that, to date, not a single case of harassment or other serious of ence has been brought to the notice of the Ladies Cell.

The Ladies Welfare Cell committee comprises:

- Ms. Shraddha Gawde, Manager, Accounts – Nodal Of icer
- Ms. Megha Nagotkar, Sr. Executive, Accounts – Member
- Ms. Archana Gautam, Sr. Manager, Trade, Projects and Policy, R.O. Delhi – Member

The new Anti-Sexual Harassment Complaints Committee consists of the following of icials:

- Ms. Kavita Hebalkar, Dy. Director (KP, Membership) – Chairperson
- Ms. Raksha Manihar, Sr. Manager – Nodal Of icer
- Mr. Vikrant Pradhan, Asst. Director – Member
- Ms. Archana Gautam, Sr. Manager – Member
- Mr. Murtuza Kalyanwala, Asst. Manager – Member
- Ms. Krishna Desai, Asst. Manager (Secretary to the Committee)

The Council remains committed to a female friendly workplace and continuously seeks to enhance equal opportunities for men and women through good employment practices.

Shri B.S Vasudev, Chief Commissioner, Customs addresses exporters and bankers about the 80:20 scheme.

Chief Commissioner of Customs addressed the banks and exporters on December 9, 2013. Shri.B.S.Vasudev mentioned that any procedural hurdle faced by the nominated agencies should be represented at the Additional Commissioner of Customs wherein the problem is being faced and the same can be escalated to him if the problem is delayed and unresolved.

Seminar to Resolve the Banking Procedural Issues

Over the years manufacturers and traders within the industry have taken on a global footprint and a large portion of their revenues are derived from international as well as domestic sales. In such an environment traders and manufacturers are at a constant risk from unexpected developments taking place in national or international markets.

The GJPEC organised a one day Banking Summit to create an ideal platform for members to understand the fundamentals of the financing, the discipline and goodwill that they should maintain, the opportunities thereof and the changes that are taking place and envisaged in the short and long term. Through the summit, the Council also aimed to provide bankers a better insight into the industry. The Council along with the banks will mutually study ways to mitigate unforeseen risks and adhere to new compliances developed by the banks and financial institutions in the country.

The last few years have seen a huge change in the banking scenario. The gem and jewellery industry is fuelled by – i) Risk Management; ii) Governance; iii) Currency fluctuation; and iv) Compliance, etc. and plays a crucial role in maintaining industry sustainability. The Council organized the Banking Summit 2013 to achieve sustainability and also to represent the member exporters' problem to the Government. The Council also tried to establish better relations for the member exporters with all national and international banks.

Risk Management Awareness

Risk management is the set of processes through which the management identifies, analyses, and, where necessary, responds appropriately to risks that might adversely affect realisation of the organization's business objectives. The response to risks typically depends on their perceived gravity, and involves controlling, avoiding, accepting or transferring them to a third party. Whereas organizations routinely manage a wide range of risks (e.g. technological risks, commercial/financial risks, information security risks etc.), external legal and regulatory compliance risks are arguably the key issue in Governance, Risk and Compliance (GRC).

Banking and credit rating norms have changed due to external factors and the industry should adapt to the changed scenario. But at the same time banks and insurers analyse information on an industry basis and any credit

Shri Vipul Shah addressing the audience at the 2013 Banking Summit.

event damages the overall reputation of the industry. The GJEPC will facilitate a discussion with rating agencies to better understand the business risks in the industry, enabling them to take a better informed decision while rating debt. Also information on payment delays and default is asymmetric from an ECGC perspective. Though it was not agreed, GJEPC can look at ways to get banks and insurance companies to pool together credit related information, (eg. overdue by purchasing entity) giving a clearer view on credit risk and enabling more tailored risk products. Legal hurdles might need to be tackled in this case and proactively take steps to build trust / confidence and facilitate default recovery cases (this may be subject to bank sharing information). The Council plans to create structure for ongoing conversations with various agencies like banks, rating agencies, Export Credit Guarantee Corporation (ECGC) in addition to having an annual conference.

Issues Related to the Export Credit Guarantee Corporation (ECGC)

The main aim of the summit was to change the perception of the ECGC, as ECGC thinks that the gem and jewellery industry is an epic industry as they did not find the need for insurance. Through this Banking Summit 2013, the Council brought the banks and ECGC officials under one platform to give a proper clarity about the industry and define the parameters before providing the coverage as well as to identify genuine exporters for the insurance coverage. The GJEPC highlighted the practical necessity for multi-buyer policies which is currently inactive as well as tried to make the officials understand the need for an industry-customised policy.

Policy Issues

Measures pertaining to Customs Duty:

- Customs duty is being increased on gold dore bars having gold content not exceeding 95%, imported for refining and manufacturing serially numbered gold bars in India from 1% to 2%.
- Customs duty for precious and semi-precious stones has been reduced to 10% to 2%
- Customs duty is being increased on gold bars, other than tola bars, bearing manufacturers or refiners engraved serial number and weight expressed in metric units, and gold coins having gold content not below 99.5% from 4% to 10.30%.
- Customs duty is being increased on gold in any form other than above, including tola bars and ornaments, but excluding ornaments studded with stones or pearls from 5% to 10.30%.

Dignitaries lighting the lamp at the inaugural Banking Summit.

- Customs duty is being increased on silver in any form including medallion and coin having silver content 99.9 % from 4% to 10.30%.
- Customs duty is being increased on plain gold/ branded/diamond-studded jewellery from 13% to 16.40%.
- Customs duty is being increased on plain/studded silver jewellery from 13% to 16.40%.
- Customs duty is being increased on platinum from 4% to 10.40%.
- Peak customs duty remains unchanged at 10%.
- Custom duty for precious and semi-precious stones preform was reduced to 2% from earlier 10%.

Measures pertaining to Central Excise Duty

- Excise duty is being increased on serially numbered gold bars, other than tola bars, starting from the gold ore or concentrate/gold dore bar stage in the same factory from 1.5% to 3%.
- Excise duty is being increased on serially numbered gold bars, other than tola bars and gold coin of purity not below 99.5% manufactured during the process of copper smelting from 2% to 3%.
- Full exemption from excise duty is being provided for gold coins of purity 99.5% and above, and silver coins of purity 99.9% and above.
- An excise duty of 1% without CENVAT credit facility is being imposed on all articles of jewellery other than silver jewellery which is being fully exempted. Such duty is to be paid on tariff value which is being fixed at 30% of the transaction value as declared in the invoice.
- Excise duty rate is being increased on the DTA [Domestic Tariff Area] clearances of plain gold jewellery manufactured by an EOU (Export Oriented Units) from 5% ad-valorem to 10% ad valorem.
- Full exemption from excise duty is being provided for all articles of precious metals not bearing a brand name.
- Exemption of Central Excise Duty on branded silver jewellery.

Highlights of the Foreign Trade Policy and other recent notifications of the Government of India

- The Indian industry has received a boost from the industry-friendly regime ushered in by the Ministry of Commerce & Industry, Government of India. Major highlights of the Foreign Trade Policy 2009-14 updated as on 13th October, 2011 are:
- Revised Duty Drawback for gold and silver jewellery exports @ Rs 2,272/10 grams and Rs. 3,432.8/kg respectively.
- In an endeavour to make India an international diamond trading hub, it has planned to establish Diamond Bourses.
- Inclusion of the Gem & Jewellery Export Promotion Council, Diamond India Ltd. (DIL), STCL Ltd., MSTC Ltd, & Star Trading Houses (only for the gem and jewellery sector) under the list of Nominated Agencies for the direct procurement of precious metals.
- Removal of import restriction on worked coral.
- Personal carriage of gold in primary form permitted up to 10 kg in a financial year by an authorised person of gem and jewellery units in EOU units subject to RBI and Customs guidelines.
- Reduction in threshold limits of export turnover of Premiere Trading Houses from Rs 10,000 crores to Rs 7,500 crores in the previous three years and the current year taken together.
- RBI has given the rights to the Council to select and approve the mining companies. The listed mining companies selected by the Council should be accepted by the banks for advance payment of rough diamonds.
- Relaxation in the eligibility criteria for opening of DDA i.e. firms dealing in import and export of gem and jewellery products with a track record of at least 2 years (earlier 3 years) and having an annual average turnover of Rs 3 crores (earlier 5 crores) in the preceding three licensing years under Para 4A.19.
- Import of gold of 8-karat and above allowed under the replenishment scheme subject to import being accompanied by an Assay Certificate specifying purity, weight and alloy content.

- Introduction of the 80:20 scheme to facilitate the availability of gold to the exporter.

- Withdraw the trading license of gems and jewellery units at SEZs.

- Duty Free Import Entitlement (based on FOB value of exports during previous financial year) of consumables, tools, machinery and equipments for
  (i) Jewellery made out of:
    (a) Precious metals (other than gold and platinum) – 2%
    (b) Gold and platinum – 1%
    (c) Rhodium finished silver – 3%
  (ii) Cut and polished diamonds – 1%

- Duty free import entitlement of commercial samples will be Rs. 3,00,000.

- Duty free re-import entitlement for rejected jewellery will be 2% of FOB value of exports.

- The incentives provided under Focus Market Scheme have been increased from 2.5% to 3%.

Target to Achieve: The Wish List of Gem and Jewellery Industry (2013-14)

- Time period for re-import of diamonds after certification /grading
  Certification/grading of diamonds are totally based on the buyer's demand and few laboratories certify very large amount of diamonds sold worldwide like GIA, HRD, IGI etc., whereas manpower in these laboratories are not sufficient to fulfil the demand of consumers. Due to this, the turnaround time for stone certification in India has increased to more than 90-120 days from 50-55 days earlier on. Therefore, the Council suggests that it should be increased from 3 months (as per para 4A.2.1 HBoP) to 4 months as required.

- Benign Assessment Procedure (BAP)
  The Benign Assessment Procedure (BAP) in its present form is available only to those Assessee whose profits and gains from the activity of manufacturing and/ or trading of diamonds is equal to or higher than the threshold of 6%. However, the said rate of 6% so prescribed is not reflective of the reality in the diamond manufacturing and trading industry, which operates on profit margins in the range of 2.5% only. At present the BAP is more a scheme on paper, as it does not have the capability of being adopted by the majority of the industry participants.

- Non-acceptance of the inventory valuation methodology followed by industry players
  Mere inability to maintain quality/ grade wise stock reports cannot be the ground of making adjustment to the stock;

- Any transaction in respect of derivatives i.e. forward contract/option contract as permitted by the RBI should not be treated as 'speculative transactions' and to be treated at par with trading in derivatives in specified stock exchanges. Suitable amendment to be made to Section 43 (5) w.e.f. 01.04.2006 to include the above transactions as non-speculative

- Separate ITC HS Code of Man Made/Lab Grown Diamonds;

- Duty drawback on goods exported for overseas exhibitions:
  Duty Drawback on gold and silver jewellery is available since December 2009. However, except for the first year of its introduction, the rates of drawback have always been 2 to 4% less than the import duty paid. Thus this scheme has not made the desired impact. The drawback should be calculated on the rate of gold on the day of exports.

- Incentive under the Drawback Scheme covers only 8% of the duty
  At present, under the duty drawback scheme, the Government is providing an incentive of Rs. 2272/- on 10gm of gold, which covers only 80% of the duty amount paid. Due to the scarcity of gold in the market the premium rate has also increased from $4-5 to more than $100. So, the exporters are unwilling to avail this facility. Therefore, it is should be revised to at least cover the 100 % duty amount.

- Re-start of import of precious metal scrap/used jewellery for melting and re-export of jewellery

- EDI System implementation:
  Implementation of the Indian Customs EDI System (ICES)-(Exports) at PCCCC, BDB, BKC, as early as possible i.e. by April 2014. It is noticed that a few Import Export code (i.e. IEC) numbers are not reflected in the Indian Customs EDI System (i.e. ICES) at PCCCC, BDB, BKC. Due to which the importers are unable to

file the Bill of Entry in the EDI System, hence delaying the process of delivery of import consignments. Due to unavailability of EDI system no refund of service tax is going on, as the *service tax department unable to file the claim without edi system generated invoice code.*

- **Special Notified Zone (SNZ) for import of rough diamonds & coloured gemstones**:
  A Special Notified Zone (SNZ) should be established for import of rough diamonds and coloured gemstones where net income is fixed and taxes are paid only on invoices raised to Indian companies and not on re-exports.

- **Consignment exports of gems and jewellery**:
  Para 4A.20 of FTP allows export of jewellery on consignment basis. The Office of DGEP vide their Circular No. 12/2008 dated 24th July, 2008 have also confirmed that vide their letter no. DGEP/G&J"428/2007 dated 02.07.2007, they have issued instructions to all field offices for implementation of the said provisions of FTP. We understand that Jaipur and Mumbai already implementing this. Unfortunately, in Delhi it is not happening for want of corresponding suitable notification.

- **Reintroduction of relief under 80HHC for exports and exclusion of the same under MAT/AMT**

- **Issuance of ECIB on incremental increase of whole-turnover credit to the exporters of gem & Jewellery sector**

- **RCMC to be made compulsory for exports of gem and jewellery**

Jaipur Gem Bourse

Jaipur Gem Bourse To Lift India's Exports

The Gem & Jewellery Export Promotion Council's (GJEPC's) proposal to establish a Gem Bourse in Jaipur was moved to the Ministry of Commerce & Industry, Government of India. This resulted in the inclusion of the project under the 12th Five-Year Plan and Rs.45 crore has been sanctioned as a grant. The GJEPC has requested the Government of Rajasthan for the allotment of land to establish a Gem Bourse at Jaipur.

The establishment of the Gem Bourse is aimed at promoting Jaipur as a brand for all sourcing requirements of buyers of gems and jewellery across the world. The Gem Bourse in Jaipur will help to boost the country's exports by providing infrastructure to house all the gem and jewellery manufacturers, traders, dealers, and ancillary service providers under one roof, thereby facilitating the smooth functioning of the trade.

The Gem Bourse will also provide space for customs, banks, customs house agents, insurance companies, shipping lines, etc. It would be a high security zone to mitigate any risk to people or property. International buyers would have ample choice for selecting partners from the vast number of suppliers, while conveniently dealing in a safe and secure environment.

The Council is hopeful that the Rajasthan State Government will accede to its request for land allotment in order to get this important project up and running in a short time.

The Annual Awards Get A Makeover

Brand ambassador Sonam Kapoor with the chief guest and presiding guest.

The 40th Annual Awards renamed as the India Gem & Jewellery Awards (IGJA) underwent a professional makeover incorporating new processes and new award categories. Re-designed to elicit a more professional outlook, some of the salient features of the IGJA 2013 are as follows:

- The horizon of awards was broadened to incorporate not just the highest exporter but the best exporter at the small, medium and large level.
- Looking at the current focus and the needs of not just the industry but also the society, theme-based award categories such as the Most Socially Responsible Company, the Most Innovative Company and the Best Woman Entrepreneur were introduced.
- Special award categories to award international associations, top foreign buyers, the best business facilitating bank and the Lifetime Achievement Award were included to appreciate the efforts and support received from them.

Dun & Bradstreet Information Services India P Ltd was roped in as the Knowledge Partner who developed a proprietary quantitative model to shortlist the nominations based primarily on the computation of composite scores, calculated by considering various financial and quantitative indicators. Shortlisted nominees were asked to make a presentation in front of a duly constituted jury who chose the final set of award winners. The jury included Mr. K. Subrahmanyam, Executive Director of Union Bank, Ms. Nirupa Bhatt, Managing Director of GIA in India & the Middle East and Mr. Pawan Bindal, Director Sales & Marketing of Dun & Bradstreet. This year, the Council received an unprecedented 270 nominations in different categories. The IGJA 2013 ceremony was held on October 5, 2013 at the Jamshed Bhabha Theatre, NCPA, Nariman Point in Mumbai.

Honourable Shri Kapil Sibal, the then Union Minister for Communications & IT, Law & Justice graced the occasion as the Chief Guest while Honourable Shri K.H. Muniyappa, the then Union Minister of State (Independent Charge) for Micro, Small & Medium Enterprises graced the occasion as the Presiding Guest. Well known Bollywood actor Boman Irani was the host for the evening.

Shri Siddharth, the Joint Secretary, Ministry of Commerce & Industry, Govt. of India, and Ms. Rupa Dutta, Alternate Member to JS, Ministry of Commerce & Industry, Govt. of India, awarded trophies to the achievers of the year. Ms Sonam Kapoor, the brand ambassador of the Council added glitter to the occasion, with her presence.

Shri Siddharth, Ms. Rupa Dutta and GJEPC officials pose with the winners.

Renowned jewellers like Nirav Modi, Gehna, Auro Gold, Shobha Shringar Jewellers, Agni Jewels in association with Swarovski Gems, Apala by Sumit, Gitanjali Gems, Moni Agarwal, Saboo Fine Jewels, Nidhi and Karan of Sanskriti, Shringar House of Mangalsutra, Charu Jewels, Dipti Amisha, Golecha's Jewels, Pallavi Foley in association with Abharan Jewellers, Birdhichand Ghanshyamdas Jewellers, Kays Jewels, Kashi Jewellers, D. Navinchandra in association with Kriplani, Prisha By Rashi Rochwani, Laxmi Jewellery Exports, Dhora & Rivaayat showcased their latest collections along with students from the Indian Institute of Gems & Jewellery, National Institute of Design, International Gemological Institute and the Gemological Institute of America.

Promotional activities carried out for IIJW included a pre-event press conference in Delhi which was attend by 50 media representatives.

The Council also released show advertisements for IIJW New Delhi as well as Mumbai in leading Domestic B2B and B2C magazines.

Media Blitz

During the event in New Delhi, national media across India was invited to attend the show. The media response was overwhelming.

For the Mumbai show, foreign and national media flew into Mumbai to attend the jewellery week. Representatives from Isikhova Publishing-SAJN, Jewellery Outlook, Jewellery News Asia, Rapaport, Ukraine Jewellery TV project, Joia Cia, Collection Magazine, Bangkok Gems & Jewellery Magazine, IDEX, Couture International Jewellery, Australian Jeweller, MPP Arabia, JCK, Japan Precious, Israel Diamonds & New York Diamonds, Russian publications along with several Indian media representatives attended the shows.

Radio

RED FM was the Radio Partner for both the shows and the show received live broadcast.

Print

New Delhi: The event received extensive coverage in *Delhi Times*. Miscellaneous media, including print (newspapers, magazines, trade publications, etc.) as well as online, etc. also covered the show. Post the event, *Femina* gave IIJW coverage on the cover as well as 6 pages inside while *Grazia* gave 10 pages of coverage.

Mumbai: The event received extensive coverage between 4th and 9th Aug in *Bombay Times* as well coverage in the Times supplements in Bangalore, Calcutta, Jaipur, Ahmedabad, Kanpur, Hyderabad and New Delhi. *DNA* also covered the event at length.

Sonam Kapoor and other dignitaries at the lamp-lighting ceremony.

Miscellaneous Media, including print (newspapers, magazines, trade publications, etc.) as well as online, etc. also covered the show extensively.

The shows were also streamed live on the IIJW website on all days.

Post the event, *Vogue India* gave 16 pages of coverage.

TV

In continuation of the Council's efforts to garner further mileage for the IIJW and as per the deal with Star Plus, the team undertook the production of a one-hour episode that was aired on the channel. The name coined for the episode was Jashn Sitaaron Ka for the New Delhi episode and Jalwa Sitaron Ka for the Mumbai edition. For the first time, rights were sought to telecast the IIJW Mumbai capsule in USA for the Indian audience settled there.

Both the New Delhi and the Mumbai episodes, apart from original telecast had re-runs. The original and repeat telecast were well publicized through the following:

- SMSes and emails were sent to all members of the database, partners, media, regional offices and all contacts. These were sent in two bursts before each of the episodes was aired.
- Hoardings across Mumbai were taken up at prime locations to promote the IIJW Mumbai telecast
- Gitanjali placed ads in leading Mumbai newspapers. All ads were placed close to the day of the shows in order to promote the same.

Advertising

The advertising strategy for 2013 focused on promoting India as a global jewellery hub. Advertisements were divided in two categories. Pavilion and Promote India pavilions at different exhibitions and the other for promoting GJEPC trade shows such as IIJS, Signature IIJS, IIJW and GGJF.

Target Markets: Middle East, Asia, Europe and CIS, USA

Target Publications: *Rapaport, Idex, JCK, National Jeweller, Couture Jeweller, Instore, JQ, Jewellery News Asia, Canadian Jeweller, Jewellery Business Canada, Contraste, World One, GZ, Vogue, Arabian Watches & Jewellery,* dailies of *GCC Countries, Jewellery News Asia, Jewellery Review, Diamonds and Gold of Russia, Japan Precious, Dreams, Modern Jewellery, Collection, Zegarki and Bizuteria, Bangkok Gems & Jewellery, SA Jewellery News, Joia Cia* and *The New Jeweller.*

Website:

The GJEPC website and its micro websites underwent a complete revamp in 2013. The corporate website is much more dynamic and user friendly. The GJEPC website as well as those for IIJW and the Global Gem and Jewellery Fair (GGJF) were updated and upgraded across the year.

Solitaire Magazine: The Council's monthly publication, *Solitaire International* was periodically reviewed by the PM & BD department.

Future Trends 2014

The Council organised 'Future Trends 2014', a jewellery trends seminar with Paola de Luca, founder of Trendvision Jewellery + Forecasting on February 25-26, 2014 at Hotel Renaissance, Mumbai. The two day seminar aimed to educate the members and students of the gem and jewellery industry on the latest jewellery trends in India, Europe and USA.

Mr. Navin Jashnani of Sama Jewellery was the key note speaker for the event while Ms. Farah Khan of Farah Khan Fine Jewellery, visual merchandiser Ms. Jasleen Manrao, jewellery designer Ms. Pallavi Foley, fashion

Paola de Luca at the Future Trends 2014 seminar.

designer Mr. Rocky S, Ms. Sangeeta Diwan of Zoya, Ms. Toranj Mehta of Forevermark, Ms.Vaishali Banerjee of Platinum Guild Of India and Mr.Vipin Sharma of World Gold Council were some of the prominent Indian speakers at the event.

French designer Ms. Adeline Roussel, Ms. Bandana Tewari of *Vogue*, Mr. Harshad Ajoomal of H. Ajoomal, Ms. Mareisha Rego of Renault, Mr. Siddharth Sawansukha of Sawansukha Jewellers and Mr. Yash Agarwal of Birdhichand Ghanshyamdas Jewellers were part of an enlightening panel discussion at the seminar.

Exhibiting India's Craftsmanship

Maharashtra's Chief Minister Prithviraj Chauhan inaugurating IIJS 2013.

Exhibitions, both national and international are a major tool of trade promotion and business development for the Council. The Exhibition Cell organises, co-ordinates and plans all activity on this front. Apart from IIJS and IIJS Signature, the Council organised its first business-cum-consumer show, the India Gem & Jewellery Fair in New Delhi as well as its first machinery exhibition, the India Gem & Jewellery Machinery Expo which was held in Surat.

On the international front, the Council not only organised India Pavilions and participated in gem and jewellery trade shows across the world but also made its foray into the international trade shows with its own, the Global Gem and Jewellery Fair which was held in March 2014.

The Exhibition cell also a dedicated website for each trade show that it organizes in order to enable its members and visitors alike to register for the same. Some of the salient features are:

1 Unified Access – all members can access events forms and apply for various services with single unified login.
2. Convenient time – The Participants Directory, Interactive Floor Plan, Registration Forms and Exhibitor Manual are available 24/7, anywhere where there is web access.
3. Save time – Applicants can access information or sign up online from any location which is most convenient for them without having to print, manually fill out or forward paper forms.
4. Automation of communication - Applicants receive an immediate automated confirmation via the web and via email with necessary details.
5. Improved customer support (Help Desk) – The helpdesk will ensure all the necessary information and queries are addressed within 24 hours.
6. Data accuracy – Application data entered by applicants is likely to be real and accurate rather than having to decipher from hand written forms.
7. System transparency & accountability – A hard core one time programme will data transparency and accountability.

National Exhibitions

India Gem & Jewellery Fair (IGJF) 2013

In its bid to provide an added boost to the gem and jewellery industry, the India Trade Promotion Organisation (ITPO) signed an MOU with the GJEPC to organize the first India Gems & Jewellery Fair (IGJF) from April 12-15, 2013 at Pragati Maidan, New Delhi.

India Gem & Jewellery Fair (IGJF) 2013 was inaugurated by Smt. Sheila Dixit, the then Chief Minister of New Delhi, along with Smt. Rita Menon, CMD, ITPO, Mr. Vipul Shah, Chairman, GJEPC and Mr. Pankaj Parekh, Vice Chairman, GJEPC along with other dignitaries.

Fair Highlights

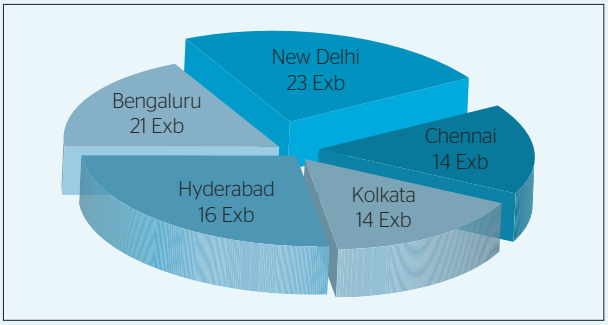
- Total Area : 3000 sqm
- Total Exhibitors : 75
- Total Booths : 102

Total Visitors

- Domestic Visitors : 3000

During IGJF 2013, visitors witnessed a large and versatile collection of jewellery from across the country. Leading retailers and jewellery brands showcased plain gold jewellery, colour stone and diamond studded jewellery in a variety of styles and trends.
IGJF attracted more than 6000 visitors from all over Delhi and its neighbouring cities and states. Attendance was relatively lower for the daytime, due to hot weather; however, more visitors were seen evenings.

IGJF concluded with mixed response from the exhibitors as well from the visitors. 72% of the total exhibitors said that they would participate in the next Indian Gem and Jewellery Fair (IGJF). Majority of the exhibitors were happy with the response seen in the first ever GJEPC exhibition in the Business to Consumer (B2C) segment.



Visitors admiring jewellery at the IGJF in New Delhi.

India International Jewellery Show 2013

The 30th edition of the India International Jewellery Show (IIJS) 2013, organised by the Gems and Jewellery Export Promotion Council (GJEPC), was held from August 8-12, 2014 at the Bombay Convention & Exhibition Centre in Mumbai. The show was inaugurated by Chief Guest, Mr. Prithviraj Chavan, Honourable Chief Minister of Maharashtra. The Guest of Honour for the show was His Excellency Mr. Tlali Khasu, Minister of Mines, Kingdom of Lesotho. Also, present on the occasion were Mr. Vipul Shah, Chairman, GJEPC, Mr. Sabyasachi Ray, Executive Director, GJEPC, Mr. Haresh Zaveri, Convener-Exhibition, GJEPC and Mr. Pankaj Parekh, Vice Chairman, GJEPC.

Fair Highlights

- Total Area : 48000 sqm
- Total Exhibitors : 880
- Total Booths : 1724

Total Visitors

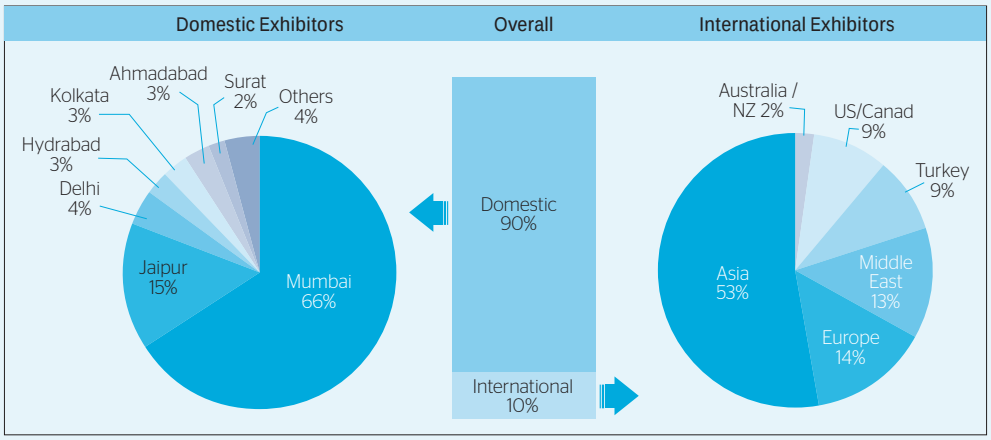
- Domestic Visitors : 30563
- International Visitors : 1515

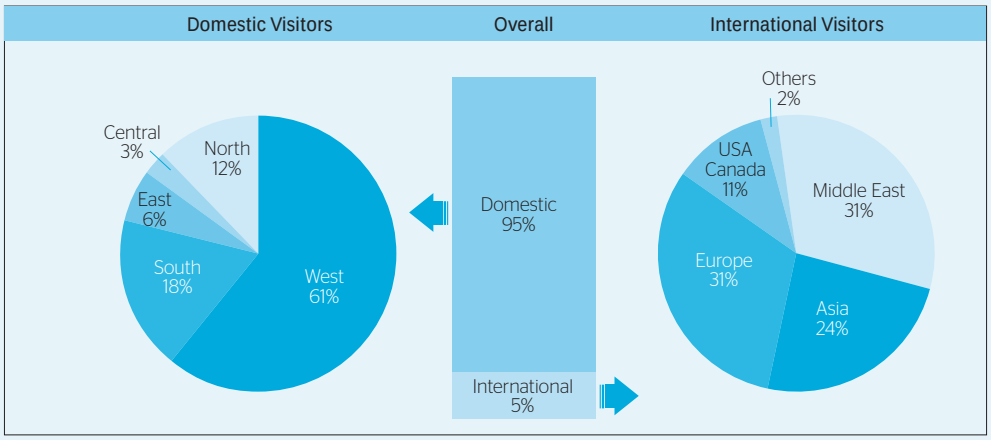
Country Pavilions

- Italy
- Belgium
- Thailand
- Dubai
- Turkey
- Israel

The exhibitors' profile of the show included companies/ firms dealing in diamonds, colour stones, plain gold jewellery and studded jewellery.

During the course of five days, more than 30,000+ trade visitors from 873 cities in India and 84 countries from all over the world visited show. The numbers of visitors are





escalating 25% year on year. More than 5500 privileged visitors registered online.

The IIJS provided a wonderful platform to the exhibitors to promote their products and brands as well as provides an opportunity to interact directly with influential buyers and key decision makers in the jewellery industry. At the show, one witnessed more of light-weight and innovative jewellery, which was the need of the season.

Over the years, the IIJS has improved and it is only getting better and larger each passing year. During the IIJS, the Council organised factory visits for overseas visitors so that they could get a better insight into the products exhibitors were displaying at the show. The Council also held Spectrum Seminars at the IIJS 2013 for members of the gem and jewellery industry to update their knowledge. Each day was an action-packed with panel discussions on how to tap the Chinese market, online selling, opportunities in the Middle Eastern market and efforts for continuous improvement in the integrity of international jewellery supply chain. The comprehensive list of topics covered industry updates to design, trends, manufacturing and technology innovations and more.

International Promotional Road Shows for IIJS 2013
Objective of Visit:

- To promote IIJS 2013 amongst the local jewellers
- To build a strong bilateral trade relationship
- Interact with prospective traders/buyers/retailers and establish areas of cooperation.
- Facilitate participation of trade associations in the forthcoming IIJS 2013

(Left) Vipul Shah, Shri Saurabhbhai Patel and Pankaj Parekh at the IGJME inauguration. (Right) A bird's-eye view of the trade floor.

Road Show in Shenzhen

The Council organized a road show at Hotel Bolin in Shenzhen, China on 18th June, 2013 to promote IIJS and invite buyers from China to attend the exhibition. The attendees comprised of 90 manufacturers and wholesalers based in Shenzhen. The show began with the screening of a promotional film of the Council in Chinese. Immediately after the screening the Consul General of India at Guangzhou, Shri K. Nagaraj Naidu gave his opening remarks and highlighted the position of the Indian diamond industry. He also emphasised that Chinese companies can build a long term relationship in sourcing diamonds from India.

GJEPC's Regional Director, Shri Sanjay Singh gave a presentation on the Indian gem and jewellery industry and highlighted the salient features of IIJS 2013. The show was coordinated by the Council's co-coordinator in China, Ms. Becky.

Road Show in Dubai

The GJEPC had organized a road show at Hotel Radisson Blu in Dubai on 18th June, 2013. GJEPC's Middle East Coordinator Ramesh Vora along with the GJEPC secretariats meticulously planned and got almost all the leading jewellers to the presentation. On 17th June, 2013, Mr. Vora visited some of the well-known jewellers along with GJEPC delegation, to remind them about the presentation.

Buyers who had been visiting Dubai at that time from countries like Saudi Arabia, Libya, Yemen, Turkey, Iran, and Kuwait were also present on the occasion. There were more than 75 guests who attended the road show.

Mr. Pankaj Parekh, Vice Chairman, GJEPC thereafter made the presentation on the Indian jewellery industry highlighting the format of IIJS 2013 along with what IIJS 13 had to offer. Mr. Pankaj Parekh took few questions regarding the IIJS and the general demand of more participants from Dubai under its pavilion which he said would be looked into given the space constraint. Thereafter, Mr. Jacob Sunny Chittilappilly, Chairman, Dubai Gold & Jewellery Group, spoke about the good work that the GJEPC had been doing over the years.

India Gem & Jewellery Machinery Expo (IGJME) 2013

The Gem and Jewellery Export Promotion in affiliation with the Surat Diamond Association (SDA) hosted the first-ever India Gem &Jewellery Machinery Expo (IGJME) at Surat International Convention & Exhibition Centre, Surat. The expo held from December 13 – 15, 2013 was the first of its kind in the country. The expo was inaugurated by Chief Guest Shri Saurabhbhai Patel, Honourable Minister for Energy, Mines & Tourism, Gujarat in the presence of Mr. Vipul Shah, Chairman, GJEPC and Mr. Dinesh Navadiya, President, Surat Diamond Association (SDA) along with other dignitaries.

Fair Highlights

- Total Area : 7000 sqm
- Total Exhibitors : 101
- Total Booths : 137

Total Visitors

- Domestic Visitors : 5452

The IGJME was inaugurated amidst a lot of enthusiasm amongst manufacturing and retail segments of the gem and jewellery industry. 75 leading exhibitors showcased the latest technology related to jewellery manufacturing, diamond manufacturing, gemstones manufacturing (precious/semi-precious), tools, equipment & allied (packaging / it & software /labs/education).

The fair attracted international participants from Turkey, Israel, and Italy amongst others, who brought new concepts and ideas in technology to Indian shores. The show witnessed the presence of nearly 3,000 senior business heads as well as key production and technical members mainly from the production segment of the industry. The visitors came from key centres such as Ahmedabad, Surat, Navsari, Rajkot, Mumbai, Jaipur, Coimbatore, Horus, Chennai, Delhi and Kolkata.
The show was actively promoted amongst GJEPC's 5500 members and 2400 members of the SDA. The Council also organised road shows, door to door visits in nearly 50-60 towns and cities. In its premier edition, pre-identified decision makers from select companies comprising of large export houses and manufacturers were offered complimentary accommodation package at 5-Star hotels in Surat.

The IGJME also held seminars and workshops on topics related to diamond and jewellery manufacturing as well as optimisation of technology.

A special workshop was organized on "Optical Performance of Diamond" by Mr Yuri Shelementiev from the Moscow State University, Russia which received remarkable response from attendees.

The over-all feedback from the exhibitors on the concluding day of the expo was extremely positive and majority of them expressed willingness to continue participation in the next edition of IGJME.

Signature 2014

The seventh edition of Signature was held from February 21-24, 2014 at the Bombay Convention Exhibition Centre (BCEC Complex) in Mumbai.
The 2014 edition was one of the largest ever with more than 560 exhibitors participating in the show and saw visitor registration of over 10,000. The display areas were replete with exciting new designs that drew a lot of serious buyers, especially in the gold section.
Signature 2014 was inaugurated by the Chief Guest Dr. Hassan Fakhro, Bahrain's Minister of Commerce and industry, and the Guest of Honour, Mr. Andrey Polyakov, Vice President of Alrosa. They were joined by GJEPC Chairman Mr. Vipul Shah, Vice-Chairman Mr. Pankaj Parekh, and Convener - Exhibition (National) Sub-Committee Mr. Nirav Bhansali.

Fair Highlights

- Total Area : 32,000 sqm
- Total Exhibitors : 565
- Total Booths : 1028

Total Visitors

- Domestic Visitors : 8765
- International Visitors : 326

Country Pavilions

- Thailand
- Belgium
- Israel

Around 120 first-time exhibitors showcased their strengths at the show, cementing the Council's efforts to constantly provide gem and jewellery retailers with an appropriate platform and guide them in their path to success. On the other hand, nearly 80% of the exhibitors retained their participation at the show.

The loose diamond and gemstone section registered lower footfalls compared to previous years. However, those who did visit were there to make serious purchase. Lightweight, designer lines in the studded jewellery section were well appreciated at the show while the gold jewellery section did extremely well. Exhibitors in the Signature Club section flexed their creative muscle by presenting new ideas in their collections – and this, despite a lacklustre sentiment in the jewellery market. Their earnest efforts paid off as exhibitors worked around a host of problems – the high price of gold, difficulties in procuring raw material, the fall in the rupee and more.

The Signature 2014 edition, not only saw participation of national visitors from the Indian metro cities (Mumbai, Delhi, Chennai) but also from Tier I & Tier II cities.
The show was also attended by international buyer delegations from around 20 countries mainly, UAE, Saudi Arabia, Thailand, Nepal, Iran, Bangladesh, Russia,

Uzbekistan, Turkey and China, etc. along with nationals from 50 countries.

At the show, visitors were able to get a glimpse of new concepts, helping them to recognize the latest market trends and design dynamics which keeps changing swiftly, enabling them to evaluate before placing orders.

The show was also attended by International buyer delegations from around 20 countries mainly; UAE, Saudi Arabia, Thailand, Nepal, Iran, Bangladesh, Russia, Uzbekistan, Turkey and China, etc. along with 500 nationals from 50 countries. Additionally the show also saw registration of over 10,000 visitors from 350 cities & towns across India.

INTERNATIONAL EXHIBITIONS

Baselworld

Baselworld is the world's biggest watch and jewellery show that offers a unique and perfect platform for Indian manufacturers and traders to showcase its strengths in Europe, which is one of the most important export markets for India. The show was held from April 25 to May 3, 2013.
The Gem & Jewellery Export Promotion Council (GJEPC) organised the India Pavilion with 35 exhibitors who promoted India as a design destination.

Highlights of India Pavilion

- Area : 347.5 sqm
- Booths : 44
- Exhibitors : 35

Vicenzaoro Spring

The India Pavilion at Vicenzaoro Spring 2013, held from May 18-22, 2013 was based on the following product segmentations:

- Pavilion I (Ground Floor) – High-End Finished Jewellery
- Pavilion A – Gemworld for Loose Stones

The organisers had offered a prime location to the India Pavilion at Pavilion A, C & G with high-class and high impact customised booths of international quality which greatly enhanced the image of the India Pavilion.
The Council's booth at Pavilion C was used for the promotional activities. Kits containing promotional material were handed over to all the visitors from the Council booth.

Highlights of India Pavilion

- Area : 189 sqm
- Booths : 16
- Exhibitors : 16

JCK Las Vegas

The Council has been taking an India Pavilion to the JCK, Las Vegas Show since 2005 onwards.
The Council organised the India Pavilion with 64 leading member-exporters covering a wide array of fine jewellery products. It featured a variety of regionally inspired and

Pramod Derewala and Shri Siddharth at JCK Las Vegas.

product specific booths which were well attended.

Objective of the Show:

- To represent India Pavilion at JCK Las Vegas
- Facilitate the exhibitors at the show.
- Promoting the Council's activities
- Promotion of IIJS 2014 amongst the visitors and getting buyers
- Arranging meetings with different agencies
- Meeting the organisers and plan for following year

Highlights of the India Pavilion

- Area : 1024 sqm
- Booths : 103
- Exhibitors : 64

Hong Kong Jewellery & Gem Fair

The Council had organised an India Pavilion at the Hong Kong Jewellery & Gem Fair 2013 for the third consecutive year. The India Pavilion was located at 4 different locations catering to different Indian exhibitors from various categories.

- Hall 1ABC – Fine Jewellery Section
- Hall 3D for Gemstones
- Hall 3G& Hall 5FGConcourse- Loose Diamond.

Highlight of Indian Pavilion:

- Area : 404sqm
- Booths : 40
- Exhibitors : 38

Vicenzaoro Fall

The council organised the India Pavilion at Vicenzaoro Fall 2013 held from September 7 – 11, 2014 with 14 exhibitors who participated in this edition of the fair. The India Pavilion was located at three different halls – A, C & G.

Highlight of the Pavilion

- Area : 201.64 sqm
- Booths : 14
- Exhibitors : 14

The Council had a booth at Pavilion C which was used for the promotion of the Council's activities; for promoting Signature 2014 and for the distribution of promotional material.

The Council utilised the advertisement display sites at the show. The Council had taken special initiatives to promote the exhibitors under the India Pavilion and the Indian gem and jewellery industry in general.

Bangkok Gems & Jewellery Show

The Council organized the India Pavilion with the joint participation of 12 exhibitors showcasing their merchandise. The India Pavilion was located at the Challenger- 1 with other international pavilions.

The Bangkok Gems & Jewellery fair is one of the biggest & well known shows in Asia and it is an important show for India because Bangkok attracts buyers and tourists from around the world.

The India Pavilion was well organised and the exhibitors were quite satisfied with the show.

Highlights of India Pavilion:

- Area : 171sqm
- Booths : 19
- Exhibitors : 12

Jewellery Arabia

The Council organized joint participation of Indian exhibitors for the 11th consecutive year at Jewellery Arabia 2013, which was held from November 19-23, 2013 at Manama in Bahrain. Jewellery Arabia which serves the Middle East's jewellery and watch market was held at the Bahrain International Exhibition and Convention Centre under the patronage of His Royal Highness the Prime Minister of the Kingdom of Bahrain Prince Khalifa bin Salman Al Khalifa.

The rise in number of exhibitors at Jewellery Arabia 2013 was matched by a healthy 5% increase in the number of visitors. Jewellery Arabia 2013 was attended by a total of 48,470 quality jewellery trade buyers and private collectors from 35 countries.

The India Pavilion spread across two locations had exhibitors who displayed both plain and studded jewellery, diamonds and precious and semi precious coloured stones.

Highlights of India Pavilion

- Area : 808sqm
- Exhibitors : 58
- Booths : 90

Vicenzaoro Winter

Vicenzaoro Winter exalts the conjunction of jewellery and "The Future, Now"— a showcase for excellence, promotes the very best of Italy, and showcases Italy's openness to the world, to new markets and international excellence. During Vicenzaoro Winter 2014, the India Pavilion was distributed in 3 Halls ie., Hall A, C, & G. India's exhibit profile

included fine and commercial gold jewellery; platinum jewellery; industrial and hand-crafted silverware; silver costume jewellery; gemstones and diamonds.

Highlights of India Pavilion

- Area : 201.64sqm
- Booths : 13
- Exhibitors : 13

India Show, Lahore

With a view to promote bilateral trade between India and Pakistan, the Ministry of Commerce & Industry (MoC& I), Govt. of India, through FICCI had organized an India Show in Lahore from February 14-16, 2014.The Council, based on the response received in the India Show held in Lahore in February 2012, had organized the India Show 2013.

An India Show in Pakistan is always a sought after event with the local population anxiously awaiting it. Although the Pakistan Government had in January 2014 banned the import of gold and jewellery products in view of their problem of CAD, yet considering the sentiments of the

public and the success of the previous India Show, they had given special one-time permission for the import and sale of Indian jewellery during the show. The Council through its efforts had also got specific permission from State Bank of Pakistan for remittance of sale proceeds through proper banking channels.

Highlights of India Pavilion

- Area : 333sqm
- Booths : 37
- Exhibitors : 17

Bangkok Gems & Jewellery Fair

The Council organised the India Pavilion at the 53rdBangkok Gems & Jewelry Fair (BGJF) 2014 which was held from February 25 - March 1, 2014 with 12 exhibitors and 16 booths.

The BGJF boasts of gross export revenues exceeding 400 billion baht. Usually, over 30 countries participate in the fair, with more than 300 booths displaying their finest products but due to international news media reports and travel advisories issued by several countries that painted a worrisome image of the antigovernment protests, the number of visitors and exhibitors were lower than usual. Earlier reports suggested that the ongoing political turmoil had depressed the influx of potential foreign buyers, with more than 10% of visitors cancelling their visits to the BGJF. However organisers reported a fair number of pre-registrations for both visitors and for the business matching service.

The Council had a promotional booth which was used for the promotion of Council's activities and promoting IIJS 2014. A complete promotional kit was distributed to all visitors.

Highlights of India Pavilion

- Area : 144sqm
- Booths : 16
- Exhibitors : 09

Hong Kong International Jewellery Show & Hong Kong International Diamond, Gem & Pearl Show

In order to cater to the growing number of exhibitors of the jewellery show, and significant number of waitlisted companies, the organising committee of the jewellery show and industry associations, decided to expand the existing jewellery show from Hong Kong Convention and Exhibition Centre (HKCEC) in Wan Chai to AsiaWorld- Expo (AWE), next to the Hong Kong International Airport. Finished jewellery products were exhibited at the HKCEC, while AWE specialised as a trade platform for loose gemstones. The Hong Kong International Diamond,

(From left) Saunak Parikh, DGJG's Sunny Chittilappilly, T. P Seetharam, India's Ambassador to UAE, Ahmed Bin Sulayem, Vipul Shah and Pankaj Parekh at a GGJF press conference in Dubai.

Gem & Pearl Show was held from March 3-7, 2014 at the AsiaWorld- Expo while the Hong Kong International Jewellery Show was held from March 5-9, 2104. This initiative was to provide two dedicated trade platforms which aimed at attracting more professional and focused buyers to visit the two product fairs.

The show celebrates its 31st edition in 2014 with a record-breaking number of 3,856 exhibitors from 49 countries and regions and 74,000 trade visitors from 145 countries.

The India Pavilion organized by GJEPC was located at both the locations. The Indian Diamond & Gemstone Pavilion was located in Hall 9 of the Asia World Expo (AWE) with 38 exhibitors showcasing loose diamonds and 37 exhibitors showcasing gemstones.

Finished jewellery exhibitors showcased under the India Pavilion located in Hall 5E and Concourse Area of Hall 5E with 56 exhibitors.

Highlights of India Pavilion

- Area : 1674sqm
- Booths : 186
- Exhibitors : 131

Global Gem & Jewellery Fair

The Gem and Jewellery Export Promotion Council's inaugural Global Gem and Jewellery Fair (GGJF) held in collaboration with DMCC, Dubai's global gateway for commodity trade and enterprise, marked the beginning of a new era. Held from March 20-22, 2014 at the Atlantis, The Palm in Dubai, the international trade show was supported by the Dubai Gold and Jewellery Group.

Covering everything from loose stones to plain gold and studded jewellery to couture offerings, the show reached out countries that did not have direct access to India's exceptional craftsmanship. Being the first-ever GGJF received a positive response for the show.

Please refer to the Market Focus section in the Annual Report for more details on the GGJF.

Visiting Dignitaries

Shri Narendra Modi Inaugurates Diamond Hall At BDB

Shri Narendra Modi, then Gujarat Chief Minister and current Prime Minister, inaugurated the Diamond Hall at the Bharat Diamond Bourse (BDB) on September 30, 2013 amid great fanfare. Shri Modi was joined at the launch ceremony by Gem & Jewellery Export Promotion Council (GJEPC) chairman Vipul Shah, BDB president Anoop Mehta, and Mumbai Diamond Merchants Association (MDMA) president Bharat Shah.

In his address to the large gathering, Shri Modi praised the fortitude of diamond traders, who have withstood the vicissitudes of economic change and crisis in the recent years. "Your determination to keep forging ahead despite all odds is akin to a diamond that keeps shining forever," Shri Modi remarked.

Strengthening Ties With Botswana

On November 13, 2013, a meeting was held with Mr. Onkokame Kitso Mokaila, Hon. Minister for Minerals, Energy and Water, Botswana. Her Excellency Ms. Lesego Ethel Motsumi, High Commissioner of Botswana, Shri Chandrakant Sanghavi, Regional Chairman, Shri Suresh Shah, Convener, DPC, Shri Dinesh Navadiya, President, SDA, Shri Sabyasachi Ray, ED, Shri Janak Mistri, Shri Samir Joshi, Smt. Jilpa Sheth, and members from Trade were present at the meeting.

A high level delegation from Okavango Diamond Company (ODC), Botswana visited Mumbai and had a meeting with

Council on December 3, 2013 to discuss the proposal of including ODC in the Reserve Bank of India's approved list of mining companies for Advance remittance. Mr. Toby Frears, Ms. Susanne Swaniker, Mr. Marcus, Ms. Pearl Salani, Shri. Vipul Shah, Shri. Suresh Shah, Shri. Ajesh Mehta, Shri. Sabyasachi Ray, and Shri. Shubham Gurav attended the meeting.

De Beers Meets Diamond Panel Committee

A high-level De Beers delegation including Ms. Varda Shine, Mr. Paul Rowley, Mr. Nigel Simson, Mr. Ricky Ng, and Mr. Mihir Dalal visited the GJEPC on December 6, 2013 and had a meeting with the Diamond Panel Committee Members to discuss the current market scenario. The GJEPC was represented by Shri. Vipul Shah, Shri. Suresh Shah, Shri. Ajesh Mehta, Shri. Nirmal Barmecha, Shri. Vasant Mehta, Shri. Ashish Mehta, Shri. Anoop Mehta, and Shri. Sabyasachi Ray.

Rio Tinto's Jean Marc Lieberherr & Team Visit GJEPC

Senior officials from Rio Tinto Diamonds visited the GJEPC office on January 21, 2014 for a meeting with the Council Board Members. The 14-member delegation comprised Mr. Jean Marc Lieberherr, Mr. Kim Truter, Mr. Shane Johnson, Mr. Zebra Kasete, Mr. Marcel Cameron, Mr. Tarun Malkani,

Mr. Jeremy Taylor, Mr. Paul Duncombe, Mr. Bruno Sane, Mr. Patrick Coppens, Ms. Gina Jardine, Mr. Gerry Sollie, Mr. Timothy Cobley, and Mr. Vikram Merchant.

Chaim Even-Zohar Decodes The Diamond Market

On July 29, 2013, the Council organised a diamond conference on "Opportunities, Challenges and Emerging trends in Diamond Industry" to understand the current market issues which are prevailing across the world and to brainstorm with Indian stakeholders. Mr. Chaim Even-Zohar, a renowned diamond industry expert, was invited to give a presentation on diamond prices and global retail demand for diamonds, banking and taxation challenges facing the global industry, compliance issues, the impact of recycled goods on the market, and the most critical issue of man-made diamonds in the gem diamond market. Around 160 Member Exporters, CoA members, and Secretariat attended the meeting.

Taking India To The World

The GJEPC invited international dignitaries such as Consulate Generals and Trade Commissioners for a presentation on the gem and jewellery industry at the Trident Hotel, BKC on February 11, 2014. The Council gave a detailed overview about the industry's achievements as well as its future opportunities and challenges.

The participants included Ms. Elena Febrel, Trade Commissioner, Consulate General of Spain; Ms. Katrin Pasvantis, Director, Germany Trade and Invest GmbH; Ms. Asha-Maria Sharma, Director, Germany Trade and Invest GmbH; Mr. Matthieu Lefort, French Trade Commissioner, UBI India; Mr. Bernard Dufresne, Head of the Economic Service, Consulate General of France; Mr. Alain Olivier, Director General, Province of Quebec; Mr. Charles Gauthier, Vice Consul, Province of Quebec; Mr. Nicolas Lepage, Consul & Senior Trade Commissioner, Consulate General of Canada; Ms. Michelle Poulin, Vice Consul, Consulate General of Canada; Mr. Eduard van Kleunen, Consul, Consulate General of Belgium; Mr. Peter Forby, Regional Director, Western Australia; Mr. Adul Chotiniskorn, Executive Director and Consul, Thai Trade Centre, Mumbai; Mr. Ashvir Khurana, Business Consultant
Ministry of Industry and Trade of the Czech Republic; Ms. Nisha Vishwanath, Country Manager - South Asia, Invest Northern Ireland; Mr. Geoffrey van Leeuwen, Consul General, Consulate General of Netherlands; Mrs. Van Leeuwen, Wife of Consul General, Consulate General of Netherlands; Mr. Ivan Kamenik, Trade Commissioner, Czech Trade; Sergio, Trade, Consulate General of Russia; and Mr. Heiko Quast, Financial Counsellor, Consulate General of Germany.

Thai Delegates Discuss Certificate of Origin, FTA

A delegation from Thailand's Department of Foreign Trade Promotion Office visited the GJEPC office and Bharat

Diamond Bourse on March 7, 2014 to interact with Council members and Customs officials in order to gain a better understanding of the Indian gems and jewellery sector. The delegation discussed issues relating to the Free Trade Agreement (FTA) between India and Thailand with regard to gold jewellery and Certificate of Origin.

The Thai delegation included Mrs. Vilaivan Tapwongsri, Senior Expert (Head of Delegation), Mrs. Ubol Malila, Director, Bureau of Import Administration (BIA), Mr. Sanan Charnsitpisarn, Director, Office of Foreign Trade, Ms. Apiradee Petchdee, Senior Trade Office, BIA, Mrs. Orawan Silarat, Trade Officer, BIA, Ms. Kanokpun Phattraprinsiri, Trade Officer, BIA, and Ms. Supichaya Chertchuphong, Trade Officer, BIA.

GIA Senior Management Visits BDB

At an event hosted by the GJEPC and BDB on February 17, 2014, Susan Jacques, the President and CEO of the Gemological Institute of America (GIA) and Tom Moses, GIA's Executive Vice President and Chief Lab & Research Officer, handed over the DiamondCheck Machine for detecting synthetic diamonds. The DiamondCheck machine is set up at the Diamond Detection and Resource Centre (DDRC), enabling members to test their parcels without having to invest in the equipment.

Conscience Keepers

"Goodness is the only investment that never fails."

– **Henry David Thoreau**, American writer

The charitable spirit of the Indian gem and jewellery industry is well-known. Evidence of its magnanimous nature are the innumerable hospitals, education institutes, public trusts, and non-governmental organisations (NGOs) run by trade members across the country. The Gem & Jewellery Export Promotion Council (GJEPC) is now seeking to identify, consolidate, and channelise these individual acts of giving.

In 2013, the Council approached Ipsos Business Consulting to conduct an in-depth study to classify the corporate social responsibility (CSR) activities carried out by the gem and jewellery industry and to suggest methods to increase the areas of focus.

The Council intends to combine the CSR efforts of the trade, and thereby raise the public profile of the Indian gem and jewellery industry. It believes that presenting a united front could amplify the collective strength of these CSR efforts and help to make a lasting positive impact. The gem and jewellery industry could also reap intangible benefits in terms of earning public goodwill. The GJEPC will encourage gem and jewellery companies to undertake CSR as a core activity in their business, and thus give back to the society from which they derive their sustenance.

The Way Forward

In September 2013, Ipsos published a draft report outlining the CSR activities of leading gem and jewellery manufacturers like Asian Star, Derewala Jewellery Industries Ltd., Rosy Blue, Gitanjali, Dharmanandan Diamonds, Laxmi Diamond, Bhansali & Co., and the industry-supported NGO, the Gem & Jewellery National Relief Foundation (GJNRF).

The study aims to deliver a comprehensive understanding of the manner in which CSR activities are carried out by these respective organisations. The report will also look to provide answers about the size of their CSR-related investments, geographical base, reasons for engaging in CSR, areas of interest, the nature of implementation (in-house, trust or NGO), and so on.

The findings of this Ipsos study are expected to be published in mid-2014 and will form the central cohesive source of guidance for the GJEPC's future course of action on the CSR front.

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Towards A Common Goal

Gujarat is the country's hub for diamond manufacturing activity. Small and medium diamond manufacturing units scattered across the state's small towns and interior villages continue to play an essential role in India's success as a diamond superpower. At the same time the world is undergoing a huge technological revolution. While most large manufacturers are capable of importing and deploying the latest technology available globally, the strength of India is in its small manufacturers, who lack both exposure and understanding of these technologies.

The smaller manufacturers are still operating with old technology as the cost of acquiring and installing state-of-the-art technology and equipment remains unaffordable for them. This has resulted into low productivity and is also affecting the quality of the finished goods produced.

Keeping these issues in mind, the GJEPC had submitted a pilot proposal for the creation of Common Facility Centres for the diamond industry in Gujarat under the 12th Five-Year Plan.

The current plan, which covers 13 clusters in Gujarat, where most of the small manufacturers are prevalent, was subsequently approved by the Government of India.

The Indian Diamond Institute (IDI) was appointed to prepare the feasibility and Detailed Project Reports (DPR) for the proposed locations. A team consisting of representatives from the GJEPC and IDI visited all 13 locations in order to conduct the feasibility study and for setting up these Common Facility Centres. Based on these feasibility reports it was decided to set up CFCs at Amreli, Ahmedabad, Palanpur and Visnagar locations in Phase - I. The DPRs for all four locations covered in Phase - I was submitted to the Ministry of Commerce & Industry for approval and the same is under review.

Further, the process of incorporation of a Special Purpose Vehicle (SPV) as a Section 25 company that will manage the CFCs is under process with the Ministry of Corporate Affairs.

The GJEPC will help with the set-up and ongoing monitoring to ensure the optimal use of the machinery supplied. Based on the success and interest, the GJEPC believes the scheme can be extended to other clusters and also to upgrading technology used in jewellery manufacturing.

Planning For Gujarat's Bigger Role

Keeping in view its expanding activities in the Gujarat region, the GJEPC believes that it is necessary to have a larger space with improved infrastructure to cater to the growing needs of the Regional Office in Surat. During the 2013-2014 fiscal year, the Council initiated the process of evaluating a suitable workplace in closer proximity to the gem and jewellery trade.

The GJEPC's new office should be capable of accommodating features like a larger reception area, have a state-of-the-art conference room for conducting in-house committee meetings, and a separate designated area for the efficient functioning of the Kimberley Process Certificate Scheme. The relocation of the GJEPC's Gujarat Regional Office should take place around June 2014.

India Poised For Rough Diamond Trading Hub Status

India is the world's biggest diamond processing nation yet currently imports only 10% of its rough diamonds directly from producing countries like Russia, Australia, Canada and the African continent. For 90% of its diamond requirements, India has to depend on trading centres such as Israel, European Union and the United Arab Emirates. In a bid to provide diamond producers direct access to the vast Indian market and vice versa, the Gem & Jewellery Export Promotion Council (GJEPC) proposes to conduct weekly viewings and auctions of rough diamonds in Mumbai in collaboration with the Bharat Diamond Bourse (BDB).

India cuts and polishes more than 92% of rough diamonds in terms of carats and more than 70% in terms of value. The Diamond Viewing Project is seen as an essential building block of India's rough s ourcing strategy. The project envisages creating infrastructure and enabling sustainable quality service delivery.

Basic Methodology

- The viewing of rough diamonds will be done in a dedicated area of the BDB Complex in BKC, Mumbai.
- To start with, it is proposed that the prospective buyers may view the rough diamond lots in anticipation of the purchase, wherein these lots will be shipped as regular consignments from abroad.
- GJEPC and BDB will only act as facilitators for the project.
- Prospective buyers will be invoiced by the company for the viewed lots as accepted.
- No sale of rough diamonds will take place in India.

Objective

Primary Objective:

- To make India a major trading hub for rough diamonds.
- To provide a platform for manufacturers, brokers and buyers for buying and selling of rough diamonds thus creating value for all.

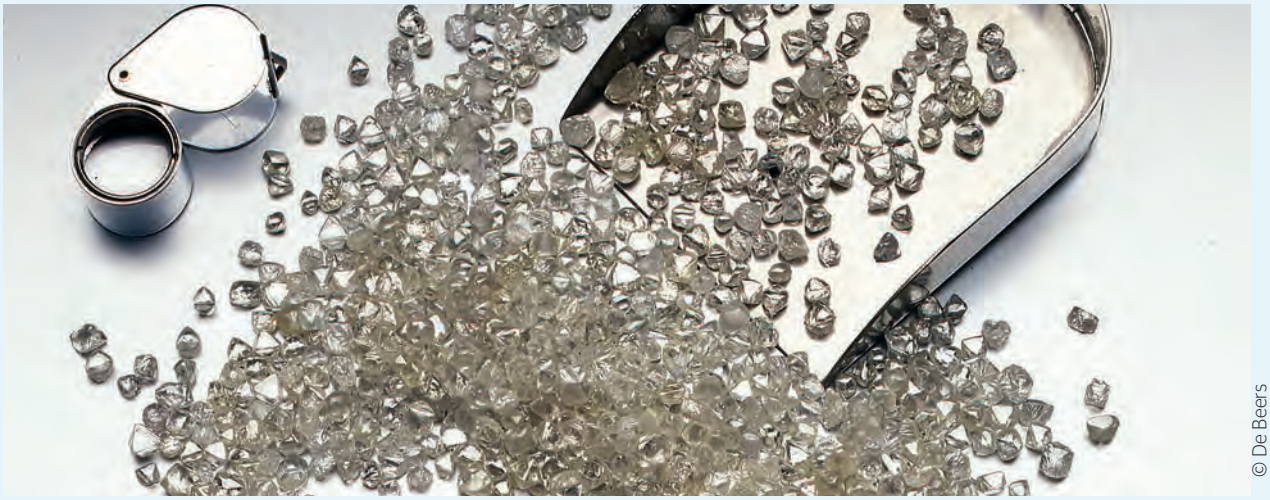
Secondary Objective:

- To utilise and optimise the current infrastructure and resources.
- To have a thorough understanding of how logistics will work.

In the early 2000s, the top four diamond producers De Beers, Alrosa, BHP Billiton and Rio Tinto increased their investment in exploration as a percentage of their revenues. However, post the economic crisis of 2008, most companies have reduced their investment in exploration. Thus, it is imperative that with reducing margins and diminishing production of rough diamonds, India sources its rough directly from producers.
It is also the GJEPC's endeavour to create a market here for rough diamonds, thus making India a major rough trading hub similar to Israel, Dubai and Belgium.

Project Overview

GJEPC & BDB plan to set up a 4,000 sq ft state-of-the-art viewing facility at BDB in Mumbai. The facility will have 12 fully equipped viewing rooms, a pantry, and a meeting room. To begin with, the facility will be used only for viewing of rough diamonds. It is proposed that the GJEPC and BDB jointly approach mining companies



© De Beers

Rough diamonds from Debswana mines

around the world to bring their goods to BDB for viewing purposes. Post viewing, the goods will be taken back by the company and participants can participate in the company's online auction.

Only members of GJEPC and BDB will be allowed to participate in the viewing process. It will be a joint responsibility of the GJEPC and BDB to complete the Know Your Customer (KYC) details of the participating members.

Members of GJEPC and BDB will be offered two options for participating in the viewing process:

A. Participation by paying a full-year membership.
B. Participation by paying a registration fee for every scheduled viewing.

Viewing Process

Based on the inputs received from mining companies, GJEPC and BDB will prepare a quarterly schedule of diamond viewing at its facility in BDB. The schedule will be circulated to all the members of GJEPC and BDB, encouraging them to register before the end of the period.

Each "sight" will be a three- or four-day event. A slot of two hours will be allocated to every interested participant. Once the viewing schedule is completed, members will be given unique login IDs and passwords for the auction process. It is to be noted that the auctioning process will be carried out on the seller's website.

Selection of Sellers and Empanelment Charges

Initially the process for empanelment for mining/producing companies will be based on notification issued by the Reserve Bank of India (RBI) dated 29th December 2009. Once the process is streamlined, GJEPC and BDB will identify and empanel other mining/producing companies based on production, reputation and criteria decided by the Committee of Administration of the Council.

The mining /producing company will be advised to pay a fee per viewing schedule.

Post empanelment and requirements shared by the companies, the Council will share the tentative schedule of auctioning dates with the companies.

At no point will the sale of rough diamonds take place in India; the auction will be done through an online portal. Brokers and other members of the Council will also be allowed to empanel as sellers. A fee per viewing will be payable.

Project Phasing

Once all the requisite approvals from competent authorities such as Government of India , RBI, etc. are in place, the GJEPC and BDB will start developing infrastructure for the conclave. It will sign MoUs/ agreements with producing companies and, based on the inputs received, draw a tentative schedule for the viewing process. The expected start date for the Diamond Viewing Project is before February 2015.

Advantages

- Shift in market dynamics from Belgium and Dubai to India.
- Price competitiveness by attracting direct sources of rough.
- Small companies will get direct access to rough diamonds.
- Employment generation.
- Source of tax revenue for the government, which would otherwise have not accrued to India.

Initiating A Dialogue With The Government Of Madhya Pradesh

The Council invited Shri Shivraj Singh Chouhan, Chief Minister of Madhya Pradesh, Shri Kailash Vijaywargiya, Commerce Minister of Madhya Pradesh and Shri P.K. Dash, Additional Chief Secretary of Madhya Pradesh during IIJS 2012 to visit the show. Based on the invitation Honourable Chief Minister and Mr. P.K. Dash along with a few officials visited the show on August 24, 2012. During the meeting Mr. P.K. Dash gave a presentation to the attendees on the investment facilities in Madhya Pradesh and invited the then Chairman Mr. Rajiv Jain and other Council Members to lead a delegation to the Global Investor's Summit -2012 to be held from October 29 – 30, 2012 in Indore, Madhya Pradesh.

In October 2012, Shri. Vipul Shah, the newly elected Chairman of the Council was unable to lead a delegation to Madhya Pradesh at that point of time. He deputed Mr. Saunak Parikh, Co-Convener, BITC and Member-DPC to participate in the Summit under the banner of Rio Tinto along with a few diamantaires. Mr. Parikh and the delegation had a meeting with the Chief Minister and government officials during the Summit. As a follow-up of that meeting, the Council sent a thank you note to the Chief Minister dated November 10, 2012 inviting the Madhya Pradesh Government to visit Mumbai and Surat to study the industry.

Subsequently, Mr. Sabyasachi Ray and Mr. Vikram Merchant, Manager, Rio Tinto Diamonds met Mr. P.K. Dash, IAS, Additional Chief Secretary and other Ministry officials of Madhya Pradesh on May 20, 2013 to discuss the delegation level visit of Madhya Pradesh government officials to Mumbai and Surat to establish a successful tie-up between the mining companies situated in Madhya Pradesh and the diamantaires in Mumbai and Surat for rough sourcing. Mr. Sabyasachi Ray personally invited the Chief Minister to lead a delegation to Mumbai and Surat. Further to that the Council again sent letters to Mr. P. K. Dash, IAS, Additional Chief Secretary, Mr. T. Dharma Rao, IAS, Industry Commissioner, Mr. A. K. Bhatt, IAS, Managing Director, MPSIDC and TRIFAC, Mr. Ajat Shatru, IAS, Secretary, Government. of M.P. (Mineral Resources Department) expressing their gratitude for meeting Mr. Ray and Mr. Merchant and requested them to mount a delegation to visit Mumbai in the second week of June 2013.

Addressing The Import Duty On Gold

Year 2013-14 witnessed various regulatory and procedural amendments in the import of gold in the country. Gold being one of the major factors for increasing the Current Account Deficit (CAD) of the country was subject to multiple hikes in import duty from 6% to 10% in stages. Post the increase in import duty, the Reserve Bank of India (RBI) issued circulars restricting the import of gold in the country.

The Council representatives had innumerable meetings with senior officials of the Department of Commerce, Revenue, Economic Affairs and officials of the RBI whereby genuine concerns of the export community of unavailability of gold were raised.

On July 5, 2013, a high level meeting was held under the Chairmanship of Shri Sumit Bose, the then Revenue Secretary and Dr. Arvind Mayaram, Secretary – Economic Affairs to discuss various problems being faced by gem and jewellery exporters on the availability of gold. All senior officials of the Ministry of Commerce & Industry, Ministry of Finance, representatives of the RBI, SBI and Bank of Nova Scotia were also present at the meeting.

Shri Pankaj Parekh, Vice-Chairman, GJEPC highlighted the fact that nominated agencies/designated banks were not issuing jewellers the required amount of gold which worsened after the RBI restricted gold consignments. Mr. Parekh addressed the issue of limited bonded warehouses for gold, blockage of working capital in the form of bank guarantees to the Customs department and the eligible duty drawback that is below the present import tariff on gold.

Dr Arvind Mayaram during the discussion explained that in the present conditions of high current account and trade deficits and when India is not a producer of gold leading to imports on which duty is paid, there is an urgent need to help the exporters and nominated agencies/banks by way of simplification of procedures, realistic duty drawback and reduction in holding period of bank guarantees.

Thereafter, the Government of India introduced the 80-20 scheme, a new guideline for importing gold in the country whereby it was mandated to all nominated banks/ agencies/entities to ensure at least one fifth of every lot of gold imported (in any form/purity including import of gold coins/dore) to be exclusively made available for the purpose of export.

कार्यालयीन कार्यों में हिन्दी का प्रयोग

केन्द्रीय वाणिज्य तथा उद्योग मंत्रालय के अधीन राजभाषा विभाग द्वारा निर्धारित कार्यक्रम के अनुरूप सभी सरकारी कार्यालय, स्वायत संस्थाएं तथा सार्वजनिक क्षेत्र के सरकारी कार्यालय, निश्चित लक्ष्य को प्राप्त करने के लिए समय बद्ध आधार पर अनिवार्यत: प्राधिकृत है। इसी क्रम में जीजेईपीसी की हिन्दी कार्यान्वयन समिति ने रोजमर्रा के कार्यों में हिन्दी भाषा के प्रयोग में तेजी लाने के हेतु वर्ष भर निम्नांकित प्रयास किये।

अंग्रेजी में उपलब्ध विभिन्न दस्तावेजों एवं जरुरी पाठ्य सामग्री इत्यादि को दृष्टिगत रखते हुए अनुवाद कार्य में तेजी लाने के लिए अनुवादक पैनल का गठन किया गया।

सदस्यता पंजीकरण आवेदन फॉर्म एवं आरसीएमसी द्विभाषी बनाए गए थे, उनके मुखपत्र अर्थात अग्रेसर पत्र को भी द्विभाषी बना दिया गया है।

परिषद के मुख्य कार्यालय द्वारा 72 परिपत्रों को द्विभाषी कर सभी कार्यालयों को प्रेषित किया गया।

लेखा वर्ष के दौरान मुंबई में आयोजित अन्तर्राष्ट्रीय स्तर के ''आईआईजेएस 2013'', ''सिम्नेचर 2014'' एवं सूरत में आयोजित हीरा उद्योग में उपयोग में आनेवाली मशीनरी और औजारों से संबंधित प्रदर्शनी आई.जी.जे.एम.ई. के प्रचार और वाणिज्य एवं निर्यात संवर्धन हेतु 38748 समाचार-पत्र और सेमिनार फ्लायर को हिन्दी में प्रकाशित कर लक्षित आगंतुकों एवं व्यापारियों को कूरियर द्वारा भेजा गया।

आईआईजेएस तथा सिम्नेचर प्रदर्शनी के दौरान लगाए गए नामपट्ट व दिशा निर्देश द्विभाषी बना कर लगाए गए।

परिषद के जिन अधिकारियों/कर्मचारियों को हिन्दी भाषा का कार्यसाधक ज्ञान नहीं है, उनके लिए कार्यशाला आयोजित कर, टिप्पणी तथा लेखन में आनेवाली सामान्य गलतियों को सुधार कर लिखने का अभ्यास और हिन्दी के प्रयोग को बढाने का प्रयास किया गया।

प्रत्येक वर्ष परिषद की गृह पत्रिका हिन्दी ''रत्न संचयिका'' का प्रकाशन किया जाता है जिसमें उद्योग जगत के अग्रणी जनों के लेख एवं परिषद के अधिकारियों/कर्मचारियों द्वारा लिखित लेख प्रकाशन कर, हजारों की संख्या में वितरित किया जाता है।

40 वे वार्षिक निर्यात पुरस्कार वितरण समारोह के अवसर पर हिन्दी पत्रिका ''रत्न संचयिका'' के 12 वें संस्करण का विमोचन 5 अक्तूबर 2013 को केन्द्रीय प्रसारण एवं सूचना प्रौद्योगिकी तथा विधि एवं न्याय मंत्री श्री कपिल सिब्बल जी के कर कमलों द्वारा मुंबई के जमशेद भाभा थियेटर, एनसीपीए, नरीमन पॉइन्ट में देश-विदेश के हिरा एवं आभूषण व्यापारियों, बैंकों के वरिष्ठ अधिकारियों, केन्द्र तथा राज्य के वरिष्ठ अधिकारियों की उपस्थिति में किया गया।

प्रधान कार्यालय सहित सभी क्षेत्रीय कार्यालयों में अधिकारियों के नाम-पट्ट द्विभाषी किये गये हैं।

जारी किए जाते हैं जिन्हें विश्व के तमाम देशों में भेजा जाता है। इस वर्ष 3295 के.पी.सर्टिफिकेट जारी किये गए।

अन्तरकार्यालयीन पत्राचार में प्रशासन अनुभान अधिकांशत: हिन्दी का प्रयोग करता है।

Neutralising The Threat Of Lab-grown Diamonds

Synthetic diamonds have been used in industrial applications for a number of years and have only recently been able to start approaching gem-quality. Creating gem-quality diamonds still requires significant technological and technical expertise. Of late though, there has been a spurt of news reports of alleged illicit mixing of synthetic diamonds with naturals, leading to a lot of publicity and concern around the matter.

To tackle this issue, the Natural Diamond Monitoring Committee (NDMC) was formed jointly by the Mumbai Diamond Merchant Association (MDMA), the Bharat Diamond Bourse (BDB), the All India Gems & Jewellery Trade Federation (GJF) and the Gem & Jewellery Export Promotion Council (GJEPC) to monitor the proliferation of undisclosed synthetic diamonds.

The NDMC comprises the following members and their respective roles. From GJEPC, Shri Ashish K. Mehta (Convener), Shri Praveen Shankar Pandya (Member), Shri Avnish Shah (Member). From BDB, Shri Anoop Mehta (Member) and Shri Mehul Shah (Member). From GJF, Shri Bachhraj Bamalwa (Member) and Shri Paresh Shah (Member). From MDMA, Shri Rohit M. Shah (Member). Co-opted members include Shri Russel Mehta, Shri Rajeev Mehta, Shri Parag Shah, Shri Rahul Dholakia, Smt Nirupa Bhatt, and Shri Themasp Printer. Permanent Invitees comprise Shri Sanjay Kothari, Shri Bakul R. Mehta, Shri Vasant Mehta and Invitee includes Mr. K.T. Ramchandran.

The NDMC's key objectives are to:

- Design and put in place solutions to ensure fair trade practices in synthetic and natural diamonds
- Align all trade players and industry bodies in a global effort to implement these solutions
- Put in place all required measures to avoid a catastrophic loss in consumer confidence

The activities of NDMC include:

- Tracking the synthetic and natural diamond industries
- Disseminating information to ensure awareness in the diamond industry regarding synthetics
- Driving central testing facilities availability for the diamond trade to detect any undisclosed synthetics
- Discussing with stakeholders across the world to shape our industry's response to this issue

Mr. Ashish K. Mehta, Convener (NDMC) addressing the group during unveiling of the final report on the state of the synthetic diamond Industry on June 6, 2014.

At the DDRC Inauguration on December 6, 2013: (From left) Mr. Vipul Shah, Chairman, GJEPC; Ms. Varda Shine, Managing Director, DTC; Mr. Kirtilal Doshi, Chairman, GII; Mr. Paul Rowley, Senior Vice President, Operations Midstream, De Beers Global Sightholders Sales; and Mr. Anoop Mehta, President, Bharat Diamond Bourse.

In tune with these objectives and activities, the NDMC undertook a formal study of the synthetic diamonds sector in October 2013. The main focus of the study was to design solutions which would enable us to address the root of the problem and which would be optimised for the magnitude of the issue, while not disrupting trade activities or overly compromising the trust-based nature of our business.

Looking at the urgency and sensitivity of the matter at hand, the NDMC felt the need to appoint specialists to assess the market and recommend solutions that the industry as a whole could implement. The NDMC therefore approached leading experts such as Bonas & Co., a large DTC broker; A.T. Kearney, the leading and consultants in the gems and jewellery industry (worldwide); RSM Astute, legal experts in the sector; I-Hening, a leading DTC broker; Tacy, diamond journalists and consultants; and some more experts from this already impressive list. We selected Bonas and A.T. Kearney for the specific skills they brought.

NDMC chose Bonas & Co. because they bring a long and deep understanding of the diamond sourcing business. They also had a set of relationships with several firms whom they could interview and hold discussions with. They commissioned A.T. Kearney as they bring decades of experience in consulting and designing solutions across the value chain for multiple diamonds and jewellery manufacturers and retailers, in the process of which they have acquired a deep understanding of the sector and its unique internal ways of working.

For project management and monitoring purposes, a full-time resource was hired as Manager (Executive Assistant) to Convener NDMC. A Steering committee was also formed, comprising Shri Vipul Shah, Shri Ashish K. Mehta, Shri Suresh Shah, Shri Sanjay Kothari, Shri Russell Mehta, Shri Rajiv Mehta, Smt Nirupa Bhatt, Shri Parag Shah, Shri Anoop Mehta, Shri Sabyasachi Ray, and A.T. Kearney & Bonas team members. A total of 12 Steering Committee Meetings were convened and conducted during the course of the project; the agenda consisted of project review, suggestions, plan of action, etc.

The study was conducted in the most comprehensive manner possible, spanning not just India, but all key locations in the global diamonds value chain. The consultants engaged and interacted with a wide range of key industry players such as De Beers, Gemological Institute of America (GIA), International Gemological Institute (IGI), diamond manufacturers within the industry, trade bodies such as Diamond Manufacturers and Importers Association of the United States (DMIA), World Federation of Diamond Bourses (WFDB), Indian Diamond & Colorstone Association (IDCA) and also players from within the synthetic diamond industry, including manufacturers of chemical vapour deposition (CVD) stones and reactors as well as firms involved in high pressure high temperature (HPHT) treatment and

retail selling of these stones. We would like to highlight the cooperation, information and assistance that was extended by each of these players. This has played a large part in ensuring the comprehensiveness of the study.

The report has been completed and marking its completion, "A Presentation of a Study on the State of Synthetic Diamond Industry" was held on June 6, 2014 at Trident BKC, where the top 150 diamond exporters from Mumbai and various committee members were invited to share with them the findings of the study and the plan of action for the future. The report has also been shared with prominent journalists and GJEPC members.

The GJEPC and Bharat Diamond Bourse (BDB) have also partnered with the Gemmological Institute of India (GII) and set up the Diamond Detection Resource Centre (DDRC). The DDRC is established to for quick testing and offers a "Diamond Assessment Report", where synthetic diamonds and stimulants are identified.

The GJEPC and BDB together hosted a seminar conducted by De Beers (IIDGR) on Synthetics and Detection, which was held at Trident BKC which was very well received by all the attendees. The BDB & GJEPC also hosted an event where GIA handed over the Diamond Check Machine, which is now setup at the DDRC to benefit all members. The GJEPC and BDB have also discussed and negotiated with De Beers (IIDGR) and purchased the state-of-the-art Automated Melee Screening (AMS) Machine, which will further help us in identifying synthetic diamonds at a much faster rate. Moving forward, we will continue our endeavors to expand this base as well as set up newer facilities in multiple locations.

The NDMC has engaged with various important trade bodies globally and the WFDB has now issued guidelines in this matter, recommending declarations to be issued by all sellers of diamonds. The GJEPC now recommends that all Council members issue declarations in all invoices and memos in line with the WFDB guidelines on both origin as well as acceptance of goods.

The NDMC would like to reiterate the aim of its efforts and stress on the fact that it is not for or against any particular sector; what it clearly desires, however, is that all trade be done fairly, transparently, and in a manner that respects the trade and also our customers and in turn their customers, and ultimately the end consumers. The report and all solutions therefore are oriented towards ensuring that this objective is met. The aim is to co-exist in harmony and transparency and not to harm any one or more parts of the ecosystem as that would ultimately be detrimental for all of us.

Dr. Philip Martineau, Senior Manager of Physics, De Beers Group Technologies addressing GJEPC members during the seminar on Symposium on Synthetics & Detection organised by NDMC on February 4, 2014.

Nurturing Talent

The availability of skilled manpower in India gives it an advantage over competitors in the global gem and jewellery industry. India has a large pool of artisans with traditional knowledge and expertise in jewellery making and also has the largest personnel involved in diamond cutting and polishing.

Although India currently enjoys dominance in the world's cut and polished diamonds market, China may emerge as a viable rival in the long run due to its cheap and disciplined labor force, and the steadily improving quality of Chinese workmanship.

The gem and jewellery industry employs between 3.2 million to 3.4 million. Analysis of the sector has revealed that there are skill gaps in both the diamond cutting and polishing as well as the jewellery fabrication segment.

Purchase of jewellery driven by increasing consumption, with consumption of luxury items is expected to grow at 8.5% in the period upto 2015, and about 7% in the horizon till 2022 therebyrecording revenues of Rs. 1,700 billion. Having seen a trend for more fashionable and diamond studded-jewellery, the share of fabricated jewellery is expected to increase from about 27% currently to about 40% by 2022 as per a report by ICRA.

Setting and fabrication of jewellery will herald the next phase of growth given that the processing of cut and polished diamonds is nearing saturation. The share of diamond jewellery is expected to increase to 24% by 2022 from the current levels of about 15%. The export segment is expected to witness a growth of about 12.5% till 2022 and reach a size of Rs. 4,400 billion.

Given the growth figures, it is expected that the secot will have the potential to to employ about 8 million persons by 2022. This would mean an incremental human resource requirement of about 4.6 million persons between 2008 and 2022. The Gem and Jewellery Export Promotion Council's training institutes will play an instrumental role in catering to the growing demand for skilled personnel.

Having set up various institutes along with the help of the Government of India to provide the industry with high calibre personnel that have been trained based on industry specifications and requirements, the GJEPC's training programs ensure that the Indian industry achieves the highest levels of technical excellence.

The objectives are to impart a high level of systematic education in jewellery design, gemmology and manufacturing so as to improve the quality of the Indian jewellery product at par with international standards. Furthermore, the various institutes strive to understand and to bring awareness in jewellery design concept, to introduce Indian jewellery to the world and western designs to the Indian market.

The GJEPC along with the help of Accenture aims to standardise systems, frameworks and processes across all its institutes. The Council has decided to deploy the best in class processes for collecting data on the progress of its five institutes.

Analysis of the sector and the institutes namely The Indian Institute of Gems and Jewellery's branches in Mumbai (Andheri and Tardeo), Delhi and Jaipur, The Gemmological Institute of India and Indian Diamond Institute (IDI), Surat revealed a need to standardize courses and upgrade its curriculums.

Speaking to industry recruiters as well as feedback from other sources, some of the gaps that came to light included lack of branding, industry-oriented training, skilled faculty members and a change in curriculum to adapt to the changing industry scenario. The Council also realized that there is an absence of a centralized resource pool for curriculum development as well as the lack of financial planning.

Accenture has devised a comprehensive, all encompassing high-level strategy framework which will help in bridging the gap through a 3-step approach as a part of the Design Phase to create process and monitor the framework.

The Council will also focus more on marketing the

institutes, indulging in better public relations-related activities as well as make presentations in schools and colleges to target more students as well as continue to participate in education fairs.

Indian Institute of Gems & Jewellery (IIGJ), Mumbai

The Indian Institute of Gems & Jewellery (IIGJ) is a one of its kind educational project of the Gem & Jewellery Export Promotion Council (GJEPC), sponsored by the Indian Ministry of Commerce. The Institute is recognised as a Vocational Training Provider (VTP) (Registration No. 2723003) by the Directorate of Vocational Education & Training, Maharashtra State).

The primary objective of the GJEPC for setting up the Institute is to train professionals to cater to the various needs of the gem and jewellery industry. The endeavour of the IIGJ Mumbai has been to provide quality training with appropriate Certification/Diploma to aspiring young students in Jewellery Designing and Manufacturing.

Governed by the industry-driven and duly constituted governing bodies the Institute imparts a high level of education and training to the students thereby enhancing the product quality of Indian jewellery and expanding its reach in the domestic as well as international market. All ideas require the appropriate means for realisation and with this underlying concept the IIGJ promises to give its aspirants the right tools, in theory and in practice, in order to transfer their ideas into reality. It is a non - profit organization totally committed to excellence in education.

The training facilities of the Institute include state-of-the-art laboratories, equipments, machinery and tools. These are backed by the academic curricula in all aspects of jewellery designing and manufacturing, from concept to marketing, meticulously devised by the industry experts and the well-experienced faculty of the Institute. These curricula are duly tested and endorsed by the industry. The IIGJ is the only full-fledged institute having a highly talented and experienced faculty, modern class rooms, a well stocked library and workshops with the latest technology for focused and practical training combined with regular factory visits and close interaction with industry experts.

Since its inception in 2003, the Institute has made a steady progress with its Diploma and Certificate courses. The main 3-year Diploma course has already trained 8 batches of students and currently the 9th, 10th and 11th batches are in progress. The certificate courses conducted by the Institute include basic, advance, and industry-oriented professional jewellery designing, basic jewellery manufacturing, model making, rubber mould making, casting, wax setting, assembling, filing & finishing, and CAD/CAM. In addition there are short-term courses for industry workers in Gemmology and Diamond Grading as well as training modules for Gold Appraisers, Refiners and Refinery Assistants. The institute has so far trained 5572 students and 2398 professionals exclusively for the industry.

On December 11, 2013 the students of Diploma Batch 7 were declared graduates at the Navinchandra Auditorium at IIGJ, Andheri.

This occasion was graced by the presence of Chief Guest Mr. Praveenshankar Pandya, Director, IIGJ, Vasant Mehta, Chairman, IIGJ, Mrs. Namita Pandya, Convenor IIGJ Tardeo, Mr. Nirmal Kumar Barmecha, Director, IIGJ, Prabir Chatterjee, Convenor, Advisory Board, IIGJ and Col.S K Arora (Retd), Head, IIGJ.

The annual Glimpz Exhibition which is a culmination of the 3-year Diploma was inaugurated by Chief Guest Ms. Poonam Soni, Founder of Poonam Soni signature line Pvt. Ltd. The show displayed the jewellery collections

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conceptualized and designed by individual students of the 7th Batch based on the theme 'Fashion Fiesta".After seeing the efforts put in by the students, Chief Guest Ms Poonam Soni mentioned that she was very happy to see the skills gained by the students during this 3 years program.

In January 2014, the students hosted The Etched Carnelian 2014, a two-day IIGJ annual festival. A wide array of events including sports, group performances, solo performances and songs were spread over two days.

For the very first time, students of IIGJ were given a platform to showcase their jewellery at the prestigious India International Jewellery Week (IIJW) 2013. Taking the flower as their core motif, the students tried to project the harmony of colours in this collection.

The IIGJ was also selected for the Lokmat National Education Leadership Award on Febuary 13, 2014. The award was presented by Mr. Shukla, Deputy Editor of Lokmat and was received by Colonel. Sushil Kumar Arora (Retd), Head of the Institute, on behalf of IIGJ Chairman, Shri. Vasant Mehta and the Board of Directors. The award helps in building IIGJ as brand and further strengthens its stance in paving a way for growth and supporting the industry.

Indian Institute of Gems and Jewellery, Tardeo

Launched in 2011, the respected committee members of IIGJ Tardeo include Shri Vasant Mehta, ,Chairman, IIGJ, Mrs. Namita Pandya, Convenor, IIGJ , Tardeo, Shri Nirmalkumar Barmecha, Shri Kanubhai Shah, Shri Arunbhai Shah , Shri Shishir Nevatia and Col. S.K.Arora, Head of the Institute.

The IIGJ Tardeo offers the courses in basic jewellery design, advance jewellery design, computer aided jewellery designing (CAD – Rhino version), retail sales of jewellery and luxury goods, industry oriented professional jewellery design and a six month diploma in professional designing. The institute will shortly introduce a course on polished diamond assortment.

During 2013 -3014 the following courses were completed :

- 3 batches of CAD Rhino Course were completed with a total of 18 students trained.
- 3 batches of Basic/Manual Course were completed with a total of 21 students trained.
- 2 batches of Industry Oriented Professional Jewellery Design Course were completed with a total 8 students trained.

Overall 47 students were trained in 2013 – 14.
During the year, the Institute organized several seminars including 'Career in Beading' by Ms. Ucche Innocent, 'Avenues in the Gems & Jewellery Industry' by Ms. Rhea Nasta and 'Jewellery Making out of Beads' by Ms. Darshana Dadan of Ivy Jewels.

15 students of IIGJ Tardeo participated in the All India Gems & Jewellery Trade Federation's National Jewellery Awards 2014, Students section. One student was selected for Second round. Two students of IIGJ Tardeo participated in the Jdwarka (Jaipur) 2014 Competition.

To build awareness and educate students about the courses offered the Institute participated at fairs such as the Rustomjee Career Fair at Tip Top Plaza, Thane, Kalyan Rotary Club Career Exhibition at Nutan Vidyalaya, The Times Education Boutique at BKC, Participated in Andheri Career Fair and participated in IIJS 2013 & IIJS Signature 2014.

Indian Institute of Gems & Jewellery Delhi (IIGJD)

The Indian Institute of Gems & Jewellery, Delhi is a non-profit educational project of The Gem & Jewellery Export Promotion Council. Set up in 1986, it is one of the oldest institutes of its kind in the country. The Institute's history

of jewellery education in design, gemology and jewellery manufacturing reads much like a chronicle of the jewellery industry's own growth and sophistication.

At IIGJ, the courses are designed for the ambitious, enthusiastic and determined career seeking students. The courses here help develop individual creativity, understanding and skills in jewellery design, gemmology and manufacturing. The fully integrated, vocationally oriented programme is geared for producing jewellery professionals with the skills that industry seeks

The IIGJ Delhi has conducted the following courses in 2013-14: Jewellery Design Foundation, Industry Oriented Design, CAD-RHINO, Styles of Jewellery Design, Jewellery Technology Diploma- Basic, Jewellery Technology Diploma-Advance, Diamond and Diamond Grading, Diploma in Gemmology, Coloured Gemstones, Diamond Assorting & Valuation and Kundan Meena Workshops.

During the year, the Institute successfully started two new courses, the Diamond Assorting & Valuation and a

course on Kundan Meena. In addition to this, the Institute is also planning to offer short term courses for working professionals, trade persons and beginners in gem and jewellery trade on basic manufacturing and an introductory course on diamonds and gemstones.

The Institute participated in a host of activities during the year, namely the India Gem & Jewellery Fair (IGJF) 2013 in Delhi as well as the Times Education Forum 2013 to promote their offered courses as well as make their presence felt in and outside the industry.

For the benefit of the students, the IIGJ Delhi also organised an industry interaction for the Industry Oriented Design Course on February 7, 2014. The presentation was attended

by industry experts who gave their valuable feedback to our students. This helped students to understand actual practices prevalent in the industry. The activity also led to placement offers.

The Institute also conducted a factory visit to NM Karel & Sons who demonstrated to their CAD/CAM facility. The students of the RHINO course found the visit very useful and educative as they could relate to the practical and industrial aspect of their RHINO course. The visit was first conducted on 14th January'2013 and henceforth it has been going on for every batch.

The IIGJ Delhi also has courses certified by the Gem and Jewellery Skill Council of India namely, Hand Sketch Designer, CAD Designer, Polished Diamond Assorter (Basic) and Polished Diamond Assorter (Advance).

Indian Institute of Gems and Jewellery, Jaipur

The Indian Institute of Gems and Jewellery (IIGJ), Jaipur, a project of Gems & Jewellery Export Promotion Council,

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the Ministry of Commerce & Industry, and Government of India with support from the Government of Rajasthan is a pioneer institute for the Gems and Jewellery sector with a strong focus on design, technology and management. The philanthropic approach of renowned jewellers of Jaipur along with the Council was instrumental in sponsoring the Institute that stands today.

IIGJ Jaipur is the first training partner of the National Skill Development Corporation (NSDC) to impart training in various skill areas. The hostel building is under construction will be soon be operational and will accommodate 220 students. The hostel will be one of its kind with facilities to accommodate workers as well as managers to upgrade their skills.

The curriculum and pedagogic methods are aligned to deliver strong practice based learning for all the courses. The IIGJ reviews their curriculum and teaching methodologies from time to time by involving industry professionals. The Institute is the only coloured gem cutting training provider in the country. Since the institute started functioning from 2009, the placement records for five plus years has been more than 90%.

At IIGJ Jaipur, special workshops are conducted to highlight the hidden abilities of students/artisans/workers and are then honed around their aspirations. During the year, workshops on casting, gemmology, eco-friendly paper jewellery and micro pave settings were held during the year.

The Gem and Jewellery Export Promotion Council (GJEPC) in collaboration with JJS set up its research and development (R&D) centres in 2008 at Indian Institute of Gems and Jewellery Jaipur. The centre provides heat treatment of coloured gemstones. There are plans for starting radiation treatment on coloured gemstones in the near future with the help of Bhabha Atomic Research Centre / any other similar research organisation. If all goes according to plan, soon all kinds of treatments will be available within India.

The Institute also undertakes projects and consultancies are taken against specific requirements. They are customized and sometimes a stage of it is brought into classroom to enhance the learning experience of students. This also helps industry to understand ethos and ethics of academics.

The Gemmological Institute of India

The Gemmological Institute of India (GII), established in 1971, is the pioneer Institute in the field of Gemmology in India. Over the last 43 years, it has grown on all fronts particularly in teaching, gemstone testing and research and development; and is accepted as an authority on gemstones and diamonds in India. The GII was established for the promotion and development of Gemmology in India.

A project of the Gem & Jewellery Export Promotion Council (GJEPC), it is supported by the Bharat Diamond Bourse (BDB), Diamond Exporters' Association Limited (DEAL), Gem & Jewellery Exporters' Association (GJEA) and Mumbai Diamond Merchants' Association (MDMA). GII is truly a representative body of the gem industry in India.

GII is not only a representative body of the gem industry in India, but contributes significantly to the human resources development that is essential for different aspects of the gem trade right from procurement to marketing. GII's teaching and testing activities are supported by strong research and development activity using modern gemmological and spectroscopy techniques.
GII's laboratory services include diamond grading, gem testing and identification, studded jewellery certification,

Shri Kirtilal K. Doshi (M/s. Shrenuj & Co):	Chairman Emeritus
Shri Bakul R. Mehta (M/s. Dimpex Mfg Co)	Chairman
Shri Rajendrakumar A. Shah (M/s. Rajendrakumar A. Shah)	Managing Trustee
Shri Anup P. Zaveri (M/s. Polar Star)	Trustee
Shri Arvind C. Parikh (M/s. Arnik International)	Trustee
Shri Ashish K. Mehta (M/s. Kantilal Chhotalal)	Trustee
Shri Bhagavati V. Patel (M/s. Shreeji Jewels)	Trustee
Shri Kanubhai B. Shah (M/s. Kanubhai B. Shah & Co.)	Trustee
Shri Nitin K. Pachchigar(M/s. Superior Jewels)	Trustee
Shri Prakash P. Jhaveri (M/s. River Diamonds Co.)	Trustee
Shri Anoop V. Mehta (M/s. Mohit Diamonds)	Trustee
Shri Sanjay A. Kothari (M/s. Kunal Diamonds)	Trustee
Shri Bharat S. Shah (M/s. B. Vijaykumar & Co)	Trustee
Shri Vinod C. Bhansali (M/s. V.C. Bhansali & Co.)	Invitee
Shri Vinod M. Patel (M/s. Mulchand Nathalal Patel)	Invitee
Shri Navin Jashnani (M/s. Sama Jewellery Pvt. Ltd.)	Invitee
Shri K. T. Ramchandran	Executive Secretary

origin certification for gemstones, identification of different treatments done on diamonds and gemstones and identification of synthetic diamonds.

It also has educational services and offers diploma courses in Gemmology (residence & correspondence), Diamond Grading and Jewellery Designing. In addition, GII also offers short term certificate courses in the following

- Polished Diamond Grading
- Rough Diamond Assorting
- Gemstone Identification
- Identification of Origin of Gemstones
- Identification of Treatment on Gemstones
- Refreshers courses in Gemmology
- Advance course in Sophisticated Instruments

During the year, the Institute trained 70 students in Gemmology and Diamond Grading.

Global Recognitions

Direct entry for FGA exam: Under a special agreement, the Gemmological Association of Great Britain, London has exempted the first year of their FGA examination for GII diploma holders and allow them to take up the FGA Diploma examinations directly.

The GII is recognized by CIBJO, The World Jewellery Confederation as a CIBJO Laboratory.

It is recognized as "Scientific Industrial Research Organization (SIRO)" by the Dept. of Scientific & Industrial Research, Ministry of Science and Technology, Government of India.

It is a recognized study centre for Research students and Ph. D. Students in Gemmology.

Governing Body

The Trust Board of the Gemmological Institute of India consists of very pragmatic and highly dynamic personalities, who are nominees of the GJEPC, BDB, DEAL, and GJEA.

Indian Diamond Institute (IDI), Surat

The Indian Diamond Institute (IDI), Surat, is a leading institute for imparting technical skills. This Institute is sponsored by the Ministry of Commerce and Industry and is a project of the Gem & Jewellery Export Promotion Council. IDI is also recognised as an Anchor Institute of Gems and Jewellery) and is promoted by the Industries Commissionerate, Government of Gujarat. The Department of Scientific & Industrial Research Organizations (SIROs), Government of India has granted "Research Institution" recognition to IDI. IDI is also the implementing agency to establish the Indian Africa Diamond Institute (IADI) in Botswana.

The institute conducts 34 vocational courses covering the entire spectrum of the gems and jewellery basket for the sector. These includes the graduate jewellery professional course, a 3-year diploma in jewellery design & manufacture, jewellery design / jewellery manufacturing professional diploma and foundation and professional level certificate

courses for the jewellery sector. The institute also offers a professional diamond grader diploma, professional diamond manufacture diploma and foundation and professional level certificate courses for the diamond sector. As for gems, IDI offers a gemmology professional diploma and foundation and professional level certificate courses for the coloured stone sector. The institute is also conducting tailor made, customised courses for the gem and jewellery trade, government departments and banks.

During the year under review, at both the campuses of IDI, 568 students were enrolled, representing 20 Indian states as well as 9 foreign countries, in various courses offered by the institute. In all, 20 foreign national were enrolled in regular courses offered by the Institute.

The gemmological laboratory functioning at IDI's Katargam Campus, tested and issued a gemstone identification report for 3640 gemstones, diamond grading report for 413 loose diamonds, packet lot report for 378.73 ct. star and melee diamonds, diamond jewellery quality report for 16655 jewellery articles, gold purity analysis report for 1172 jewellery articles and 6679 jewellery articles were laser marked. During the year, 44 CVD and synthetic diamonds, submitted by the customs department for identification were tested in the laboratory and reports for the same were issued.

The Institute also offered a Rapid Prototyping Services (RPT) to the jewellery industry and 8643.77 grams of CAM output in resin was delivered to a medium and small scale jewellery manufacturer, who could not afford to procure costly RPT equipment.

The Institute has also organized customized training programme for Custom & Excise officers at Chennai on "Gold Assaying & Diamond Grading", where 25 officers

were trained. The Institute undertook 7 off-campus training programmes in the city and trained 110 Diamond Manufacture Professional on diamond grading and identification aspects.

To strengthen its gemmological laboratory services as a part of the modernization steps, the institute installed state-of-the-art spectroscopy equipment such as the Laser Raman Spectroscope and the FTIR spectroscope. The Institute had also launched a CVD diamond identification facility for the gem and jewellery trade.

The Institute organized a workshop on terracotta jewellery at the IDI Katargam campus and invited experts in the field. 2 students were trained on preparing jewellery and adornment articles from terracotta. An enamelling technique workshop was held at the IDI- Vesu campus. 25 students participated in the workshop.

Custodians Of Quality

With the advent of new gem treatment and manufacturing methods, identification technology has to keep up with the latest production techniques. The ultimate goal is to ensure that the end consumer continues to repose confidence in gems and jewellery.

Since the early days, the Gem & Jewellery Export Promotion Council (GJEPC) recognised the importance of gemstone testing for maintaining the integrity of the precious stone pipeline. More than 40 years ago, the GJEPC was instrumental in starting gem testing laboratories across India, which are even today looked upon as upholders of this promise of purity. Beginning with the inception of the Mumbai-based Gemmological Institute of India (GII) in 1971, the Council added the Jaipur-based Gem Testing Laboratory (GTL) in 1972 and the Delhi-based Indian Gemmological Institute – Gem Testing Laboratory (IGI-GTL) in 1978.

This process has picked up tremendous speed in recent years. There is a constant endeavour to upgrade and improve the gemmological labs to ensure that they are abreast of developments the world over and up to international standards.

Main Functions Of Laboratories

The laboratories act as information centres for Researchers, R&D Departments, Customs Departments, Income Tax Departments, Schools, Colleges, Journalists, etc. The labs are regularly involved in the research on developing techniques of identification of new gem materials, synthetics and treatments. Their research is continuously published in various trade and gemmological journals like *Gems & Gemology, Gems & Jewellery, The Australian Gemmologist,* etc. The GII, GTL and IGI-GTL provide reports which are authentic and accurate as per international guidelines.

Concern Areas

GJEPC members remain concerned about the mushrooming of private gem testing labs in the Delhi/NCR region. The authenticity of certificates issued by such private laboratories is questionable at best, and at times contradictory, and can easily confuse the end consumer.

Gemmological Institute of India, Mumbai

Annual Report For The Year 2013-14
www.giionline.com

The GII is a pioneer in the field of gemmology in India. It has grown on all fronts, particularly in teaching, gemstone testing and R&D; and is accepted as an authority on gemstones and diamonds in India. Established as a non-profit making Public Charitable Trust, it is a project of the GJEPC and supported by the Bharat Diamond Bourse (BDB), Diamond Exporters' Association Limited (DEAL), Gem & Jewellery Exporters' Association (GJEA) and Mumbai Diamond Merchants' Association (MDMA).

The GII maintains highest testing and certification standards for the Indian diamond and gem trade and industry. Its Diamond and Gemstone Reports add credibility and value to gemstones sold around the world. Further, GII contributes significantly to the human resources development that is essential for different aspects of gem trade, from procurement to marketing. GII's teaching and testing activities are supported by strong R&D activity using modern gemmological and spectroscopy techniques.

Activities

GII is the only Research Laboratory in the field of gemmology in India to be recognised as a SIRO Laboratory by the Department of Scientific & Industrial Research, Ministry of Science and Technology, Government of India.

The laboratory is equipped with the latest instruments for grading and identification of diamonds and gemstones like the Confocal Micro Laser Raman Spectrometer, the UV-Visible Absorption Spectrometer, and Fluorimeter among others. During the year, GII tested 12,161 gemstones and diamonds and also issued 25,692 jewellery certificates.

Diamond Detection and Resource Centre (DDRC)

A new facility started by GII in the service of Diamond Exports

The year 2013 witnessed unprecedented turmoil in the diamond industry because of the emergence of synthetic diamonds in markets all over the world. To address the issue of identification of synthetic diamonds, the trade organisations in India under the leadership of the GJEPC has taken up the challenge and decided to establish the Diamond Detection and Resource Centre (DDRC) in

Varda Shine, K. T. Ramchandran, Paul Rowley and Kirtilal Doshi at the inauguration.

Mumbai.
DDRC was inaugurated on December 6, 2013 at Bharat Diamond Bourse. Chief Guest Ms. Varda Shine, Managing Director, Diamond Trade Company (DTC) and Guest of Honour, Mr. Paul Rowley, Senior Vice President, Operations Midstream, De Beers Global Sightholders Sales lit the lamp and inaugurated the centre along with Mr. Vipul Shah, Chairman, GJEPC.

GII has taken up the responsibility of advising and imparting knowledge on natural and lab-grown diamonds with an objective of promoting fair trade with full disclosure.

Research Activities

The following are the GII's ongoing research projects:

1. Optically Stimulated Luminescence (OSL) And Laser Excited Photoluminescence Of Electron Beam Treated (EBT) Diamonds
2. A New Method Of Detecting Irradiated Diamonds Vibrational Spectral Study Of Colour Modification Processes In Corundum
3. Some Aspects Of 905nm Emission In 785nm Excited PI Of Coloured Diamonds
4. Instrumental Method For Colour Grading Of Diamonds
5. Investigaton Of The Colouration Processes In Corundum (Rubies And Sapphires): Electronic Spectra Of Chromophores
6. ED-XRF And UV-VIS Investigations Of Pearls Of Different Origin

Seminars Conducted

1. Treatment of Yellow Sapphires: Spectroscopic Investigations, paper presented at IGS 2013, Jaipur, by Sandesh N. Mane
2. CVD – DIAMONDS, paper presented at IGS 2013, Jaipur, by Mahesh P. Gaonkar.
3. "Origin of Gemstones" paper presented at IGS 2013, by Shri K.T. Ramchandran and Mrs. Silvia Sequeira.
4. Advanced Scientific Methods of Gemmology: Identification of Gemstones, their Origin, and Treatments for Colour Modification, by Mahesh P. Gaonkar in Jabalpur.
5. Gemmology & Raman Spectroscopy – Contributions of India to the world of Science, lecture by Dr. M.D. Sastry at UDCT, Mumbai.
6. Co-existence of Vacancy Nitrogen centres NV, NV- and

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H3 along with Carbon vacancies in untreated Natural Diamond – A possible case of naturally Irradiated diamond, by Dr. M.D. Sastry at National Conference of Luminescence and its application at Jabalpur, February 2014.

7. Spectroscopy of point defects of diamond, by Dr. M.D. Sastry et al in Physics News 2014.
8. Talk on 'Navgraha Gemstones & Its Evaluation' given by Ms. Silvia Sequeira, Shri K.T. Ramchandran and Dr. M.D. Sastry at All India Women's Scientist Association at Vashi.
9. Regular seminars on identification of synthetic diamonds were conducted at Bharat Diamond Bourse free of charge for the benefit of the industry members.
10. Seminar on Treatments and Geographical Origin of Gemstones and Synthetic Diamonds conducted at Cambay.

Service To Indian Customs

GII continued to offer training to newly appointed Customs Appraisers, posted at the Customs Centre at Diamond Plaza, Mumbai. This is a practice for the last several years, where any new Customs Appraiser appointed to the gem and jewellery sector is sent to GII for training in Gem Identification and Diamond Grading. During the year, 73 Customs Appraisers from Mumbai were trained in Diamond Grading and Gemmology at GII.

GII continues to issue Gem Testing Reports to Indian Customs on request basis, whenever the Appraisers have doubts about the authenticity of the gemstone and the description mentioned in the import/export documents. This service is given free of charge to the Customs.

Participation In Trade Shows

The GII participated in the following trade shows:

IIJS 2013 - NSC Complex, Bombay Exhibition Centre, Goregaon, Mumbai

Signature 2014, NSC Complex, Bombay Exhibition Centre, Goregaon, Mumbai

Gem Testing Laboratory, Jaipur

Annual Report For The Year 2013-14
www.gtljaipur.info

The Gem Testing Laboratory completed 41 years of existence in August 2013. It has been continuously serving the trade with utmost satisfaction. The Regional Chairman (Jaipur Region), Shri Rajiv Jain, Convener (TEC, Jaipur), Shri Vijay Chordia and Co-convener (GTL), Shri Mehul Durlabhji were the spearheads to improve the services by giving their valuable guidance. During the year 2013-14, major activities undertaken were as follows:

Objective	Activities conducted
To provide a quality certification facility to the trade.	• In total, 8,401 stones and bead strings – 200 cm were tested, generating receipts of Rs.62,10,362, while in the previous year 2012-13, 8,332 stones and bead strings – 90 cm were tested with receipts of Rs.52,68,811.
	• During the year, the laboratory also commenced the facility of diamond grading (loose and set in jewellery), at par with international standards.
	• In addition, the laboratory also started certification of bead strings of rubies, sapphires and emeralds where a combined report is issued for the complete string or a part of it with minimum 10 cm.

	• Quantification of fillers in emerald was another important addition to the bouquet of services being offered by the laboratory. This is also done as per the set international standards so that the reports can be read and understood all over the world.
	• The laboratory also participated in the India International Jewellery Show (IIJS) held in August 2013 and Jaipur Jewellery Show (JJS) held in December 2013. During both these trade shows, the laboratory offered on-site Gem Identification and Diamond Grading reports to the exhibitors and visitors, free of cost, assisting the buyers in making quick purchasing decisions on the spot. The service was well appreciated by the exhibitors as well as the visitors.
Upgrading the laboratory for better quality and wider scope of certification.	• Project for development of the Diamond Grading and Testing facilities, Jewellery testing and R&D centre for the Diamond, Gemstone and Jewellery Industry in Jaipur was established and is fully functional. The procured sophisticated equipment and spectrometers such as Laser Raman Spectrometer, UV-Vis-NIR, FTIR Microscope, DiamondView, etc. have been fully functional and have become an integral part of certification and R&D.
	• The database on the equipment has been further extended and has become quite comprehensive, although the process is an ongoing one.
To educate the trade regarding the latest developments in the industry.	• A number of articles have been published in national and international magazines like *Gems & Gemology* of the Gemological Institute of America (GIA), *Gems & Jewellery* of the Gemmological Association of Great Britain & Society of Jewellery Historians, *The Australian Gemmologist*, *Midlands Focus* and *Gem World*. Such efforts have drawn a lot of attention, giving exposure to GTL at the international level.
	• Lab Information Circulars covering the latest gem materials and concerns were released during the year to update the trade. They are also posted on laboratory's website and are sent to more than 12,000 readers.
	• A 'Souvenir' outlining the laboratory's various equipment was sent to more than 12,000 readers online, and the printed copy was sent to the local members of the Council.
	• Launched a six-part educational series titled "Gem Testing – Changes and Challenges" in *Journal of Gems & Jewellery Industry*, which appeared in all six consecutive issues of the journal.
To position the laboratory among the best worldwide.	• Shri Gagan Choudhary, Deputy Director represented the laboratory at the 33rd International Gemmological Conference (IGC 2013), held from October 13 to 19, 2013 and presented a research paper titled, "Inclusions in Indian Rubies". This paper was not only appreciated by the attendees for the content, but also highlighted the gemstones of India. Technical sessions were held from October 13 to 16, 2013 in Hanoi, Vietnam, followed by a post-conference trip to gem mines of Luc Yen in northern Vietnam.
	• In addition, various papers were published in high-ranking international gemmological journals.

GTL booth at the IIJS 2013, where gem testing and diamond grading services were offered free of cost.

Shri Gagan Choudhary with the Vice-President of Vietnam, Ms. Nguyen Thi Doan and other delegates of IGC 2013 at the Presidential Palace, Hanoi.

Shri Gagan Choudhary with his presentation at the IGC 2013 conference, Hanoi, Vietnam.

Indian Gemmological Institute – Gem Testing Laboratory, Delhi

Annual Report For The Year 2013-14

The Indian Gemmological Institute – Gem Testing Laboratory (IGI-GTL), Delhi is a project of GJEPC located at Jhandewalan, New Delhi and has always been in the forefront of gems and studded jewellery testing services since its inception in 1978.

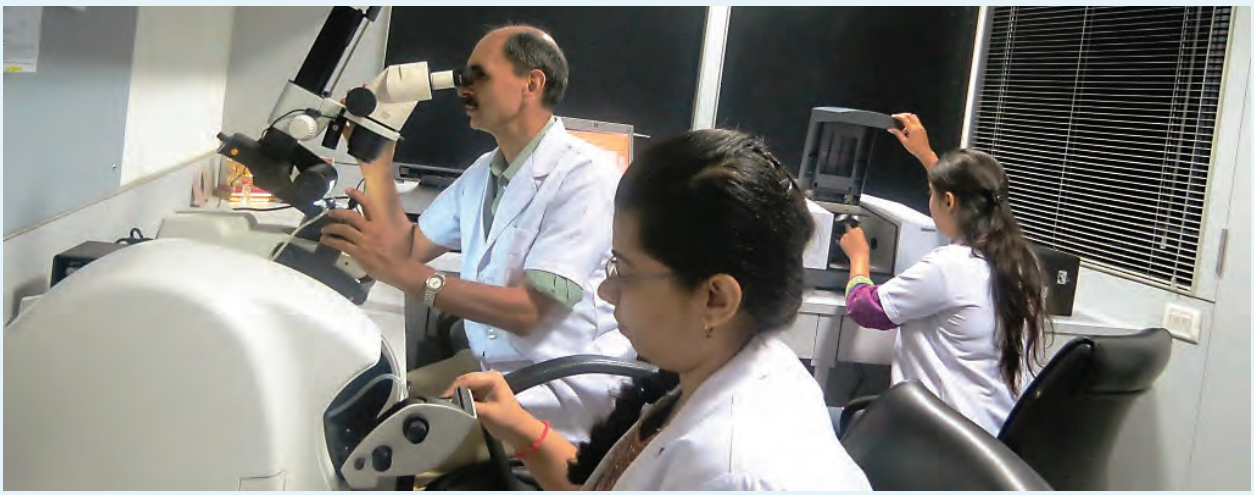
In its endeavour to provide excellent gem testing services to the trade and end consumers, IGI-GTL, Delhi has been tirelessly working to maintain international standards by improving its infrastructure with top-notch instruments and technical knowledge.

Today, IGI-GTL, Delhi is regarded as one of the most esteemed laboratories in the entire northern region under the able guidance of Shri Anil Sankhwal, Convener and the other members of the Technical and Education Sub-committee, Delhi.

Activities undertaken during the year 2013-14

IGI-GTL, Delhi offers technical services and guidance not only to gem and jewellery exporters but also to foreign buyers, government agencies, institutes and organisations. During 2013-14, IGI-GTL, Delhi has tested and issued 10,101 certificates as against 3,731 certificates for the year 2012-13, an increase of around 271% year-on-year.

The laboratory was upgraded with new instruments, and a professional touch in client servicing helped in reaching new heights. The laboratory caters to a vast geographical area and it has brought about technological advancement in gem testing, diamond testing, diamond grading and jewellery testing in the northern region. IGI-GTL, Delhi will continuously strive to achieve new goals for the betterment of the gems and jewellery industry.



IGI-GTL is a hub of activity.

China

India-China Gemstones Buyer-Seller Meet A Success

The GJEPC organised the first ever India-China Gemstones Buyer-Seller Meet in Jaipur from April 7-11, 2013 to bring together key trade representatives from the two countries. The event was effective in not only presenting new prospects for the Indian trade, but also providing the Chinese trade with a deeper understanding of the Indian market, leading to stronger business ties.

The event, inaugurated by Regional Chairman Shri Rajiv Jain, played an instrumental role in creating an opportunity for Indian coloured gemstone manufacturers to showcase and discuss their products with major Chinese jewellery makers, coloured gemstone wholesalers and traders to explore business prospects available in China. The Buyer-Seller Meet was attended by 17 Chinese companies, which met 15 Indian companies during one-on-one meetings held on April 8-9, 2013 and subsequent factory visits arranged on April 10. Representatives from China's biggest jewellery retail chain Chow Tai Fook took part in the event.

The feedback from Indian participants was encouraging in terms of the possibility of increasing business of coloured gemstones between India and China.

Road Show in Shenzhen

The GJEPC organised a Road Show at Hotel Bolin in Shenzhen, China on June 18, 2013 to promote IIJS 2013 among potential buyers from China. The objective of the visit was to build a strong bilateral trade relationship with the local jewellers; interact with prospective traders, buyers, retailers and establish areas of cooperation; and facilitate the participation of trade associations in the forthcoming IIJS 2013.

The attendees comprised 90 representatives who came from various manufacturers and wholesalers in Shenzhen. The Consul General of India at Guangzhou, Shri K. Nagaraj Naidu highlighted the position of the Indian diamond industry. He also stressed that Chinese companies can build long-term relationships in sourcing diamonds from India. GJEPC's Regional Director, Shri Sanjay Singh gave a presentation on the Indian gem and jewellery industry and highlighted the salient features of IIJS 2013. The show was co-ordinated by the Council's Coordinator in China Ms. Becky.

Synthetic Stones Study Tour

In January 2014, a delegation led by Shri B.N. Gupta, CoA Member visited different parts of China and Vietnam such as Hanoi and Wuzhou on a study tour on synthetic stones in the month of January 2014 with a total of 9 delegates. The Director – South represented the Council as the "Secretariat".

Regional Chairman Rajiv Jain (centre) with the participants of the Indo-China Gemstones Buyer Seller Meet.

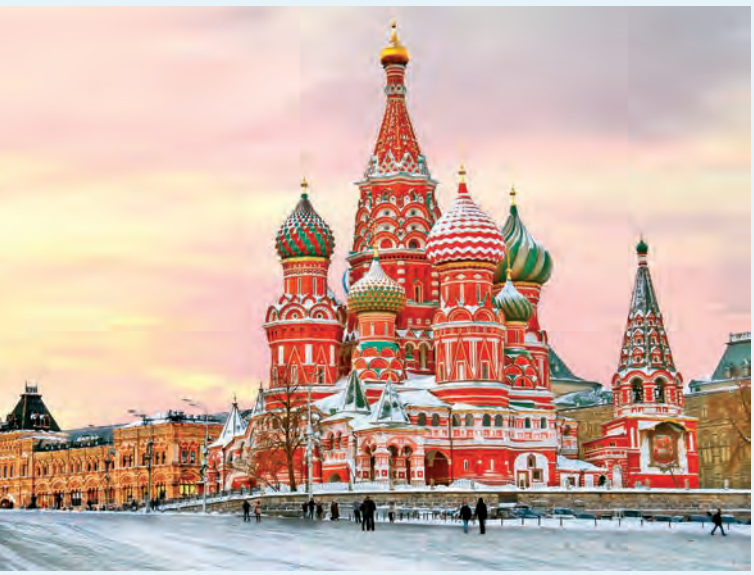
Commonwealth of Independent States (CIS)

India & Russia Reinforce Diamond, Gemstone Trade Ties

During 2013-2014, the GJEPC continued to strengthen business relationships with the increasingly important jewellery-consuming market of the Commonwealth of Independent States (CIS), and the Russian market in particular.

Besides diamonds, the Council also endeavoured to enable Indian manufacturers and Russian traders to explore business opportunities in the gemstone category. The success of the first India-China Gemstones Buyer-Seller Meet held in April 2013 and the suggestions of members regarding the untapped opportunities of coloured gemstones and jewellery in the Russian market paved the way for organising the first India-Russia Gemstones & Jewellery Buyer-Seller Meet from December 8-12, 2013 in Jaipur. GJEPC Vice Chairman Shri Pankaj Kumar Parekh inaugurated the event.

The two-day summit featured more than 15 select coloured gemstone and jewellery manufacturers from India as well as representatives of 14 leading Russian importers, large retail chains and wholesalers. The event consisted of exclusive rounds of discussions, presentations, one-to-one meetings with traders, and factory visits in Jaipur. This Meet was organised with the support of the Moscow Diamond Bourse (MDB), which has played a pivotal role in forging strong business relations between the two nations.



Visiting Dignitary

As a sign of this growing partnership between the world's biggest diamond producing and processing nations, the GJEPC welcomed Mr. Andrey Polyakov, the Vice President of Alrosa, the world's biggest miner of diamonds, as the Guest of Honour at the Signature show in March 2014.

Kyrgyzstan Trade Delegation

Rajiv Jain with the Kyrgzstan delegates.

The Jaipur Regional Office hosted a meeting with Kyrgyzstan delegates on April 20, 2013 to discuss the possibilities to boost bilateral trade between the two countries. Mr. Salymbekov Askar, President of Association "Dordoi" along with their members and Co-ordinator Mr. Deepak Joshi, Director, M/s. Lark Logistic Pvt. Ltd, were present in the meeting. Mr. Salymbekov Askar explained that there is ample opportunity for Indian jewellery in the Dordoi market where an event to showcase Indian jewellery can be organised. Regional Chairman Shri Rajiv Jain informed the delegates that the Council needs to research more about the applicable import duty on jewellery in Kyrgyzstan and other indicators, which can motivate the decision to hold an Indian jewellery show in Kyrgyzstan.

Dubai

GGJF Breaks New Ground

Dubai has been the most promising destination for the gem and jewellery trade in recent times. The UAE is one of the world's top gold consuming countries and accounts for 40% of India's gem and jewellery exports. With India being the world's leading diamond cutting and polishing centre and fast emerging jewellery hub, it is only natural that the first international initiative hosted by the GJEPC was in Dubai.

The GJEPC's inaugural Global Gem and Jewellery Fair (GGJF), held in collaboration with the DMCC, marked the beginning of a new era. Held from March 20-22, 2014 at the Atlantis, The Palm in Dubai, the international trade show was supported by the Dubai Gold and Jewellery Group (DGJG).

The premier trade show was inaugurated by chief guest H.E. T.P. Seetharam, ambassador of India to the UAE. He was accompanied by DMCC executive chairman Mr. Ahmed Bin Sulayem and GJEPC chairman Vipul Shah.

Ahmed Bin Sulayem, in his inauguration address, said, "At DMCC, we always look at new ways of connecting industry participants to strengthen international trading relations. The inaugural Dubai GGJF provides the ideal environment for international buyers to trade in top quality gemstones, diamonds and couture jewellery, and we are honoured to host this world-class event in collaboration with the GJEPC. Dubai has a strong track record in hosting these types of events due to its business-friendly environment and innovative spirit, and this is clearly demonstrated by the recent World Expo 2020 bid win."

The GGJF is the culmination of the discussions held by India's Commerce Minister Anand Sharma and Minister of Foreign Trade, UAE, Dubai Sheikha Lubna Bint Khalid Al Qasami during a bilateral meeting on February 17, 2013. One of the topics discussed was the GJPEC's request to organise an annual B2B gem and jewellery fair in Dubai, on the lines of IIJS with 100-200 Indian exhibitors in 2014. HE Sheikha Lubna agreed to join hands thus resulting in the GGJF.

Vipul Shah, Ahmed Bin Sulayem and T.P. Seetharam at the GGJF inauguration

The GGJF held at the luxurious Atlantis, The Palm.

In his opening address, Vipul Shah said, "Any global initiative requires two key ingredients – a large, reliable manufacturing and supply base and a networking and channelling nerve centre. The GGJF has brought together two of the best such ingredients. India is the world's largest supplier of cut and polished diamonds, gemstones and finished jewellery. With over a billion people in the workforce, the Indian gem and jewellery industry has the strength to make an impact in any corner of the world, while Dubai has established itself as a financial and trade gateway to the Middle East, Central and South Asia, Eastern Europe and North Africa. We sincerely hope that the GGJF will help consolidate the gems and jewellery trade in the region in the same manner as the India International Jewellery Show has helped strengthen the gem and jewellery industry in India."

"I am sure that the first ever GGJF will not only pave the way for future enhancement of our trade, of collaborations, and of partnerships between UAE and India, but will also be a significant regional event for this part of the world," concluded Seetharam.

Promotions

In order to create awareness about the GGJF, the GJEPC undertook several promotional measures including:

- Advertisements in international dailies, magazines and websites

- Road shows in select regions: Jeddah (KSA) – 28th January, 2014. Dubai (UAE) – 5th February, 2014. Lahore, Karachi (Pak) – 17th & 18th February, 2014.
- Personal one-to-one meetings including store visits and dedicated phone calls:
  Abu Dhabi - Sharjah - Jeddah - Riyadh - Doha, Tehran, Isfahan - Dammam - Dubai
- Exclusive e-mailers including slogans, newsletters to the trade
- Special privileges to select buyers, including a complimentary package of two nights and three days at Atlantis, The Palm
- Promotions in international exhibitions

Conclusion

The GGJF has set the stage for new opportunities for the gem and jewellery industry. Countries that did not have direct access to India's exceptional craftsmanship will henceforth have an opportunity to sample the rich array of gemstones and jewellery manufactured in India. Covering everything from loose stones to plain gold and studded jewellery to couture offerings, buyers who visited the show reached out to new suppliers to source novel designs as per their need. The luxurious environment of the Atlantis, The Palm as well as the impeccable facilities offered at the hotel further contributed to the ease of doing business at the GGJF.

The Middle Eastern market has always favoured gold so it was little wonder then that this section outperformed the rest. Jewellery that catered to the Middle East's aesthetics received a good response as did lightweight necklaces, laser-cut bangles and pendant-sets. Diamonds too found favour with the buyers. Classic diamond patterns, lightweight chandelier earrings, twin rings, single line diamond necklaces and bracelets did fairly well. Fusion sets that incorporated polki and kundan were also in demand. Overall, buyers and exhibitors alike praised the format of the show and were confident that in a few years the show would scale great heights.

USA

India Makes A Splash At JCK 2013

The United States of America, which leads the world in jewellery consumption, continues to be one of the leading export destinations for India's gems and jewellery. The GJEPC has been organising an India Pavilion at the JCK Las Vegas show since 2005. In 2013, the Council continued to consolidate India's presence here with 64 leading member-exporters taking part in the India Pavilion.

The India Pavilion, located at Bayside Level of Mandalay Bay, covered an absolute wide array of fine jewellery products ranging from platinum to gold, diamonds, watches, designer jewellery, antique and estate, bridal jewellery, coloured gemstones, loose diamonds, pearls, high-end giftware, etc. It featured a variety of regionally-inspired and product-specific booths, which were well attended by jewellery manufacturers, importers, traders and retailers.

The India Gallery at the 'Shark Reef' was a prominent location at the venue that displayed exquisite jewellery pieces from India, reinstating its position as a 'global jewellery hub'. 'India Gallery' showcased unique, exemplary work by Indian designers and brands. The showcases were in the categories of mass produced, couture, designer, gold and silver.

JCK Las Vegas 2013 was an opportunity to promote the Council's activities and promote IIJS 2014 among the trade visitors.

Highlights of the India Pavilion at JCK Las Vegas 2013

- Area: 1,024 sq m
- Booths: 103
- Exhibitors: 64

Keeping India At The Technological Vanguard

Maintaining India's leading edge in gem and jewellery manufacturing has always been a primary aim of the Gem & Jewellery Export Promotion Council (GJEPC). As the global competition in jewellery manufacture heats up, success will be measured in the pin-point precision of micrometres, time saved in microseconds, and weight in micrograms – not to mention, costs saved in lakhs or even crores. Staying up-to-date with the latest technological developments will play a crucial role in achieving this goal. Modern machinery and techniques also enable Indian manufacturers to cater to the evolving tastes of global jewellery consumers in burgeoning markets.

Keeping this objective in mind, the GJEPC, in affiliation with the Surat Diamond Association (SDA), organised the first India Gem & Jewellery Machinery Expo (IGJME) on December 13-15, 2013 at the Surat International Convention & Exhibition Centre in Gujarat.

The expo was the first of its kind in the country, serving the manufacturing interest of the gems and jewellery industry. It was inaugurated by Chief Guest Shri Saurabhbhai Patel, Honourable Minister for Energy, Mines & Tourism, Gujarat in the presence of Mr. Vipul Shah, Chairman, GJEPC and Mr. Dinesh Navadiya, President, SDA along with other dignitaries.

Fair Highlights

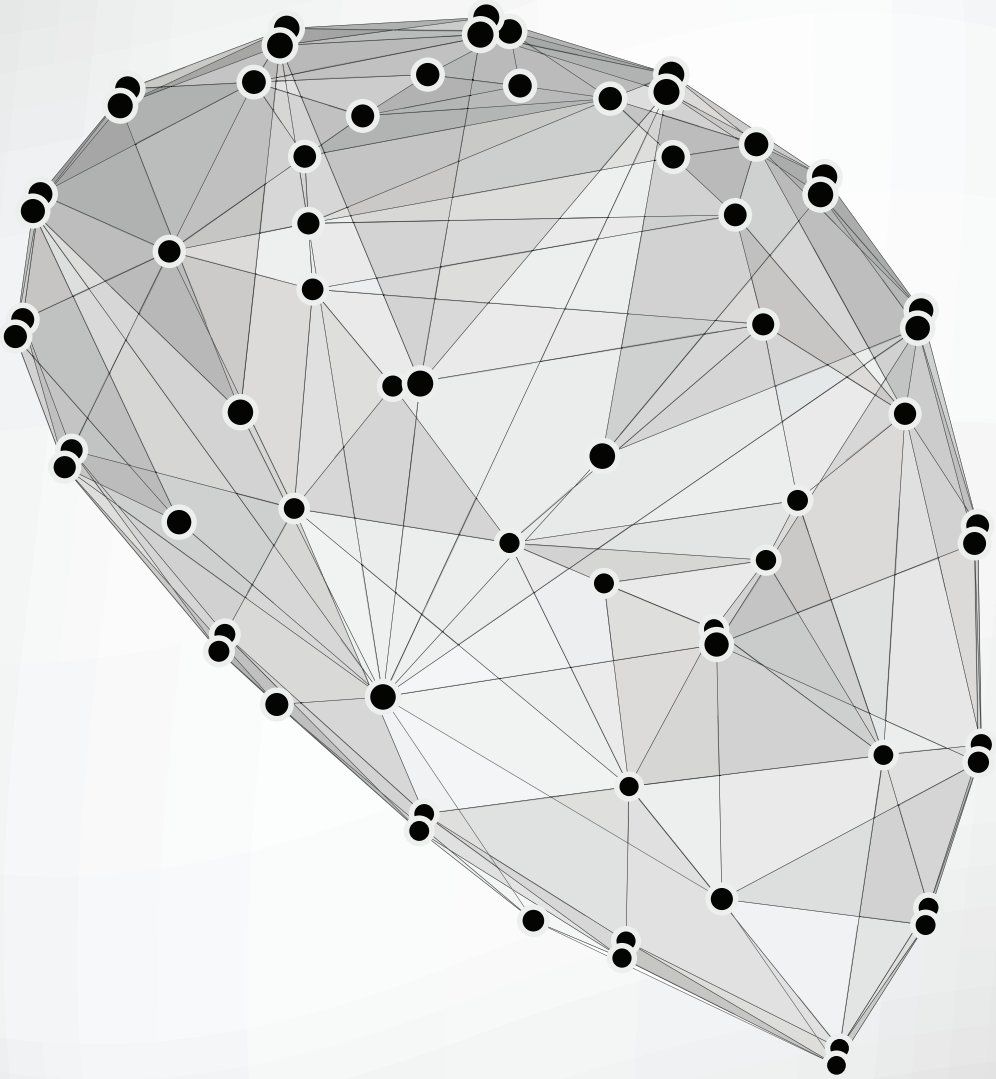
- Total Area: 7,000 sq m
- Total Exhibitors: 101
- Total Booths: 137

Total Visitors

- Domestic Visitors: 5,452

The IGJME was inaugurated with a lot of enthusiasm among the manufacturing and retail segments of the gems and jewellery industry and 75 leading exhibitors showcased technology related to jewellery manufacturing, diamond manufacturing, gemstones manufacturing (precious/semi-precious), tools, equipment and allied services (packaging/IT & software/labs/education). The industry is of such mammoth proportions that perhaps no other country sees greater demand for gems and jewellery machinery, equipment and technology as India does. The country's proud prowess lies in diamond and jewellery manufacturing with Mumbai and Surat being the main centres for burgeoning gem and jewellery exports. The high quality diamonds produced by the country have firmly established the Indian industry's manufacturing position among the world's best.

(From left) Sabyasachi Ray, Dinesh Navadiya, Shri Siddharth, Vipul Shah, Shri Saurabhbhai Patel, Pankaj Parekh, Chandrakant Sanghavi and Nirav Bhansali at the inauguration ceremony of the IGJME.



TECHNOLOGY

Vipul Shah and Pankaj Parekh give Shri Saurabhbhai Patel a memento.

Jewellery manufacturing has been growing at the rate of nearly 15-20% annually over the last decade boasting of the highest standards of quality through the integration of machinery and technology and design development. The Indian gemstones, both precious and semi-precious, have also been gaining steady and rapid recognition as India continues to emerge as a major source with Jaipur having the distinction of being the manufacturing hub.

The fair attracted international participants from Turkey, Israel, and Italy among others, adding an international flair to the Expo, besides bringing in new concepts and ideas in technology to Indian shores. Some of the renowned international brands and companies that exhibited were Gallorini, Italimtianti Orafi, Schultheiss, Rio Grande, Pandora, Leach Garner, Sisma Spa, Safimet Spa Italy, HRD, Milano, Lexus, and Eve (Germany). Among the Indian heavyweights were Nickunj, Sahjanand, Professional, Gesswein, Wilmor, Eagle, and Vapson.

The show was actively promoted among the 5,500 GJEPC members and 2,400 SDA members. Focused road shows and door-to-door visits were conducted in 50-60 towns and cities all across the country. In its premier edition, pre-identified decision makers from select companies comprising large export houses and manufacturers were offered a complimentary accommodation package at 5-Star hotels in Surat. The 'Privileged 5-Star Hospitality Package' was offered to companies who were shortlisted based on the recommendations received from exhibiting companies.

The show witnessed the presence of nearly 3,000 senior business heads as well as key production and technical members mainly from the manufacturing segment of the industry. The visitors, including some of India's biggest jewellery retailers from important centres such as Ahmedabad, Surat, Navsari, Rajkot, Mumbai, Jaipur, Coimbatore, Horus, Chennai, Delhi, Kolkata, etc.

Seminars and Workshops

IGJME also featured seminars and workshops on pioneering technology to hone skill sets, conducted by some of the world's leading speakers on topics related to diamond/jewellery manufacturing and optimisation of technology. It was an excellent opportunity for the trade visitors to obtain first-hand experience of the latest cutting-edge know-how. The seminars focused on upgrading of technology, which can lead to many positive developments in a manufacturing unit. Upgrading of technology helps in speedier processes, ultimately leading to lower cost of production along with optimum usage of resources.

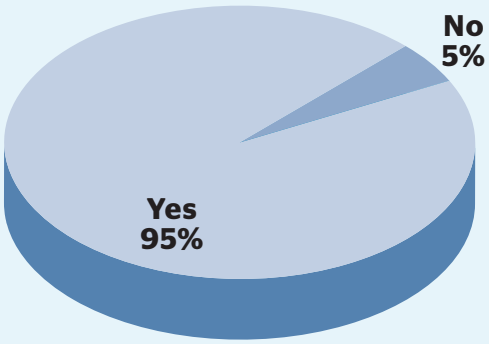
A special workshop was organised on "Optical Performance of Diamond" by Mr. Yuri Shelementiev from the Moscow State University, Russia which received remarkable response from attendees. Most of the manufacturers made sure that they didn't miss these enlightening sessions.

After reviewing the exhibitor feedback, it was seen that the overall business satisfaction rate of the exhibitors is above 95%, out of which more than 60% of the exhibitors were very happy with the response at the show. The overall feedback from the exhibitors on the concluding day of the IGJME was extremely positive and a majority of them expressed their willingness to continue participation in the next edition of IGJME.

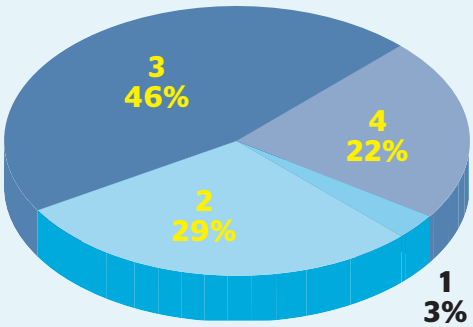
Exhibitors' Feedback

Sample size: 65 exhibitors

Willingness to continue participation in IGJME 2014



Overall Business Satisfaction



(1 is for Poor, 2 is Average, 3 for Good, and 4 is for Excellent)

GJEPC.org Revitalised

The Gem & Jewellery Export Promotion Council's (GJEPC) website, GJEPC.org, remains one of the most effective tools in reaching out to the domestic and international trade. Recent technical upgrades have expanded and improved the Council's digital footprint by enhancing traffic to the main website and other microsites.

The Council had appointed M/s Kwebmaker as the official agency for website development and maintenance. The site has features like e-commerce, a unified login, and dashboards for members. Some static pages are bilingual (English /Hindi). All the various features and functionalities with new design templates were made live, and a security audit of all websites is in progress.

Some of the recent developments at Gjepc.org include:

- Unified system – all properties on PHP & MySQL
- Real-time ERP integration
- Digital signature for membership certification
- High-end server with real-time backup
- New look for parent and all ancillary/microsites
- Event application forms unification with complete overhaul of exhibitor manual
- User-friendly website
- International design
- Regular news feed and industry analysis with a dedicated team for content management
- Social media presence with sizable followers and remarkable response during events

ERP System

The new ERP version of Microsoft Navision Dynamics 2009 ERP was made live in November 2013. All the regional offices were linked to centralised server located at the head office in Mumbai for accessing ERP software for real-time processes such as accounts, membership, KP, and other software modules. ERP has been customised to have data exchange between web applications and vice versa, which leaves audit trails for each of the operations.

During the 2013-2014 fiscal year, the IBM Cloud E-mail solution has been implemented at the Council. Mobiles apps are developed for IIJS and Signature on Blackberry, Android and Apple platforms to provide better service to members.

The Council has also implemented centralised data storage for all desktop users. Software logistic support for "Parichay Card" was provided. The project has been made live for the Surat region with a customised software module. In the future, the same software can be hosted on a cloud for multi-location access.

The Industry's Nerve Centre

Established in 1966, the GJEPC has over the years effectively moulded the scattered efforts of individual exporters to make the gem and jewellery sector a powerful engine that drives India's export-led growth. With more than 5,300 members spread all over the country, the Council is primarily involved in introducing 'Made in India' products to the international market and leverage their international relationships to promote exports. To achieve this, the Council provides market information to its members regarding foreign trade enquiries, trade and tariff regulations, rates of import duties, and information about jewellery fairs and exhibitions. The apex body of the gem and jewellery industry, the GJEPC is continuously working towards creating and retaining a pool of artisans and designers that are trained as per international standards so as to consolidate the Indian jewellery industry and establish it as a prominent global player in the jewellery segment. The GJEPC is currently led by Chairman Mr. Vipul Shah and Vice Chairman Mr. Pankaj Parekh at the helm.

The GJEPC represents the industry in the following capacities:

Trade Facilitator

The Council undertakes direct promotional activities like organizing joint participation in international jewelry shows, sending and hosting trade delegations and sustained image building exercises through advertisements abroad, publications and audio-visuals.

Advisory Role

A critical area of activity of the Council has also been aiding better interaction and understanding between the trade and the Government. The Council takes up relevant issues with Government and Agencies connected with exports and submit documents for consideration and inclusion in the EXIM Policy. The Council also grants membership, registration certificates and performs other roles as per the Exim Policy

Nodal Agency for Kimberly Process Certification Scheme

The GJEPC works closely with the Government of India and the trade to implement and oversee the Kimberly Process Certification Scheme. To that effect, the Council has been appointed as the Nodal Agency in India under the Kimberly Process Certification Scheme.

Training and Research

The Gems & Jewellery Export Promotion Council runs a number of institutes that provide training in all aspects of manufacture and design in Mumbai, Delhi, Surat and Jaipur. These training programmes are being conducted to ensure that the Indian industry achieves the highest levels of technical excellence. The Council has also established Gem Testing Laboratories across India, which are looked upon as upholders of the promise of purity. There is too, a constant endeavour to upgrade and improve both the training institutes and gemmological labs to ensure that they are abreast of developments the world over and are up to international standards.

Varied Interests

The Council also publishes a number of brochures, statistical booklets, trade directories and a monthly magazine. Solitaire International is one of India's best and most informed publications on the gem and jewellery industry and is produced by GJEPC, which is distributed internationally as well as to its members. The Council has also developed its own promotional audiovisual film- 'India – Your First Choice', which is dubbed in various international languages as well as screened at various trade shows.

Functions of the Council:

- To provide commercially useful information and assistance to members in developing and increasing their exports.
- To offer professional advice to members in areas such as technology upgradation, quality and design improvement, standards and specifications, product development, innovation, etc.
- To organise member delegations to explore overseas market opportunities.
- To organise participation in trade fairs, exhibitions and buyer-seller meets in India and abroad.
- To promote interaction between the exporting community and the government both at the central and state level.
- To build a statistical base and provide data on the exports and imports of the country, exports and imports of their members as well as other relevant international trade data

VISION STATEMENT

To make India the preferred source for quality gems and jewellery.

MISSION STATEMENT

To enable every individual associated with the Indian gem and jewellery industry to achieve their full potential.

GJEPC INDIA

Sponsored by the Ministry of Commerce & Industry

India Diamonds, Gems & Jewellery

THE GEM & JEWELLERY EXPORT PROMOTION COUNCIL

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