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Dear Readers,

To begin with, I would like to thank the past GJF Committee of Administration (COA) team for having guided the organisation to conduct the very first general COA elections in GJF. Secondly, I would also like to sincerely thank all the GJF members who supported us very positively in this exercise by responding with a 70% voting turnout. I feel proud to write to you as the Chairman of the most respected body of the gems and jewellery industry. Though I have been associated with GJF for a long time, the start of my journey as the Chairman marks the beginning of a new experience that will only bring me more close to the industry and understand its concerns even better.

Though the previous quarter was a little surprising, the G&J industry managed to recover the slowdown quite easily and speedily. We supported and appreciated the government's move of demonetisation. In the same quarter, GJF conducted the general COA elections for the first time and I thank you for supporting us in this exercise and casting your valuable votes. The new COA consists of enthusiastic team members and we shall together bring about various positive changes in the industry, along with your support and I am hopeful that you will strongly stand by us, like you have done in the past.

My personal aim as GJF's Chairman will be to reach out to even the most remote areas and increase our presence and get as many jewellers as possible under our umbrella. We shall also take up the GST issue with the government again on a fresher note. I am also very interested in introducing events, which will benefit the *karigars*, small-scale retailers and manufacturers from the industry. Some events will be re-introduced and be carried out on a larger scale. My tenure with GJF has just started and I along with my team and the valuable guidance of the past COA team plan to do as much for the industry as possible.

I feel glad to have touch based with you via this medium and hope that this magazine gives you a good insight of the previous quarter and also glimpses of our upcoming event – NJA.

Happy reading!

Nitin Khandelwal

Chairman

All India Gems & Jewellery Trade Federation (GJF)



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प्रिय पाठकगण,

सबसे पहले, मैं GJF में सर्वप्रथम COA चुनाव आयोजित करवाने में संगठन का मार्गदर्शन करने के लिए विगत GJF कमेटी ऑफ एडमिनीस्ट्रेशन (COA) टीम का धन्यवाद करना चाहूँगा। दूसरे, मैं GJF के उन सभी सदस्यों का भी हार्दिक आभार व्यक्त करता हूँ जिन्होंने 70% मतदान के साथ प्रत्युत्तर देकर इस कवायद में हमारा अत्यधिक सकारात्मक तरीके से समर्थन किया। मुझे रत्न एवं आभूषण उद्योग में एक सर्वाधिक सम्मानित निकाय के अध्यक्ष के रूप में आपको यह पत्र भेजते हुए गर्व महसूस हो रहा है। यद्यपि मैं लंबे अर्से से GJF जुड़ा रहा हूँ तथापि अध्यक्ष के रूप में मेरी यह यात्रा एक नए अनुभव के शुभारंभ का प्रतीक है जो मुझे इस उद्योग और इसकी समस्याओं को ज्यादा बेहतर ढंग से समझने के ओर ज्यादा करीब लाएगी।

हालांकि पिछली तिमाही थोड़ी चौंका देने वाली थी, फिर भी G&J उद्योग काफी आसानी एवं तेजी से मंदी से उबर गया। हमने विमोद्रीकीकरण की सरकार की पहल का समर्थन और प्रशंसा की। इसी तिमाही में, GJF ने पहली बार सामान्य COA चुनाव का आयोजन किया और मैं इस कवायद में हमारा समर्थन करने एवं अपना बहुमूल्य मतदान करने के लिए आप सबका धन्यवाद करता हूँ। नई COA में उत्साही टीम मेम्बर शामिल हैं और हम साथ मिलकर आपके समर्थन के साथ इस उद्योग में अनेक सकारात्मक बदलाव लाएंगे और मुझे पूरी आशा है कि आप सब दृढ़तापूर्वक हमारे साथ खड़े होंगे, जैसा कि आपने अतीत में किया है।

GJF के अध्यक्ष के रूप में, मेरा व्यक्तिगत लक्ष्य सबसे दूर-दराज के इलाकों तक पहुंचना और अपनी मौजूदगी का विस्तार करना, और यथासंभव अधिक आभूषण व्यापारियों को अपनी छत्रछाया के नीचे लाना है। हम सरकार के समक्ष GST का मसला भी दुबारा नए सिरे से उठाएंगे। मेरी ऐसे कार्यक्रम आरंभ करने में भी गहरी रुचि है जिनसे इस उद्योग के कारीगरों, छोटे विक्रेताओं और निर्माताओं को लाभ हो। कुछ कार्यक्रमों को पुनः आरंभ किया जाएगा और अपेक्षाकृत अधिक बड़े पैमाने पर संचालित किया जाएगा। GJF के साथ मेरा कार्यकाल बस अभी आरंभ हुआ है और अपनी टीम एवं विगत COA टीम के बहुमूल्य मार्गदर्शन के साथ इस उद्योग के लिए यथासंभव अधिक प्रयास करने की मेरी योजना है।

इस मंच के माध्यम से आप सबको स्पर्श करते हुए मुझे प्रसन्नता हो रही है और आशा करता हूँ कि यह पत्रिका आपको पिछली तिमाही की अच्छी परख और हमारे आगामी कार्यक्रम – NJA की झलक भी दिखलाएगी।

शुभ वाचन!

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PAYPAL STRENGTHENS ITS PRESENCE IN JEWELLERY AND FASHION SPACE

Leading open digital payments company, PayPal, has strengthened its presence in the jewellery and fashion categories by recently collaborating with ORRA, India's finest jewellery retail chain and AASHNI and Co., an online luxury fashion store. Other merchants in this category include Jaypore, Amrapali and Pothys. Partnering with PayPal has enabled these brands to access global opportunities and Indian consumers across the globe.

"We are seeing increasing popularity of ethnic Indian designs in jewellery and fashion across the globe, especially during the festive season. We want to enable Indian merchants to not only sell within the global marketplace

but also to do so with greater confidence. Our partnerships with a host of Indian brands will make them accessible to international consumers who choose PayPal as their trusted payment option," said Director - Large Merchants India, PayPal, Megha Thareja Tyagi. "Our market leading risk management capabilities help mitigate risks involved in cross border trade, enabling merchants to scale beyond geographical boundaries. We are delighted to promote homegrown Indian brands and further the Government's 'Make in India' initiative with these partnerships," added Thareja Tyagi.

Based on statistics from the International Monetary Fund's World Economic Outlook Database, Indian exports accounted for about 3.3 per cent of total Indian economic output in 2015. Last year, precious stones, jewellery and textiles were among the top ten products exported from India. PayPal has been consistently working towards empowering the Indian MSMEs to promote their businesses globally and contribute towards foreign exchange earnings.

AYYAPPA'S SACRED JEWELLERY BROUGHT BACK TO PANDALAM

The Thiruvabharanam, sacred jewellery of the presiding deity at the Ayyappa temple



at Sabarimala, was brought back to Pandalam Palace in a procession. The Thiruvabharanam was offered to the temple by the king of the erstwhile Pandalam royal dynasty who is believed to be the foster father of Ayyappa. As has been the custom for the past several years, the Travancore Devaswom Board used to take the sacred jewellery in a ceremonial procession, led by a representative of the Pandalam Palace, to Sabarimala for the Makaravilakku festival every year. This year, the procession was led by the royal designate, P. G. Sasikumar Varma. The Ayyappa idol was decorated with the jewellery prior to the deeppradhana on the Makaravilakku day. The procession carrying the Thiruvabharanam began its return journey from Sabarimala immediately after the closure of the temple in January 2017. The royal entourage halted at Laha Sathram, Perinad Sastha Temple, and Aranmula Palace during its course.

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GOVT MAY ANNOUNCE INCENTIVES FOR GEMS AND JEWELLERY IN BUDGET

The Government is expected to announce steps like cut in the gold import duty and incentives to set up gems and jewellery parks in the Budget to promote growth of the industry. The Commerce and Industry Ministry has discussed and suggested its finance counterpart several steps for the sector such as "cut in gold import duty, a gold policy and support for setting up of jewellery parks," sources said. The industry has demanded cut in the import duty from the current 10 per cent to 2 per cent. It has time and again stated that reduction in the taxes would help check shift of business to neighbouring countries and smuggling.

The demands for setting up of jewellery park was in line with the Information Technology parks. These parks get support in terms of easy labour policy, single-window clearance of projects besides fiscal and non-fiscal support. The sector assumes significance as it is a labour-intensive area. The gems and jewellery sector contribute around 6-7 per cent of the country's GDP. It also significantly contributes to the country's foreign exchange earnings. It gives employment to over three million people. To curb grey market and boost the organised players, the Gem and Jewellery Export Promotion Council (GJEPC) is expecting that the Government may reduce the import duty on gold to around 5 per cent in the Budget.

BIS REVISES INDIAN STANDARD ON GOLD HALLMARKING

Bureau of Indian Standards (BIS) has revised Indian Standard on gold hallmarking recently. "Indian standard on gold hallmarking has been revised and has been made effective for implementation with effect from January 1, 2017," BIS said in a release. The hallmarked gold jewellery will now be available in three grades of 14-carat, 18-carat and 22-carat. The caratage will also be marked on jewellery in addition to fineness for convenience of consumers. Henceforth, for 22-carat jewellery, 22k will be marked in addition to 916 (22K916), for 18-carat jewellery 18k will be marked in addition to 750 (18K750) and for 14-carat jewellery, 14k will be marked in addition to 585 (14K585), it added. Hallmark on gold jewellery will now have four marks, like the BIS mark, the purity in carat and fineness, assaying centre's identification mark and jeweller's identification mark, the release said.



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DUBAI IMPOSES 5% IMPORT DUTY ON GOLD JEWELLERY

Dubai has imposed a five per cent import duty on gold and diamond jewellery. The import duty is being seen as a precursor to the introduction of a value-added tax regime in Dubai, jewellers said. The new levy may however, boost bridal jewellery sales in India because many Indian shoppers had turned to Dubai, owing to the cheaper gold there for their gold shopping and now the price difference may no longer be attractive enough. India's handmade jewellery is highly popular in Dubai, where Gold Souk, a prime market for the yellow metal and similar to Zaveri Bazar in Mumbai, houses many prominent wholesale and retail jewellers. "Over the years R 4,000-5,000 crore of bridal jewellery purchase, for a certain class of people, has shifted to Dubai. A significant portion of this business can come back to India," said Ashok Minawala, Director, All India Gems & Jewellery Trade Federation. Nearly 45-50 per cent of gold jewellery consumed in Dubai goes from India. Jewellery design in Dubai is expected to get a major boost as dependence on imports from India reduces, executives said. Other jewellers said import duty introduced by Dubai will not apply to all exports from India to the Emirates. There is no duty on jewellery that is imported for export to other parts of the world. The jewellery exported for local use in Dubai only will attract a 5 per cent duty. Buying jewellery from Dubai has been lucrative for Indian tourists due to reliable quality of gold there.



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SIGNATURE IIJS 2017 AND INDIA GEM & JEWELLERY MACHINERY EXPO IN FEBRUARY 2017

The 10th edition of Signature IIJS 2017 is all set to unveil the most coveted premium jewellery and kick-start the new buying season from February 6-9 at the Bombay Exhibition Centre, Goregaon. The 4th edition of India Gem & Jewellery Machinery Expo (IGJME), one of the leading gem and jewellery (G&J) technology fairs, will be held in conjunction with Signature IIJS on the same dates and at the same venue.

After further deliberations with exhibitors at Mumbai and Jaipur, the following has been decided by the Council with regard to the organisation of Signature IIJS, 2017:

Signature IIJS Show Dates & Timings (6th to 9th February, 2017) for VISITORS:

6th February, 2017—Visitor's time—1.00 pm to 8.00 pm
7th -8th February, 2017—Visitor's time—10.00 am to 8.00 pm
9th February, 2017—Visitor's Time—10.00 am to 6.00 pm

Signature IIJS Show Dates & Timings (6th to 9th February, 2017) for EXHIBITORS:

6th February, 2017— Exhibitor's time— 6.00 am to 9.00 pm
7th -8th February, 2017—Exhibitor's time—8.00 am to 9.00 pm
9th February, 2017— Exhibitor's Time— 8.00 am to 9.00 pm

All the booths of IGJME are being re-located to a new location in Hall No. 1 with separate entry and exit from that of IIJS Signature. As a concession to visitors impacted by the recent demonetisation scenario, Phase 1 of Visitor Registration has been extended up to 31st January 2017 and Phase 2 of Visitor registration has been withdrawn. The charges for registration fees as per Phase III will be applicable from 1st February 2017.

Signature IIJS features well-defined sections of diamonds, gemstones,

gold and studded jewellery. The main highlight of the show is the Signature Club, which showcases the most exquisite couture jewellery by the leading manufacturers of the country. The event is poised to witness more than 550 exhibitors, 1000+ stalls and is expected to draw 13000 visitors from over 455 cities, towns, pan India and over 55 countries. Around nine thousand visitors have pre-registered and GJEPC has confirmed with them about their visit to Signature IIJS-2017 already. Throughout January, the council lined-up an extensive road show and promotion campaign amongst retailers all over India to have the very best possible visitor turnout ever at Signature IIJS.

Buyer delegations from countries such as UK, Iran, Russia, Uzbekistan, Turkey, Lebanon, China, Hong Kong, UAE, Saudi Arabia, Oman, Sri Lanka, Bangladesh and Nepal, among many others will be visiting the show. Technology and educative seminars are also being organised for the first two days of the show. Signature IIJS provides a perfect platform for the country's leading manufacturers and retailers to facilitate an exchange of market insights and knowledge, providing networking opportunities for business. In addition to that, an exclusive 'By Invitation Only' networking evening has been organised for exhibitors and buyers to further explore business opportunities and strengthen existing business ties. **For more details, log on to:** www.iijs-signature.org/www.gjepc.org/igjme

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VILLAGERS RECYCLE OLD GOLD POST DEMONETISATION

The cash crunch unleashed by demonetisation has forced Indian villagers to recycle household gold before the wedding season as they were unable or reluctant to spare cash for jewellery despite gold crashing to R27,500 per 10 gm from R31,500 per 10 gm on November 8. "A shortage in cash supply has prompted the agrarian community to recycle their old gold for meeting wedding demands. Cash purchase for new gold has been less by almost 50 per cent in

rural India," said Nitin Khandelwal, Chairman, All India Gem & Jewellery Trade Federation (GJF).

Rural India consumes about 60 per cent of the gold India imports. A lot of old gold has entered the market from rural India post demonetisation. Since farmers do not have access to plastic money and are not acquainted with online transactions, they were forced to recycle their old gold, experts said. Even jewellery firms are luring people to recycle old gold. For instance, while rural India is banking on old gold to meet their wedding demands, jewellers have not seen a significant rise in new purchase of gold.

NOTE BAN SQUEEZED GOLD DEMAND TO 650-750 TONNES: WGC

Due to demonetisation, India's demand for gold declined to 650-750 tonnes in 2016 because of measures adopted by the government to discourage sales of the metal, the World Gold Council (WGC) said in its latest report. The country's gold demand would now average to around 850-950 tonnes every year till 2020 as a result of the transformational changes in the system to curb black money and increasing focus on transparency, the report said. A fifth of India's demand in 2016 was met by smuggled gold, which has become prominent since 2013, when the government started raising the import duty on the metal. The report estimates gold smuggling at 120-135 tonnes in 2016, almost similar to 2015.

WGC Managing Director, Somasundaram P.R. said that smuggling had declined sharply since the note ban. "Together with introduction of the goods and services tax, mandatory hallmarking and a push by jewellers to promote non-cash payments, the gold trade will become more transparent," he added. WGC estimates gold holdings by households at 24,000 tonnes with temples and other religious places holding 2,000-4,000 tonnes. The WGC has sought incentives for electronic trade in jewellery and exchange trade funds. Physical and electronic transactions in gold and jewellery now attract similar duties. "An Indian benchmark price for gold will usher in transparency," Somasundaram said. The import of gold in 2016 has been the lowest since 2003, according to the GFMS TR. The organisation has estimated the official gold import in 2016 at 492 tonnes, a large part of that being for export. The customs duty from gold import could be approximately Rs 8,000 crore, about less than half of what was collected a year ago. The low revenue also leaves room for cutting the import duty on gold to bring it in alignment with the proposed goods and services tax (GST), whose rate could be 4-6 per cent.

At present, the customs duty is 10 per cent and the excise duty is 12.5 per cent, but with



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input credit, it is just one per cent. All efforts to discourage gold import will be incomplete if jewellers do not get local supplies, which is possible only if idle gold lying with Indian households is mobilised and for this the Gold Monetisation Scheme (GMS) is an ideal vehicle. The Government is pushing banks towards this end. However, 25,000 tonnes of gold lying with Indian households and temples can come out only if there is some assurance on questioning from the Income Tax (IT) department. The Government recently reiterated what a two-decade-old IT circular said, which is if during IT searches gold is found up to the certain limits prescribed, it cannot be seized, and if it is inherited then there is no tax on it. Experts say the government should clarify that if women inherit gold up to 500 gm, it can be considered as *streedhan* (women's property). And if such inheritance can be supported by documents, bills or will of gift, deed etc, then such gold, when deposited under the GMS, no questions on the source should be asked. ■



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AS THAILAND'S G&J EXPORTS DECLINE, GOVT. OFFERS SOPS TO MAKE IT A GLOBAL HUB

Thailand's gems and jewellery exports will likely decline for a second year straight amid increased competition and a global economic slowdown, Kasikorn Bank's research firm said. Thailand's jewellery segment has traditionally been a major export revenue earner. The Southeast Asian country is a regional manufacturing base known for its extensive network of diamond and gems artisans. But Thai exports of gems and jewellery, excluding gold, would be down by 3 per cent, Pimonwan Mahujchariyawong, senior economist at the Kasikorn Research Center, said. Shipments had previously declined by 1.6 per cent in 2015. "In 2017, growth of this sector would be limited because of high market competition in the midst of a global economic



slowdown," she said. Suttipong Damrongsakul, President of the Thai Gem and Jewelry Traders Association, said some firms have shifted their production bases away from Thailand to key rivals, including Vietnam and Myanmar where production costs are cheaper. Business investment specialists at Gemopolis, an industrial estate in the Thai capital Bangkok, that hosts about 200 diamond, gems and jewellery firms, are of the opinion Thailand should focus on product design and add some spark to the current scenario by focusing more on product design to create market value. Labour Minister, Sirichai Ditthakul, also wants a policy to support Thailand as a global centre for jewellery trade, for which the Ministry of Labour has already set wage standards for the jewellery industry since 10 August, 2016. He went on to say that workers who passed the National Skill Standards will receive reasonable wages in relation to their skills, knowledge, abilities, and work experience. Workers will also be encouraged to develop their skills in order to increase their income. The Labour Ministry has also assigned the Department of Skill Development to cooperate with the Gem and Jewelry Institute of Thailand, to develop personnel for this field, to enhance competitiveness.

VIETNAM JEWELLERS GIVE TIPS ON HOW TO IDENTIFY FAKE DIAMONDS

It is difficult to tell the difference between authentic and fake products, even with the help of testing machines. Given advanced science and technology, aside from natural diamonds, many labs have created diamonds and synthetic diamond-like stones have been introduced in the market. However, some traders have used the products to cheat customers, resulting in heavy losses for buyers of cheap Cubic Zirconia stones (CZ stones) or moissanite gems at high prices.

To protect consumer rights, at a workshop on Chemical Vapour Deposition (CVD) Diamond Issues, experts discussed many types of diamond, manufacturing process, properties of lab created diamonds and their impact on the diamond market. Besides, the workshop also introduced machines for distinguishing natural, man-made and fake diamonds. Notably, there are many types of lab created diamonds less than 3 carats, called small diamonds. These products can be easily mixed with natural diamonds in large batches or while making jewellery. Moreover, the synthetic diamonds are manufactured with high technology, so it is difficult to detect them with ordinary machines and microscopes. Only modern machines worth thousands of U.S. dollars can do it. A lab created diamond has completely the same physical and chemical composition as a natural diamond. Nonetheless, there is a clear distinction between lab created and fake diamonds. The lab created diamonds are not fake. They are produced at laboratories in a short period of time and their value is only 30 per cent of a natural diamond. Therefore, consumers may suffer losses



if manufacturers and sellers are equivocal in diamond quality. The mixture of different kinds of small diamonds in the market had eroded the trust of consumers and affected operations of decent enterprises. Experts recommended customers to buy diamond jewellery or diamonds from only reputed stores. In addition, customers should be given certificates for natural diamonds when purchasing them.

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NEW FPCCI LEADERSHIP TO FOCUS ON EXPORT OF GEMS AND JEWELLERY

All Pakistan Gems Merchants and Jewellers Association (APGMJA) pins high hopes on the newly elected body of Federation of Pakistan Chambers of Commerce and Industry (FPCCI), led by Zubair F. Tufail as the new president and hopes for a visible increase in gems and jewellery exports.

Being jubilant on the sweeping victory of United Business Group (UBG) in FPCCI for the third consecutive year of FPCCI annual elections, APGMJA's spokesman, Kashif-ur-Rehman, who is also member of FPCCI's Executive Committee, was very confident that the new office bearers would successfully carry forward UBG's mission of economic prosperity in the country through industrial revolution and capturing regional and international markets with cost and quality competitiveness.

He praised patron-in-chief of UBG and former president FPCCI, S. M. Muneer and Chairman of UBG, Iftikhar Ali Malik, for picking the right people to lead this apex trade body of the country. Zubair F. Tufail is expected to be the best captain in steering FPCCI towards its goals. He is a very professional and competent businessman and enjoys a good rapport with the concerned government functionaries. FPCCI has been playing a dynamic role for promotion of trade and industry in the country besides guarding the interests of the business community. Kashif-ur-Rehman said APGMJA has many initiatives on the cards for boosting production and finding new international markets for Pakistani gems and jewellery products under the leadership of Tufail and Chief Executive Officer, Trade Development Authority Pakistan (TDAP), S. M. Muneer, who has been extending all possible support and facilitation to this new emerging industry. "APGMJA is trying its best to find maximum and easy access for its members to international markets," he reassured. He said that at present the main export destinations of Pakistani gems and jewellery are United States of America, United Arab Emirates and the United Kingdom. He said the industry has a big potential to grow and significantly contribute to exports of the country. However, he added, it needed more incentives and facilitation from the government.



INDIA ASKS AZERBAIJAN TO REDUCE CUSTOMS DUTIES FOR JEWELLERY IMPORT

India has requested Azerbaijan to reduce customs duties for jewellery import. The issue was discussed by representatives of India's Gem and Jewellery Export Promotion Council (GJEPC) with the Indian Ambassador to Azerbaijan, Sanjay Rana. The meeting was held at the GJEPC headquarters with the participation of GJEPC Chairman, Praveen Shankar Pandya and Executive Director, Sabyasachi Ray.

Reportedly, representatives of GJEPC have requested for a discussion on the reduction of customs duties with Azerbaijan's Finance Ministry. Meanwhile, GJEPC representatives intend to invite Azerbaijani jewellers to the Signature IIJS exhibition, to be held in February 2017. Ambassador Sanjay Rana, for his part, proposed to organise a mission of Indian jewellery exporters to Azerbaijan and hold an exhibition of Indian jewellery there. The best period for this is January-March or September-November, according to him. Trade turnover between Azerbaijan and India totalled almost \$451.13 million in January-November 2016, including \$399 million – for the export of goods to India, according to Azerbaijan's State Customs Committee. According to these statistics of 2016, India ranked 11th among Azerbaijan's trade partners.

INTERNATIONAL JEWELLERY TRENDS FOR 2017

In 2017, jewellery trends like bracelets with crystals, chains, thinned-thread bracelets with beads in Pandora style and handmade bracelets are predicted to be in fashion. On a classic note, 2017 is also marked for the return of the vintage Victorian look, geometric shapes as well as a return of focus on the natural and tribal look of a variety of cultures. One of the great inspirations for 2017 is the antique look, and many runway shows highlighted the Victorian era as one of the most popular themes among many high-end designers. Furthermore, headbands with flowers, fabric rims, ribbons and various chains are also going to be trending in the boho jewellery segment in 2017. Gold rings with pearls, stones and crystals will be popular as well as an affordable option. The main focus will be on big and unusual geometric forms. Just like bracelets, vintage and retro style rings will be very in style. After last year's Nineties and antique style tsunami, a wind of fresh innovation blew through the ranks of African jewellery designers who showcased cuffs, bracelets over sleeves, strings of pearls, single earrings, layering and brooches for their 2017 collections on the international runways.



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JEWELLERS FIGHT TECHNO-FASHION GADGETS IN CHINA

The world's largest market for wearable devices, appealing to technology-enthusiasts and fashionistas alike, is China. While digital brands are focusing on style, fashion labels are incorporating the elements of smart technology in their products.

Smartwatches were the most popular wearable devices last year and the trend is likely to continue through 2017. Last year, 38.76 million units of wearable gadgets were shipped from China, a 57.1 per cent rise as compared with 2015, according to International Data Corporation. The US market research company estimated such shipments would touch 50 million this year, taking the market value to more than 26 billion Yuan (\$3.76 billion).

Digital is where the future is headed and Chinese jewellery companies are trying to make the most of the trend, too. Beijing-based smart jewellery brands have been emphasising on jewellery over technology. Connected to a phone application, users can greet their friends and family members who wear the brand's jewellery, with sparkles signalling the arrival of such messages. In 2015, when Apple Inc released watches in association with the French luxury house, Hermes, it took the fashion world by storm. With expertise in technology, such brands are trying to expand their base to more fashion-focused customers. Manufacturers want to make wearable technology that does not look like mere gadgets. They want to make products that

are indistinguishable from jewellery. Technology brands are going to emphasise more fashion in order to differentiate themselves from other technology-oriented products.



CHINESE JEWELLERY BRAND SETS GUINNESS WORLD RECORD FOR GOLD JEWELLERY PURITY

Chinese jewellery brand, Mokingran, was officially awarded the Guinness World Record for the purest gold jewellery at a certification and product launch ceremony held at the World Trade Center Hotel in Beijing recently. The company's exclusively designed pure gold Tang Lions series has achieved purity of up to 99.99 per cent. Previously in May, 2016 media outlets in China reported that Mokingran had also broken the Guinness World Record for world's largest gold ring, which reportedly weighs in at 82.20 kg. Brittany Erin Dunn, the Guinness Book of World Records officer for Greater China certified the creation of the record, and was joined at the event by China Gold Association Vice-President and

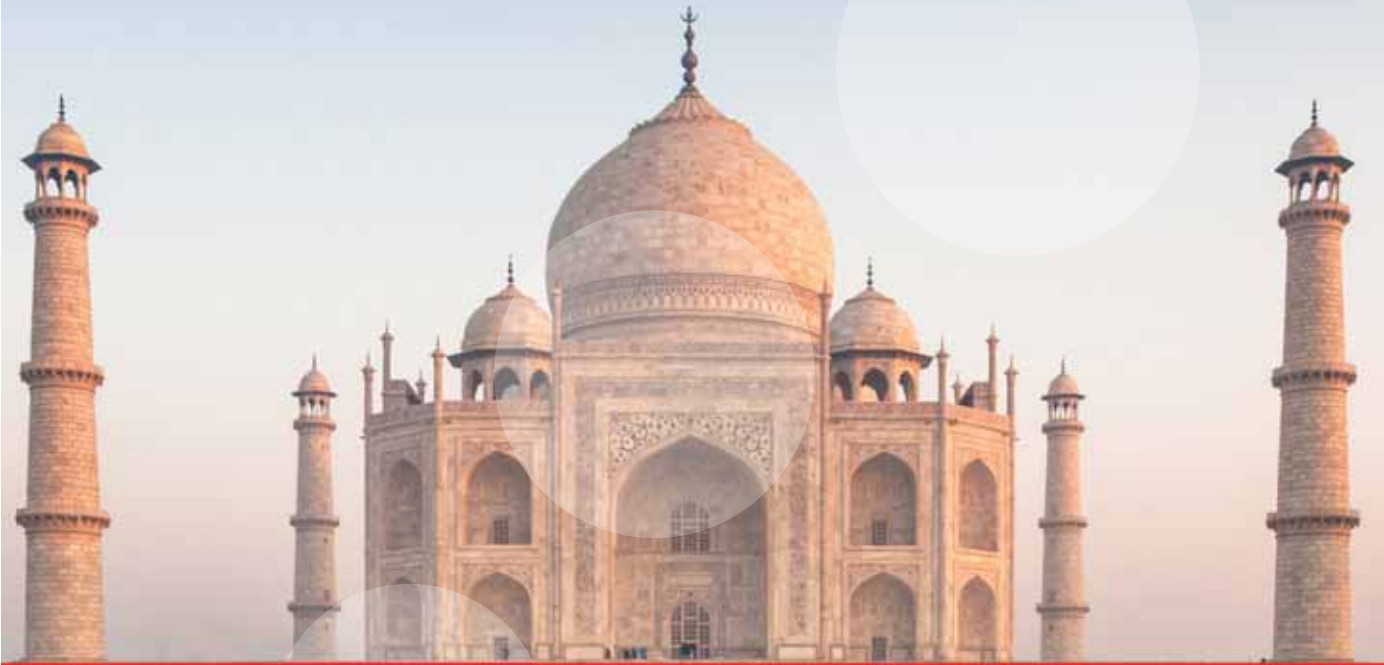
secretary-general, Zhang Yongtao, China National Diamond Gold Quality Inspection Center Director, Liu Xiaowei, Vice-President of China Instrument Analysis branch, Liu Changkuan and Chinese Master of Arts and Crafts, Wang Peng.

Mokingran Chairman, Wang Zhongshan, delivered the keynote speech. As one of China's largest gold jewellery groups, Mokingran is involved in design, production, processing, brand operations, sales services and research and development. The company's mission is to create a whole industry chain of world-class gold jewellery carrier brands and thus to show the world the beauty of China. With nearly 2,000 employees, and an advanced production base, Mokingran was the first to develop non-solder welding technology and 99.99 per cent pure gold jewellery. It processes nearly 100 tons of gold jewellery per year. These products are sold to more than 30 provinces, municipalities and autonomous regions, as well as Hong Kong and Macau. ■



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Former GJF Chairman with celebrity showstopper and NJA 2015-16 winners

Celebrating Creativity

The core objective of GJF's National Jewellery Awards (NJA) is to nurture creativity and honour innovation. Given the credibility that the GJF commands, the NJA is regarded as a prestigious recognition that celebrates jewellery through the craft, passion, devotion, enthusiasm and innovative spirit of jewellers. As the countdown begins to the 2016-17 NJA, we detail relevant information concerning the Awards and its categories.

GJF - NATIONAL JEWELLERY AWARDS 2016-17

- NJA is GJF's endeavour to stimulate industry growth. It is the ultimate platform to inspire and recognize true talent among GJF's valued members and associates. Nurturing creativity and honouring innovation, inspiration, passion, craft and devotion that inspires the flair for new talent is the core objective of NJA.
- The immense success and recognition of NJA Awards in the industry has determined the four innings of NJA to emphasize on brilliant aspects catering to every vital section of the industry.

- NJA is not a reserved body or an assortment of panel which does not comprehend every level of the pyramid; it is industry's recognition by the industry, from the industry to the industry.

Objective of NJA

The National Jewellery Awards serves to connect with the National Gems and Jewellery communities which further emphasize and support the upcoming talent in national destinations and communities. It promotes and motivates the traditional essence of Indian culture in the form of jewellery



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Benefit to Participants

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NJA Categories

The National Jewellery Awards will be given in 25 categories across 6 different segments. Each category has a timeline along with its very own intensive assessment process to recognize and reward the winner in the most appropriate manner that will propel the growth and provide opportunities that one rightfully deserves.

- Jewellery Award
- Excellence Award
- Store Award
- Special Encouragement Award
- Designer Awards
- Student of the Year Award

Segment 1 - Jewellery Award

Gold Jewellery Design of the Year

- The jewellery pieces submitted under this category must be made of gold (22k or in 18k only) without the use of any other metals and/or stones.
- The jewellery piece can be made purely in gold or in minimum 75% gold & 25% *kundan* or stone
- Necklaces, necklace and earring sets, *kangans*, arm and waist

- bands etc. are eligible for participation under this category
- All design of the jewellery sets submitted (any combination i.e necklace and earrings, earnings and *kangans* etc.) should be of the same theme/design
- The pieces submitted should be aesthetically appealing and practically wearable. It should set a new benchmark in terms of design, craftsmanship and inspiration in a way that highlights the beauty and virtues of gold to appeal to the present day Indian consumers
- The participant can submit multiple entries provided the design of the jewellery submitted is different. In case of multiple entries with the same design is submitted, only one entry will be considered for the awards category

Diamond Jewellery Design of the Year

- The jewellery pieces submitted under this category must be primarily made with diamond in gold and must be of 22k, 18k or 14k
- The jewellery piece must not include any other precious/semi-precious stones, beads, pearls.
- Necklaces, necklace and earring sets, *kangans*, arm and waistbands etc. are eligible for participation under this category
- All design of the jewellery sets submitted (any combination i.e necklace and earrings, earnings and *kangans* etc.) should be of the same theme/design
- The pieces submitted should be aesthetically appealing and practically wearable. It should set a new benchmark in terms of design, craftsmanship and inspiration in a way that highlights the beauty and virtues of diamonds to appeal to the present day Indian consumers



Celebrity showstopper with NJA 2015-16 winners



Jai Gulab Dev

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- The participant can submit multiple entries provided the design of the jewellery submitted is different. In case multiple entries with the same design is submitted only one entry will be considered for the awards category

Platinum Jewellery Design of the Year

- The jewellery piece contending for this award should be primarily made of platinum
- Any jewellery which is made of platinum studded with or without precious stones is eligible for participation in this category
- Necklace set (including earrings), chains, rings, earring sets, *kangans*, pendant/pendant sets (including earrings) are eligible for participation under this category
- The pieces submitted should be aesthetically appealing and practically wearable. Besides it must also have fantastic design, impressive finish and remarkable craftsmanship
- The participant can submit multiples entries provided the design of the jewellery submitted is different. In case multiple entries with the same design is submitted, only one entry will be considered for the awards category

1.4 Gold Bridal Jewellery of the Year

- The jewellery pieces submitted under this category must be made of gold with or without precious and semi-precious stones and can be of various gold colours above 200 grams in 22k or in 18k only
- The jewellery piece should be made without the use of any other metals listed above
- The jewellery piece must be a design that can be worn by brides as part of the bridal attire
- The jewellery can be of traditional type or ethno-contemporary style
- The jewellery pieces submitted for under this category must have minimum three pieces of ornaments (e.g. necklace with pair of earrings)
- All the jewellery submitted for this award category should be wearable in nature
- The participant can submit multiples entries provided the design of the jewellery submitted is different. In case multiple entries with the same design is submitted only one entry will

be considered for the awards category

1.5 Diamond Bridal Jewellery of the Year

- The jewellery pieces submitted under this category must be primarily made of diamond in gold of 22k, 18k, 14k and should be above 25 carats of diamond
- The jewellery pieces can also include colour stones, uncut diamonds in gold or platinum (open setting without shellac/lac or any filling)
- The jewellery pieces must be a design that can be worn by brides as part of the bridal attire
- The jewellery pieces submitted for under this category must have minimum three pieces of ornaments (e.g. necklace with pair of earrings)
- All the jewellery submitted for this award category should be wearable in nature
- The participant can submit multiples entries provided the design of the jewellery submitted is different. In case multiple entries with the same design is submitted only one entry will be considered for the awards category

Silver Jewellery of the Year

- The jewellery pieces submitted under this category must be made in 925 sterling silver only
- Any jewellery which is primarily made of silver with or without precious, semi-precious stones, diamond, colour stones, pearls, coral, beads with/without enamel work are eligible to participate in this category – we have removed CZ and Swarovski elements out of this
- The jewellery can be of any styling or fashion but should be wearable in nature
- Only one jewellery piece/ pair of ornament can be submitted under this category
- The participant can submit multiples entries provided the design of the jewellery submitted is different. In case multiple entries with the same design is submitted only one entry will be considered for the awards category

♦1.7 Men's Jewellery of the Year

- ♦ The jewellery piece participating under this category must be specifically designed for men
- ♦ The jewellery can be made of precious metals such as gold,



Celebrity showstopper with NJA 2015-16 winners



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platinum, and precious, semi-precious stones, diamonds

- ◆ Other materials such as rubber, leather and ceramics can be used to enhance the look of the product
- ◆ The jewellery designs submitted must complement appeal to the fashion sensibilities of the present day's Indian men
- ◆ Jewellery piece can be of styling or fashion but must be wearable in nature
- ◆ The participant can submit multiples entries provided the design of the jewellery submitted is different. In case of multiple entries with the same design is submitted only one entry will be considered for the awards category

1.8 Heritage Jewellery of the Year

- ◆ Jewellery pieces submitted under this category must be made of gold with uncut diamonds, kundan and gemstones (precious /semi-precious) and must have an essence of Indian heritage and ethnicity
- ◆ The designs should be inspired from or symbolic of a bygone era – (Mughal, Victorian, Rajputana, etc)
- ◆ It should have an essence of timeless elegance – an heirloom piece which can be passed down generations
- ◆ Necklace sets (including earrings), *kangans*, hair accessory arm and waist bands. are eligible for participation under this category
- ◆ All the jewellery submitted under this category should be wearable in nature
- ◆ The participant can submit multiples entries provided the design of the jewellery submitted is different. In case of multiple entries with the same design is submitted only one entry will be considered for the awards category

1.9 Innovative Jewellery of the Year

- ◆ Jewellery designs demonstrating innovative strength, distinctive visual appeal, manufactured using unique and innovative technology
- ◆ Besides making a style statement, the hallmark of this shortlisted jewellery piece should be the inspiration of its innovative streak and design quotient
- ◆ It must also possess good design and craftsmanship that would by definition make it unique in character
- ◆ The entries submitted under this criteria can be any innovative jewellery or any innovative accessory item (non-jewellery pieces as well) e.g brooch, tiara, key chains, wallets, belts, watches, mobile covers etc.

Segment 2 - Excellence Award

2.1 Advertising Campaign of the Year - Audio Visual

- ◆ An innovative and creative advertising campaign created by the participant in an audio/video medium to be displayed on television only
- ◆ The advertisement must be unique in nature and must stand out of the clutter to send a very positive message about the product and the company.
- ◆ The entries should clearly highlight the objective of the campaign, the execution strategy and impact of the campaign

2.2 Advertising Campaign of the Year – Print

- ◆ An innovative and creative advertising campaign created by the participant in the print medium for e.g. newspaper, magazines, journals etc.
- ◆ The advertisement must be unique in nature and must stand out of the clutter to send a very positive message about the product and the company
- ◆ The entries should clearly highlight the objective of the campaign, the execution strategy and impact of the campaign

2.3 360 Degree Campaign of the Year

- ◆ 360 degree campaign award will be given to a unique and creative marketing campaign that facilitates brand visibility to customers through using all advertising and promotional tools, such as Television Ads, Print Ads, Outdoors, Digital, Activation, Radio (minimum 3 mediums)
- ◆ The participant will be required to submit the relevant AV/JPEG's of these campaigns done in the year 2016 and also the report of effectiveness if available

2.4 Digital/Social Media Campaign of the Year

- ◆ To recognise specialised retailers who have effectively built a promotion campaign to tap into online medium by designing innovative website/application/social media platforms aimed to enhanced sales
- ◆ The jury panel for this category will include renowned web designers and senior personnel from e-commerce businesses

2.5 Innovative Promotion of the Year

- ◆ A unique, innovative, creative marketing idea or promotion used by the jeweller to create significant impact on the target consumers base, achieve consumer delight and has contributed to increased sales. For eg. festive schemes, discounts, loyalty programmes.

Segment 3 - Store Award

3.1 Retail Chain of the Year

To recognize a retail chain (this consists of minimum 5 or more retail outlets in India) with the most innovative concept. The concept should have been successful in enhancing product display and footfalls. For this category, one or more of the following criteria will be used to shortlist and determine the winners –

- ◆ Aesthetics of the store (interiors, lighting, environment, display etc.)
- ◆ Creativity and Innovation
- ◆ Customer Service
- ◆ The selection panel will be renowned interior designers, HR grooming trainers and visual merchandisers.

3.2 Single Store of the Year

- ◆ Recognise the most innovative concept for a single store set up in North, Central –East, West and South of India. The concept should have been successful in enhancing product display and footfalls. For this category, one or more of the following



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Celebrity showstopper with NJA 2015-16 winners

criteria will be used to shortlist and determine the winners

- ♦ Aesthetics of the store (interiors, lighting, environment, display etc.)
- ♦ Creativity & Innovation
- ♦ Customer Service

Segment 4 - Special Encouragement Award

4.1 Lab/Refinery of the Year

- Scoring based on good interiors and the total area, size of the lab/refinery in sq. ft
- Required to give total number of staff employed, certificates,

North	North India comprises of Delhi, Uttar Pradesh, Himachal Pradesh, Jammu & Kashmir, Punjab, Uttarakhand, Chandigarh, Rajasthan and Haryana
Central –East	Central-East India comprises of Assam, Arunachal Pradesh, Bihar, Jharkhand, Nagaland, Orissa, Sikkim, Tripura, West Bengal, Mizoram, Manipur, Meghalaya and Madhya Pradesh
West	West India comprises of Gujarat, Maharashtra, Daman & Diu, Dadra & Nagar Haveli and Goa
South	South India comprises of Karnataka, Kerala, Tamil Nadu, Andhra Pradesh, Lakshadweep, Telangana, Andaman & Nicobar and Pondicherry

licensing and latest equipment's for audit Process

- Case study about Brand's reputation will aid in judging process
- ♦ Quality Assurance and QMS policies and certifications
- ♦ Health and Safety Score
- ♦ Labour Law compliances

4.2 Manufacturer of the Year (Gold)

- The manufacturer of the year will be awarded based on the area and size of the factory in sq. ft. number of employees, quality of work process, certificates, licensing and annual turnover
- Story about Brand's reputation/ goodwill or an appreciation letter/ certificates from the customers/

- ♦ Government Authorities (if any) will aid in judging process
- ♦ Quality Assurance and QMS policies and certifications
- ♦ Health and Safety Score
- ♦ Labour Law compliances

4.3 Manufacturer of the Year (Diamond)

- The manufacturer of the year will be awarded based on the area and size of the factory in sq. ft. number of employees, quality of work process, certificates, licensing and annual turnover
- Story about brand's reputation/ goodwill or an appreciation letter/ certificates from the customers/ Government authorities (if any) will aid in judging process
 - ♦ Quality assurance and QMS policies and certifications
 - ♦ Health, Hygiene Score
 - ♦ Safety Score
 - ♦ Labour Law compliances

Segment 5 - Designer Award

Designer – CAD

This category is to acknowledge CAD jewellery designers based on the design aesthetics, finesse and proportion. Rendering of the product on the software must be exceptional and the design must be feasible to manufacture and wear.

One or more of the following evaluation criteria to be used by the jury:

- Workmanship and skills
- Design aesthetics and innovation
- Feasibility and practicality of design

Designer - Hand sketch

- This category aims to award the designer with the most aesthetic hand-sketched design of jewellery piece. The jewellery designs must be feasible to manufacture and should be wearable.

One or more of the following evaluation criteria to be used by the Jury:

- Workmanship and skills
- Design aesthetics and innovation
- Feasibility and practicality of design

Segment 6 - Student of the Year Award

- ♦ Any individual who is currently studying in a jewellery designing institute (May or may not be affiliated to any other body/board) can participate for these Awards
- ♦ The jewellery design submitted must be innovative, novel and extraordinary. It must be technically viable to manufacture and must be wearable with ease and comfort
- ♦ The student is allowed to submit only one design for the category. Multiple entries of same or different design will not be accepted
- ♦ The award will be given to the top 10 applications received ■

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THE ELECTION BUZZ

The All India Gems & Jewellery Trade Federation (GJF), a national trade federation of repute, held its election for its new Committee of Administration (COA) in December 2016. The entire e-voting election process was conducted by an authorised independent person (Returning Officer) under the supervision of a technical team of a well-known election agency, Finesse Interactive – both of which were appointed by the GJF. A total of 18+ 1 (Immediate Past Chairman) COAs who will act as Directors of GJF have been elected for a two-year term. Nitin Khandelwal has been appointed as the Chairman and Pramod Agarwal as Vice-Chairman. Ordinary members were eligible to be candidates for Zonal Chairman and Panel Member and they could file nomination and contest election simultaneously for both. Established with the objective to address the needs of the industry, the GJF has great expectations from its newly-elected COA members. We take a look at the election process and learn more about the COA members, their election manifestoes and their vision for the Federation.





The process for GJF COA election 2016

Here are some of the features of the election procedure, which was facilitated by Finesse Interactive:

- The whole setup utilised individual SSL certificates/ 256 bit encryption, which made the data going to and fro from the server secure. The setup was hosted on dedicated IPs to enable the SSL functioning.
- The link to the vote/ ballot was treated as sacrosanct for each company, it used SQL encrypted code for the name of the company, unique reference number and the election reference code.
- Users could click on the link provided in their email box. Clicking on the same would take them to the online system on the pertinent domain for voting.
- Once the vote was cast, the casted ballot had the digital signature embedded, which was sent again as confirmation to the voter and acknowledgement without the ballot casted was sent to the admin ID of GJF for records.
- The link became non-functional in case the vote was exercised after the cutoff date.
- The IP record of all the persons who logged in were meticulously maintained.
- The system was tested by a government authorised and registered testing company for utmost security, ensuring the system has adequate checks in place.
- The system was locked before the start of the process and opened for counting only by the designated official of GJF responsible for the same. The log reports were saved from the server and handed over to GJF, to ensure no unauthorised access was made to the server.
- Help Desk support was also provided to GJF, wherein they could address all the queries that arised during the election process.
- The complete result of the electronic voting system was calculated by Finesse Interactive and provided to GJF at the end of the election.



Nitin Khandelwal

Khandelwal Jewellers (Akola) Pvt Ltd

Founder Director of the All India Gems & Jewellery Trade Federation (GJF), Nitin Khandelwal is known for his dedication to

the gems and jewellery fraternity. Honouring his devotion, the GJF recently gave him the prestigious Gems of the Year award. He has put in heart and soul to the promotion of GJF and is the man behind several programmes such as GJF Nite, NJA (National Jewellery Award), Lucky Laxmi, Vinaya and PMI (Preferred Manufacturers of India).

Nitin Khandelwal is persistent and focused and works towards achieving his goals by optimum utilization of skills, knowledge and experience. He is the founder member and Chairman Managing Director of Khandelwal Jewellers (Akola) Pvt Ltd, the state of art an ISO 9001-2008 and Trust Mark certified and BIS (Bureau of Indian Standard) chain of showrooms.

As GJF COA member he has always been at the helm of things in the core team, rubbing shoulders with the dignitaries from all walks of life and thus playing a very significant and strategic role in defining actions. He recently came forward and took up the challenging job of appointing Committee of District Conveners for 625 districts spread all over India. Also, within a span of two months he successfully managed to connect 17 districts in the state of Chhattisgarh and whole of Maharashtra with a cyclone of activities.

An extrovert and a workaholic, he has the capacity to multitask in the most complex of situations. His leadership skills are a legacy of his close association with Rotary Club for over 20 years. He led the Club from significant positions at the

district level, his capacity to inspire simple people to tap into their capabilities and enrich them with skills holding him in good stead and making him a popular and effective leader. His philosophy and practice of "Just in Time" is a motto that all can practice. He also runs five education institutions consisting of 7,000 students –the Bhikamchand Khandelwal Boys High School, Mori Devi Khandelwal School and College, Gita Devi Khandelwal Institute of Pharmacy, Khandelwal English Convent and Khandelwal Gyan Mandir.

Nitin Khandelwal has received various accolades and recognitions including:

- Gem of the Year National Jewellery Award
- 'Chairman's Award', presented by P. C. Chaco (Joint Parliamentary Committee Chairman) 2009-11 under the chairmanship of Dr. C. Vinod Hayagriv
- Best President Award – Rotary Akola Midtown 1999-2000
- Winner of Rotary International Publicity Award
- Best Executive Award for Chamber of Commerce of Vidharbha

“My vision is to address GST and Hallmark issue with the Government. I also intend to initiate promotional activities for retail jewellers, establish a jewellery fashion week and promote development programmes for manufacturers. The GJF and its image will be my top priority and I will do all to promote GJF activities and programmes so that industry becomes more compliant and process-oriented.”



Pramod Agrawal Derewala Jewellery Industries Ltd

A visionary behind Derewala Group, Mr. Pramod Agarwal (Derewala), started his career in Jewellery in 1986 with one artisan and one customer. Under his leadership, today Derewala has become one of the largest Gold-Silver Jewellery Manufacturing Company in Asia. Pramod Agarwal has expertise, passion and determination and is constantly working to fulfill his dream of providing international quality products with emphasis on value for money. Having won encomiums across the globe for over two decades, he expanded the group's business in the Indian market. To ensure international quality, he led the company to acquire four Italian companies, bringing in world class technology and manufacturing skills to India. He is the Chairman of the Indian Institute of Gem and Jewellery, Jaipur, a project of GJEPC. He is also a Member of the Committee of Administration, Gems and Jewellery Export Promotion Council (GJEPC), Board of Director of the All India Gems and Jewellery Trade Federation (GJF)

and Executive Member of Jewellers Association, Jaipur. In 2014, Mr. Agarwal and his partner built Jaipur Exhibition and Convention Center (JECC), a world class facility, located in Jaipur.

Manifesto

- To create new benchmarks in gold, silver and fashion jewellery that reflects excellence in design and artistry.
- Innovation and visualising future trends
- Update the industry with the latest technologies so that international quality products can be created by it

“I would like to promote the Indian gems and jewellery industry further across the globe through GJF and also conduct programmes to enhance the design and artistic excellence of our industry.”



MR. G. V. SREEDHAR SREE RAM JEWELS

Based in Bangalore, G V Sreedhar has been closely associated with GJF since its inception. Former Chairman of GJF and the past President of Jewellers Association, Bangalore, his dedication towards the industry is formidable. He was chosen to be the GJF Chairman, when the industry was facing huge challenges, internally as well as externally. During his tenure, GJF successfully launched the Jewellers Identification card (JID). He was also successful in tackling many issues related to the trade such as PAN card limit and excise duty bothering the gems and jewellery industry. He is also a Board Member of Gem & Jewellery Skill Council of India (GJSCI), President of The Avenue Road Commercial Association (TARCA) in Bengaluru, trustee in various other social organisation also an approved valuer of TTD (Tirupati Devasthanams).

Manifesto

- Get GJF a status of council: Getting a council recognition for the industry so that the industry can overcome challenges
- Strive to bring a single uniform gold rate across the country
- Promotion and upliftment of the karigars, who are the true backbone of our industry

“It is my vision to initiate plans and activities to develop the skill-set and uplift the lifestyle of karigars. I also want to support and bring in more small-scale jewellers into GJF and make them a strong and organised sector.”



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Sankar Sen

Senco Gold

Sankar Sen is an entrepreneur and a visionary with vast experience in the jewellery sector and one of the prime contributors to the goodwill that Senco Gold enjoys. His uncompromising commitment to excellence is reflected in the company's remarkable growth over the years. He was Director of the Senco Gold group since its inception and elected unanimously as Chairman-cum-Managing Director on February 1, 2007. Sen has always made a conscious effort to satisfy the demands of the people – be it in the area of exquisite designs or quality of products or cost or customer-friendly environment in its outlets. His dynamism, leadership qualities and an exceptional attitude has made him the pillar of Senco Gold and Diamonds, a leading jewellery brand in eastern India. The turnover of the company has risen from R130 crore in 2007-08 to R1,524 crore in 2015-16 while the number of employees has risen from 80 to 1100 during the same period.

Due to his vision, Senco Gold Ltd is now the largest jewellery retail chain across Bengal, Orissa, Assam, Jharkhand, Bihar, Uttar Pradesh, Karanataka, New Delhi, Haryana, Maharashtra and Chattisgarh. It also exports gold and diamond jewellery to Dubai, Singapore, UK and USA.

During his chairmanship, Senco Gold has been named one of the most trusted brands by Indian Brand Report 2014, won the 'Gem of The Year' award of the GJF in 2015 and 'Gem of

the Year' award for Central and Eastern India in 2015. Other awards earned by Senco Gold are:

- "Best Emerging Companies" (Large Category) by Business Today and Yes Bank survey in 2014
- Leading Retailer of India by GJTCI in 2014
- Largest Retailer Award in Eastern India by UBM in 2014
- Sixth largest gold retailer by The Economic Times in 2013

Currently, Sankar Sen is member of Assocham, holding the post of Chairman of National Council of Gem & Jewellery. He is Co-Chairman of Gem & Jewellery Council of FICCI and Chairman of the All India Gems & Jewellery Trade Federation (Eastern Region). He is also member of the Gem & Jewellery Skill Council of India and the West Bengal Heritage Commission. Senco Gold became the first Eastern India jewellery company to garner FDI under his leadership.

Manifesto

- Navigate the industry towards growth and prosperity and equip it with the ability to cope with changing demands and changing legislations
- Members should be ready to embrace change and keep ahead of competition

“I am proud to be associated with the GJF for the past decade and I would love to participate in its progress and promote prosperity.”



Vijay Khanna

Khanna Jewellers

Khanna Jewellers was started by Sri Wazir Chand Khanna. Vijay Khanna joined the business in 1963-64 along with his two brothers, Kewal Krishan Khanna and Raj Krishan Khanna. Vijay Khanna has over the years held vital positions in industry and trade associations contributing significantly to the jewellery sector. Khanna, who is currently the Zonal Chairman, North, of GJF was president of the Karol Bagh Jewellers Association for 10 years and its executive committee member for more than 15 years. He was also senior vice president of the Karol Bagh Vyapari Federation for eight years. Khanna has represented industry and GJF on the contentious Hallmarking, PAN card, Excise and various other financial regulatory issues. He has participated in agitations against Gold Control and even courted arrest in this connection. In 2012 he led the Karol

Bagh and Delhi markets during the Excise agitation. He is a winner of the Udyog Rattan Award of the Government.

Manifesto

- Strengthening GJF in the North Zone
- Setting up a full-fledged, functional GJF office and a regulatory research and development office in Delhi
- Work for the overall development of the industry

“I look forward to working with all the COA members under the guidance of Mr. Nitin Khandelwal and work together towards growth and prosperity of the gems and jewellery industry.”

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N Anantha Padmanaban

NAC Jewellers Pvt Ltd

NAC Jewellers, founded by Nathella Anjaneyulu Chetty way back in 1973 under the name Nathella Anjaneyulu Chetty & Sons, is a renowned brand in Chennai. N Anantha Padmanaban took interest in the business by learning its intricacies from his father Nathella Anjaneyulu Chetty. It helped him gain confidence and become an integral part of NAC from 1976. After completion of studies, Padmanaban devoted full time to developing the business to the next level. Over a period of 46 years, NAC was able to expand its wings by opening new outlets. Presently, it has six exclusive showrooms in Chennai catering to customers from all walks of life. One showroom has also been opened at Vijayawada in Andhra Pradesh as a first step to expand its wings in the rest of South India.

Manifesto

- Organising B2B events such as Abhushanam in selected locations in Tamil Nadu
- Work on industry progress across southern India
- Establish and strengthen the GJF brand amongst jewellers by creating opportunities for business growth through exhibitions/fairs, etc.

“Being the Zonal Chairman of the South zone, I intend to focus on doubling the membership here and consolidate the entire gems and jewellery industry of all the four southern states of India under the one common banner of GJF. I would also like to strengthen our ties and increase membership from Pondicherry and Andaman and Nicobar islands.”



Ashok Kumar Jain

Shree Laxmi Jewellery Ltd

Laxmi Jewellery was established in the year 1953 by Sanghvi Chunnilalji Visaji at Nellore. Ashok Kumar Jain joined the business in the year 1980 and transferred business operations from Nellore to Chennai. It is involved in wholesale business and supplies gold jewellery to leading jewellers and chain stores in Tamil Nadu, Andhra Pradesh, Karnataka and Kerala. In the year 2002, the group opened a 10999 sq ft. retail showroom Shree Laxmi Jewellery Ltd under the brand name Shree Gold. The showroom is the first fully 916 Hallmark Jewellery outlet in Tamil Nadu. Shree Laxmi Jewellery Ltd. has received awards from DTC (Diamond Trading Company), part of De Beers, “The Best Innovator” award in the year 2007, “The Best Showroom” award in the year 2006, “The Best Window Display” awards in the year 2005. Shree Laxmi Jewellery Ltd. has a regular clientele and generations are devoted to the purity of its jewellery for all occasions. The group business has grown multifold under the guidance of Ashok Kumar Jain.

Manifesto

- Work with GJF to form a jewellery council for domestic trade, recognised by the Government of India
- Work with GJF for uplifting the living standards of skilled labour in the industry and educating small jewellers for their benefit
- Ensuring uniform gold rate throughout India – One India, One Gold Rate
- Work with GJF to bring quality control and transparency in the jewellery industry

“I would like to focus on the creation of a domestic council for our industry to bring about more transparency. There is a need currently to eliminate all the negative thought process regarding our industry and the creation of such a council would help deal with the same. It will also enable business growth and set new systems and procedures in place which will lead to the growth of the industry.”



Avinash Gupta Mamraj Musaddilal Jewellers

Avinash Gupta, Partner of Mamraj Musaddilal Jewellers started his career with a stint in the stock market. He became a member of the Hyderabad Stock Exchange and has a rich nine-year on-floor experience of stock trading. In 1996 he joined the family jewellery business with elder brother Arvind Gupta, who headed the company that was formed by their grandfather Shri Mussaddilal almost 10 decades back. Mamraj Musaddilal Jewellers is engaged in manufacturing, wholesale and exports of gold-studded jewellery. Avinash Gupta has rich experience of serving the industry as a Vice President of the Hitech City Jewellery Manufacturers Association, Regional Committee Member of the Federation of Telangana and Andhra Pradesh Chambers of Commerce and Industry and Chairman-Tourism and Entertainment Committee at FTAPCCI.



Bipin Berry Bombay Jewellers

Bipin Berry hails from a family that has been in the jewellery trade for the last five generations. He is the founder president of the Jewellers Association of Uttaranchal, serving it from 2001 to 2013. Thereafter, according to a unanimous resolution of the association he was made its President Emeritus. Berry, a government-approved valuer since 1985, was appointed as 'Departments Valuation Officer' by Ministry of Finance, Govt. of India. He served as Chairman of the Institute of Valuers (India) Uttaranchal Zone in 2003 and chaired the all-India AGM the same year. He is an active Rotarian who was Club President in 1982-83, Assistant Governor in 2002-2003 and Conference Chair in 2002-2003 & again in 2014-15. He is also a Freemason and Honorary Secretary General of Uttarakhand Udyog-Vyapar Pratinidhi Sabha (a federation of all trade/



Krishna Behari Goyal Dwarka Gems Ltd

With over 23 years of experience and a strong foundation of trust, transparency and quality, Dwarka Gems Limited has set some benchmarks which separate it from the rest. Dwarka Gems Limited started operations in 1987 with the vision to build a brand that would make a mark in the gems and jewellery industry. It has a strong presence in the sterling silver, gold, diamond and colour gemstone sector. It has also strengthened its position in both class and mass jewellery in the international and domestic markets. Krishna Behari Goyal remains dedicated to this vision of Dwarka Gems Limited.

Manifesto

- Industry has been facing plenty of challenges for some time now. It is just out of the excise issue, but still has issues such as mandatory hallmark, GST, Money Laundering Act and so on to deal with since the Government has contrary views. Serving the industry is thus of utmost importance and working for its betterment is a priority
- Work with team GJF to improve the image of the gems and jewellery industry

“The industry faces plenty of challenges every now and then. I would like to focus on issues like mandatory Hallmarking, GST and Money Laundering Act. Currently it seems that the Government views the industry in a very differently than we do. I will definitely try my best to serve the industry and definitely work with the team GJF to improve the industry’s image.”

industrial bodies). He is also associated with several social, cultural and educational societies.

Manifesto

- Upgrade small jewellers by extending logistical support so that they can form consortiums, install latest machinery and upgrade manufacturing skills
- Form a chapter of the GJF in Uttarakhand and promote membership

“Being from a small town myself, I would like to introduce GJF to tier 3 and 4 cities and provide them with a platform where they can voice themselves. I would also like to focus on the skill development sector of our industry and conduct programmes for the same.”

Manifesto

- Promote the growth of gemstone trade across India
- Ensure safe and secure working environment for the industry workers
- Creating awareness about gemstones in India

“Just like colours bring so much energy into our lives, coloured gemstones bring life to jewellery. I intend to do my best to promote awareness and trade of gemstones in India, as currently most of the focus regarding them is limited mostly to astrology.”



Jyantilal Chhalani

Challani Jewellery Mart

Jyantilal J. Challani has rich experience in jewellery trade, real estate, property development and finance. He is

Managing Partner of Challani Jewellery Mart, a one-stop destination in Chennai for fine and exquisite antique, diamond, uncut diamond, temple and ethnic jewellery that is much-loved by a niche and creamy layer of customers.

Besides heading various companies as Director, he is also the president of the Madras Jewellers and Diamonds Association, a position he has been holding since 2010. The Madras Jewellers and Diamond Merchants Association regulates 35000 jewellers across Tamil Nadu and which during Jayantilal J. Challani's presidentship evolved the 'One State, One Rate' campaign due to which today we find that the rate of gold is the same in the entire state. He also organised a rally and a protest march against the recent implementation of Excise duty.

Manifesto

- GJF provides the ideal platform to jewellers to network and address industry concerns and must be expanded further by enrolling more members, especially from smaller towns
- Creating a redressal cell to address the needs of every member and consider good suggestions for reward
- Make GJF proactive rather than reactive

“I want to dedicate myself to strengthen the presence of GJF in the Southern region. We have only a few thousand members of GJF here and there is scope for more members to join in so that the industry unite and address issues that bother us together with the government.”



Manoj Kumar Jha

Kamakhya Jewellers

Manoj Kumar Jha has been a part of the jewellery industry since the last 13 years. His company Kamakhya Jewellers

is a manufacturer of diamond-studded designer gold jewellery. A graduate in Mechanical Engineering, he conducts business in a professional manner, loves to learn new things and expand his horizon of knowledge. He is a die-hard fan of any sports and was a national-level volleyball player. He is passionate about the industry and trade and feels that its future is not something which can be defined and bounded by any boundaries.

The only way to go ahead, he feels, is to believe in oneself and stay focused. Jha is also of the view that valuing relations, people and having faith in oneself and God are the mantras of life.

Manifesto

- Special Jewellery Manufacturer Card (JMC) which will be authenticated by Government officials for the smooth travel of the manufacturer
- Take GJF to new heights in the country and overseas by making it a brand
- Protection of jewellery manufacturers against offensive officials
- Special status for GJF members at various B2B shows in the country
- Open, transparent and systems-based GJF
- Involve inactive members and create new events

“I would like to empower and inspire all the GJF members, especially the inactive members and help create a productive environment for the industry so that everyone's business flourishes.”



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Madan S Kothari

Master Chains Pvt Ltd

Madan S Kothari, Director of Master Chain Pvt Ltd, learnt the art of turning gold into objects of expression at the very early age of 12. He worked hands on at every stage of manufacturing and was able to shift the labour-intensive traditional family business to a state-of-the-art gold chain manufacturing business. Master Chain Private Limited is a result of Kothari's vision and excellent implementation. Today, it is a leading company in the manufacture of gold chains and casting and stamping jewellery. His vision and journey is to convert gold and other precious metals into beautiful pieces of jewellery that become an individual's personal expression.

Kothari was instrumental in the formation of the GJF during the Excise issue and actively participated at the Board level of the GJF. He was also Convener of the Lucky Laxmi Jewellery Shopping Festival in 2006 and in 2010.

Manifesto

- Further the GJF cause – promote, progress and protect gems and jewellery industry interests by providing feedback from the grassroots level to the government and

- thus forming a greater understanding between the two
- Communicate various technical intricacies of manufacturing to respective officials of the Government to get a single window clearance for manufacturers for their factories / workshops and spreading knowledge and ensuring implementation of various measures in factories/workshops to their respective owners and encouraging them to get in line with the best practices in the industry
- Work with all stakeholders of the jewellery industry and the policy makers of the government to increase trust and better communication and relationship between them

“The recent times have not been kind to our industry and as a member of the COA, I would like to overcome all the obstacles that have been inhibiting the growth of our industry in the recent past. I would like to focus especially on communicating the various logistic hurdles faced by gems and jewellery wholesalers and retailers of the country in conducting their trade to the government.”



Suresh I Dhruv

Bangalore Refinery

Suresh I Dhruv involved himself in family business soon after gaining a Law degree from Nagpur University.

He developed a refinery in Nagpur and in 1977 started the Bangalore Refinery, a precious metals refinery. Dhruv ensured strict quality for his products and best service to customers, which helped make Bangalore Refinery a reputed brand. He has also carved out time from his busy schedule to contribute to the development of the industry. As Director of the Jewellers Association of Bangalore, he helped to organise seminars to educate jewellers on tax laws and their implications. He is also founding member of the Association of Gold Refiners and Mints, which worked with the government to streamline policies of import of gold dore and also getting retrospective relief for excise on unbranded gold coins.

Manifesto

- An improved Gold Monetisation Scheme
- Work with government to develop polices to reduce smuggling of gold
- Work with various stakeholders to develop an Indian good delivery bar suitable for delivery on the commodity exchanges
- Simplify the tax structure and compliances required

“I would like to serve as a member of COA with all my knowledge of the gems and jewellery industry, of which I have been a part of over five decades now. I would like to engage with all the legal frameworks concerning our industry and work on issues like hallmark regulations for gold and tax reduction.”



Shantibhai R Patel

Jaykrishna Jewellers

Born on August 6, 1955 in Vadnagar, Gujarat, Shantibhai R Patel shifted to Ahmedabad with his parents at the age of six. Showing the virtue of hard work from a very young age, he started earning for his family by delivering newspapers and driving rickshaws. Shantibhai R Patel started his journey in the jewellery industry in 1972 with a job in a jewellery company. In 1975 he set up his own jewellery business, soon earning accolades and repute for his dedication, hard work and vision. Achieving fame in business and receiving the affection of his valued clients was not all that he desired. He had greater vision, wanting to work for the betterment of the jewellery industry as a whole. This led him into various activities such as organising exhibitions, seminars, foreign trade delegations and selfless service to those who needed it. He thus is associated with several associations working for the betterment of the industry.

Manifesto

- Develop industry and take measures that create a conducive environment for doing business
- Take measures towards creating certainty on tax provisions
- Take necessary steps to develop India and fulfill the 'Make in India' dream. Create skilled manpower for the sector
- Emphasise development of micro and small industry players

“I feel very humbled with the support by my fellow industry people. I was not even in the country but I was still voted into the COA and this responsibility I accept with all my humility. I want the world to recognise the importance of Indian jewellery industry, as we are the largest exporters of hand-made jewellery in the world. I would also like to represent the small-scale retailers as best as possible.”



Saiyam Mehra

Unique Chains Pvt Ltd

Saiyam Mehra is Director of Unique Chains Pvt. Ltd., the parent company which was formed in 1987. He joined the business in 2004 after acquiring a B Com degree. He has been regularly participating in all industry shows ranging from IIJS to even international shows and holds a fair knowledge of the problems faced by large manufacturers. His company has till date participated in all the three editions of the Preferred Manufacturer of India (PMI) programme of the GJF. It is due to his guidance and his concerted effort to put the company on the path of growth and excellence that Unique Chains Pvt. Ltd was chosen the Best Manufacturer and Wholesaler of Chain in the West by the Gem and Jewellery Trade Council of India.

Manifesto

- Ensure that kaarigars have proper working and living conditions. Children of the kaarigars today avoid the jewellery trade because of the many difficulties that they have to face. Ensuring a good working environment for future generations is a priority so that new skills and technologies can be introduced in the industry
- Ensure that all travel and transportation of goods are done in compliance with government rules
- Bring wholesalers together and educate them about quality and hallmarking so that there is larger customer satisfaction

“I would like to aim at eradicating all the unethical practices in the industry. Even if the corruption is at level, the whole chain of retailers, wholesalers and manufactures gets upset.”



Sanjay Kumar Jain

A S Jewellers

Sanjay Kumar Jain of A S Jewellers had on June 12, 2016 won the election for the post of Joint Secretary of the Raipur Sarafa Association. On August 14th he again won the election for the post of General Secretary of the Chhattisgarh Sarafa Association.

- Ensure a regional office of GJF in Raipur Nahata Market
- Sadar Bazaar for two years
- Ensure that every region has a GJF office so that businesses can receive industry support

“I feel lucky to be a part of the COA and wish to serve my industry in the best possible way. I would like to see all the stakeholders of the gems and jewellery industry to grow and prosper.”

Manifesto

- A platform for all jewellers to work and grow together



Sanjay Radhavinod Agrawal

R V Agrawal Impex Pvt Ltd

The house of R V Agrawal has over the past 100 years come to be better known as "Chandiwale", catering to customers of 92.5 % sterling silver jewellery and other silver artefacts and products such as pooja items, temples, idols, ethnic and marriage items, furniture, silverware, cutlery, enamel and gift items. Sanjay Agarwal, who has been leading the business from the front, is associated with various organisations that work for industry and trade interests. He is a Life Member of GJF, Associated Member of the Gem & Jewellery Export Promotion Council, Platinum Member of the India Bullion and Jewellers Association, Life Member of the Gem & Jewellery Trade Council of India, Member of the Mumbai Wholesale Gold Jewellers Association, Member of Federation of Indian Exporters Organisation, Legal Advisor of Shree Sarafa Welfare Association, Board of Director of All India Silver Association, Ex-Member of Export Promotion Council of Handicrafts, Life Member of Maharashtra Suvarkar Sarafa Mahamandal, Committee Legal Advisor of Mumbai Silver Welfare Committee, Legal Advisor of Sterling 925 Silver Jewellery Association and Member of Pune Sarafa Association.

Manifesto

- Support GJF in establishing long-term business relations with various stakeholders of our industry
- Bring together various manufacturers, wholesalers, retailers and exporters of 92.5% silver artefacts and jewellery from India and the globe under one banner by encouraging them to associate themselves with the GJF family
- Improve the representation of 92.5% silver artefact manufacturers in GJF and bring about standardisation in the quality of silver which would lead to customer satisfaction
- Create transparency and awareness about 92.5% sterling silver artefacts and jewellery

“I aim to bring together the various manufacturers, wholesalers, retailers and exporters of sterling silver artifacts and jewellery from not only India but from all over the world under one roof by encouraging them to associate themselves with the GJF family.”



Shubhang Mittal

Shreejee Jewellers

Shubhang Mittal has been associated with the GJF since a long time. He is also an active member of various other federations – he is Vice President of Saraffa Traders Association, Rajasthan Core Member of Federation of Rajasthan Trade and Industry, Life Member in IBJA, Life Member in Rajasthan Saraffa Sangh and Life Member of Jewellers Association Jaipur, to name a few. His company, Shree Jee Jewellers which was established in 1980, is into retail as well as manufacturing of studded jewellery and is also a part of various trade and industry federations.

Manifesto

- Since the industry is going through a rough patch currently there is an immediate need to finding the root

cause for the same. The gems and jewellery industry is the most unorganised sector in the country and it is because of this that it is facing difficulties in proving its dependability and genuineness to various Government departments. This is even when the gems and jewellery sector contributes seven percent to the GDP and employs almost 10 million people.

“There is a huge gap between the government and the gems and jewellery industry and I wish to decrease it. I have been chosen as the Convener of the Membership Development Committee and I intend to double the membership figure during my tenure.”

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Kajal Parekh
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Rough: Courtesy Thomas M. Schneider
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GJF'S PRE-BUDGET RECOMMENDATIONS

All India Gems & Jewellery Trade Federation (GJF), the apex and responsible body for the domestic gems and jewellery industry, represents over 3,00,000 players comprising manufacturers, wholesalers, retailers, distributors, laboratories, gemmologists, designers and allied service providers to the domestic gems and jewellery industry. In view of the upcoming Union Budget 2017-18, the former GJF Chairman, G V Sreedhar, wrote a letter to Union Finance Minister Arun Jaitley submitting the industry's recommendations for the Budget.

Below is an extract of the letter.

"India has a rich tradition of gold consumption and production. Indian households own approximately 22,000 tonnes of gold and around 600 tonnes of gold is used in jewellery production each year. From weddings to religious festivals, gold jewellery has a strong cultural relevance and its role in traditional Indian life dates back centuries. However, gold is not just viewed as an adornment; for many people, gold is a safe, secure investment—a unique way to preserve their wealth.

Gold's popularity has driven production and India is now a leading manufacturer of intricate artisan jewellery. Purchased by rich and poor across India, it confers status upon those who own it and is thought of as a good luck charm by those who receive it. Gold has a dual purpose both as an adornment and as an investment. The importance of gold as an adornment means that a significant proportion of this precious metal is bought as jewellery. The importance of gold as an investment means it is vital that this precious metal is appropriately valued.

The gems and jewellery sector has been the beneficiary of various policy changes such as abolishment of the 80:20 rule, reintroduction of gold loans, the Gold Monetization Scheme, implementation of mandatory hallmarking and many other demands raised by the industry on levy of excise duty. The gems and jewellery industry is highly obliged to the Government's support; it is evident that the Government has shown exemplary keenness in creating a dynamic and progressive business environment. The industry in turn has been positively contributing to Honourable Prime Minister Narendra Modi's dream projects 'Make in India' and 'Skill Development'.

Through the recommendations below, we take the opportunity to put forth issues of concerns and suggest remedial measures that can be brought forth through suitable amendments in the Union Budget 2017-18.

1. Increase the mandatory PAN card limit to Rs 5 lakh and above

With implementation of the mandatory PAN card limit of Rs 2 lakh, the industry has been facing serious challenges with end customers showing hesitation in providing their PAN details. The organised sector, which has been growing by at least two per cent every year since the past ten years has been directly hit. We request the Government to increase the PAN card limit to the earlier level of Rs 5 lakh and above. The limit can be gradually decreased as per increase in enrolment of new PAN card holders.

2. Reduction in import duty on gold from 10 per cent to five per cent

The high import duty on gold bullion at the rate of 10 per cent has been adversely affecting the industry. It has built a parallel economy, leading to wide scale gold smuggling. It is also adversely affecting domestic retail and manufacturing industry. Bringing down the duty to at least five per cent would eliminate smuggling and employment of any black money in this process. On the other hand, it will be unprofitable to smuggle at five per cent duty rates.

3. Indo-ASEAN FTA

Under the Indo-ASEAN FTA, there could be situations in which some traders may import articles of gold (utensils such as bowls, spoons etc.) of 99 per cent purity at 0.96 per cent duty from South Korea and Indonesia, and melt them into bullion for sale at the prevailing market rate that includes 10 per cent import duty. The above situation could provide nearly nine-10 per cent gain, thus hampering the business of genuine bullion dealers. Thus, gold in any form should either be excluded from the Indo-ASEAN FTA (till import duties are at par) or as an alternative an import duty of 15 per cent should be imposed on articles of gold.

4. Goods & Services Tax (GST)

Soon the entire nation will come under the single taxation regime of GST. GST for the gems and jewellery sector should be at 1.25 per cent as this will help the industry become compliant and organised. A detailed representation on GST, highlighting critical issues and concerns has already been submitted.

5. Ashoka Chakra gold coins

Ashoka Chakra gold coins launched by the Honourable Prime Minister are a matter of pride for our nation. The Government should enable jewellers to sell these gold coins through their retail stores. This will increase the reach and generate more sales of coins.

6. Other important suggestions

- a. To ensure manufacturers do not face competition from jewellery manufactured in other countries, a premium should be charged on import duty of finished goods as compared to raw materials and not below the duty applicable on import of gold.
- b. GJF has been identified as the prime runner for the domestic Gems and Jewellery Council of the Ministry of Commerce at various meetings held over the past few years. The urgent need for the formation of a domestic council for the gems and jewellery sector is strongly recommended to address various domestic issues pertaining to the industry, including generation of reliable database and regulation of fair trade practices as well as to help the Government in the formation of industry-friendly policies for trading and manufacturing.
- c. The gems and jewellery industry operates on thin margins and that has been the key to its success over the years. The industry is facing challenges on availability of low cost financing. Traditionally, there were two types of financing available to jewellers: gold loans and short-term bank loans. Gold loans have been reinstated now after a gap of two years. Since the industry is not looked upon favourably by the banks, jewellers are compelled to go for short-term bank credit option at high interest rates which prove very costly.
- d. Subsidy for tech upgrade with interest and investment subsidy on list of machines to increase productivity, efficiency and quality.
- e. Clarity on RBI rating norms and recognising jewellery retail and manufacturing positively. Credit ratings are poor for gems and jewellery sector due to notices by the RBI. Independent rating would be healthier.
- f. Some operators took advantage of the two per cent import duty difference between gold Dore bars and gold bars. They imported gold Dore bars and melted the same into gold for making precious metal jewellery for export. Now in the Union Budget 2016-17, the concessional CVD on gold Dore bar is being increased from eight per cent to 8.75 per cent. Dore import should be kept under strict observation to avoid malpractices. No monopoly must be permitted.
- g. The industry welcomes the Government's decision of mandatory hallmarking. To accommodate higher sale of hallmarked jewellery, addition of new and upgraded hallmarking centres are required to be set up across the country. This is an important aspect to consider since increasing the number of hallmarking centres with proper implementation of hallmarking process for gold will streamline the industry.
- h. Important mining destinations such as the Kolar mines and other dormant mines to be reactivated and offered to private companies to explore the scope of mining. Mining of gold should be opened up for private players who have the knowhow, means and capacity to invest in such mining operations. This will also ease imports and find permanent solutions for gold in the country and give more job opportunities.

- i. Provide low cost funds for jewellery establishments at rates of eight per cent per annum from banks to bring higher profitability, thereby increasing quality standards. This will prompt the sector to move quickly from unorganised to organised.
- j. Government should recognise domestic gold refining as an industry. Refineries established in domestic tariff area should be given a level playing field as compared to refineries established in excise free zone. Domestic refineries located in the middle of the market (this reduces risk factor of transit which is cost effective and safer also) and who give better services to jewellers, should get lending at reasonable rates just like other core sectors for them to sustain and survive in a competitive market.
- k. In order to promote manufacturing in this sector and support the 'Make in India' initiative of the Government of India, import duty on jewellery manufacturing machines should be zero per cent.
- l. In order to promote the gem and jewellery industry and give a boost to the manufacturing of jewellery, in sync with Prime Minister's vision of 'Make in India', the Government should reduce the lending interest rate towards this sector. This will help the industry to compete internationally. Gold loans also should be offered to domestic manufacturing industry at competitive rates which will help them to compete in the international market. Presently financial institutions charge interest arbitrarily, causing a lot of hardship and affecting the bottom line of businesses.
- m. Develop new refineries and also offer support and opportunity to older refineries to upgrade their existing ones as per International standards.
- n. Import of gold is presently confined to banks and nominated agencies. This can be continued, but over time more and more agencies should be given the opportunity to be enlisted to allow good competition and easy availability of gold across the country.

We submit our above list of suggestions for your perusal and consideration. We are sure that these policy moves will serve to strengthen the sector. On behalf of the All India Gems & Jewellery fraternity, we are confident that the Government of India will consider our abovementioned concerns and suggestions for the promotion and prosperity of the industry. ■

Millennial Mindset

Technology, immediate access to information and the economy have shaped how Millennials view the world. And their attitudes are impacting other generations. **By Shuan Sim**



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Defining the Millennial generation can be tricky — every study uses its own metrics to demarcate who is and who isn't a Millennial. One method is by age, using the general range of 1980 to 2000 as a guideline. The U.S. Census Bureau defines Millennials as those born between 1982 and 2000, while the Pew Research Center defines the age range as those born from 1981 through 1996. The parameters can skew as early as 1977— according to FutureCast, a Barkley division researching Millennials — to as late as 2004 — as defined by Forrester Research, a research and advisory firm. Whatever the method of calculation, one thing is clear: The Millennial generation has surpassed the Baby Boomers — a generation defined as being born from approximately 1946 to 1964 — to become the largest age demographic in the United States of America, according to the U.S. Census Bureau . As a result, brands and companies are paying special attention to this group.

Analysts agree, however, that simply using age to define and

understand Millennials as consumers is inadequate. “The Millennial consumers have changed so much over the past few years and we’re still compartmentalising them by age. We need to look at them by their mind-sets and life stages,” says Marshal Cohen, Chief Industry Analyst at the NPD Group, a market research company with multiple offices across the U.S. “If we talk about a ‘Millennial shopper’ and simply go by age, the younger Millennial doesn’t have kids but the older Millennial might,” Cohen explains. “The moment Millennials have kids, their lifestyle changes. Looking at Millennials by age is antiquated and so is looking at consumers by generation segments.”

MIND-SETS, NOT AGE-SETS

Examining what constitutes the Millennial mind-set, or psychographics, provides a better way to market to Millennials, since the impact of the Millennial mind-set does not end at those who are in their early 30s, notes Jeff Fromm, President of FutureCast in Kansas City, Missouri. Older consumers who do not fall within that age bracket are invariably affected by Millennials, and some could even qualify as being one. "A lot of Gen X, and even Boomers, are starting to converge with Millennials on a lot of topics," says Fromm. "Many Gen X people, born from approximately 1965 to 1979," continues Fromm, "are on their smartphones using peer networks, embracing brands about fairness. They're starting to resemble Millennials more and more, but with some differences," he elaborates. "Those aged 40 to 55 might not be the first to adopt these new developments, but when they see how easy it is, they will try it too."

Ben Smithee, Chief Executive Officer of The Smithee Group, a Millennial consumer consultancy in New York City, attributes this convergence as due to the generational dispersion of information. "This is the first generation where impact is both up- and downstream," Smithee says. Millennials are not only influencing their peers, but also their parents and grandparents. The older generation is exposed not only to new technology but to new concepts and ideas, such as the idea of relying on online reviews to make purchase decisions, or even making online purchases in the first place. "These are the same people who had said, 'Never will I ever put my credit card information on the internet,' and now they're doing 'one-click' shopping from their smartphones," Smithee points out.

Older generations are having difficulty understanding who qualifies as a Millennial because by the time they think they have it figured out, Millennials have already moved on from that definition, Cohen says. "Even Millennials are trying to figure out who they are, and they're part of the group," he adds.

WHAT DO MILLENNIALS CARE ABOUT?

Experiences: Owning material goods has become less appealing to Millennials as they seek experiences instead, such as travel and dining. Part of it is due to Millennials having entered the workforce during the



2008 recession with debt and the fact that the group as a whole has less discretionary income. More Millennials are delaying starting families and moving back with their parents after graduating from college. According to Pew Research Center data, 36.6 per cent of young adults aged 18 to 34 were living in their parents' homes in 2014. "Many young people would rather have the money to spend on a trip and live with parents than lead independent lives. They're fine with it, as there's not as much stigma to it anymore since everyone else is doing it," Cohen says. Millennials' existing family ties grow stronger, interestingly, as they are increasingly moving back with their parents, Fromm points out. Millennials have closer relationships with their parents than their parents' and grandparents' generations, he notes, adding that it increases the amount of communication and dissemination of information.

Purchases that are typically seen as investments upon getting married and having kids, such as houses and bridal jewellery, are relegated in favour of purchases more common to single young folk. "If I am not married and don't have children, I can drop everything and go away for the weekend, or invest in some really cool equipment," Fromm explains.

Social Credibility: A bigger reason why Millennials prefer experiences over material goods is the bigger social cachet experiences afford. Like previous generations, Millennials seek affirmation from peers. But what gets the stamp of approval and how it is achieved has changed. "It's about accessible luxury — things like access to a unique experience like the music festivals Coachella and Lollapalooza. They're willing to spend thousands of dollars on these experiences," Smithee says. To the Millennials,



social credibility is not only the desire to spread influence, but also to be influenced through social media networks. “When I follow your content and you’re curating the right content that’s relevant to me personally, that’s what influence means,” Smithee explains.

Me versus We: Millennials realise caring about oneself is not sufficient anymore, but rather they place importance on caring for the larger community. With greater access to information from around the world, the Millennial generation is more globally aware. “The younger generation has always been spearheading political change. That hasn’t changed. But in the old days, you had to take a bus to go to Washington and protest,” Cohen says. Now, they can mobilise over social media and other online mediums. Millennials care about issues like social justice, responsibility and environmental friendliness and are more empowered to act on them. Brands have to engage them on that level if they are to appeal to this group, Cohen notes.

According to Smithee, it is not just sufficient for brands to do the right thing, but also to get the message out that they are doing it. “For example, with the diamond industry, so much work has been done on sustainability. However, there’s no money going into campaigns to combat the last taste in the mouth of consumers about diamonds. People are still talking about the ‘Blood Diamond’ movie that came out in 2006 when they talk about diamonds,” Smithee observes.

Luxury: Millennials still desire and demand luxury as they have been exposed to a taste of it growing up. Smithee points out that some of the most successful Instagram users are about them living the prestige lifestyle. However, Cohen notes that luxury must be affordable to Millennials for them to strive to make a purchase, otherwise they would rather it be a gift.

Millennials would splurge on an exclusive members-only shopping service, a music festival pass or an overseas trip. For traditional luxury, including jewelry, clothing and accessories and fine dining, Millennials have no qualms requesting these items as gifts from their parents or

friends. “If you look at engagement rings, Millennials are still romancing the stone but in a more affordable way. They’re looking at diamond rings where the stone is made to look bigger by being set around other stones. The previous generation would just spend every penny they had for the big solitaire ring,” Cohen explains.

Personalisation: “Ultimately, luxury is going to be more about the customisation and less about the price point,” Fromm speculates. Smithee agrees that selling luxury will be more about making that personal story connection, but warns that a botched personalisation attempt can often be worse than no personalisation at all. “The last thing a Millennial would want to receive is a mass email from a brand that says, ‘Dear Customer.’” Customisation is one of the few ways in which Millennials can express not just their individuality, but also what it says about them and their beliefs, Smithee points out.

WHAT SHAPES THE MIND-SET

Connectivity is what determines and shapes the Millennial mind-set, starting from when a truly connected internet took off, says Smithee. The Millennials’ desire to connect with peers remains unchanged from previous generations, but what is different is the speed and frequency of communication. “This is what really sets this generation apart from previous generations. If you think of the older Millennials — those born in the early 1980s — as being the epicentre of the Millennial mind-set, who have experienced life before the connected web and life after, they know what it is like to have the inconvenience of not having the internet.” According to Smithee, older Millennials had the knowledge of connecting with their peers by old-fashioned means via phone or mail, but also had their formative years steeped in email, and eventually early social networks in the 1990s. Older Millennials began their interconnected lives with online bulletin boards, leaving messages on public forums such as Bulletin Board System (BBS). Over time, early social networking sites such as Friendster and MySpace popped up, allowing users to pick and choose whom they wanted to connect with. Today, social media connectivity — aided by smartphones — is not just about instant communication, but about sharing through video, images and text with apps such as Instagram and Snapchat.



Shree Jee Jewellers

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The fact that younger Millennials are born into a generation where instant gratification is the norm and that they cannot understand certain inconveniences stratifies the Millennial generation. Younger Millennials are used to a barrage of instant messaging these days. Accessibility is also what allows older consumers to buy into the Millennial mind-set as they move forward into the age of the connected internet. “In the past, if I wanted to buy a car, I had to go to the dealer. Now, I can just go to my peers or look it up online,” notes Fromm, highlighting how older consumers have changed their consumption habits. Smithee points out, “You could be a 50-year-old Millennial because the Millennial impact is so big. For the first time, consumers know more about brands than brands know about consumers.”

MARKETING TO MILLENNIALS

While Millennials previously had resented being singled out as a demographic, mostly for marketing purposes, the generation now is increasingly embracing the elevated attention lavished upon them. There are so many more deals catering to them — in fact, they’re probably the most sought-after customers in the past three to five years, he states. Moreover, Cohen says, so much attention has been placed on the Millennials that sometimes brands and companies forget there are other segments of the market that exist as well. However, it is still important to engage other segments with Millennials in mind, Fromm says. “Even if you’re trying to sell to a 50-year-old, you still have to think about the Millennial mind-set. They will get their input from their children and grandchildren, and if you ignore the Millennials as a channel for information, you’re ignoring the sale,” he cautions.

THE FUTURE OF MILLENNIALS


It is true that older Millennials are raising their families differently from how the previous generations did, primarily marked by their propensity to share everything on social media. “Parents of today live vicariously through their kids,” Cohen notes. However, young Millennials are still expected to transition into older Millennials and consume in the



same way. Each generation group, be it Gen X or Boomers, did not drastically change the way they consumed, even as they got older. “The big shift will be how Millennials will handle the world being a smaller place. Things are going to travel at lightning speed,” Cohen comments.

For the diamond industry, Smithee believes the biggest opportunity is educating the consumers and rebuilding the diamond culture that existed back in the 1940s and 1950s. “Brands have to change the experience that consumers have from jewellery. People are still talking about the 4Cs, but nobody knows what makes jewellery worth what it is worth. Nobody knows the craftsmanship that goes into it,” Smithee comments. “We’ve been so used to being transactional and guarding this luxury image. People have to show what’s going on behind the scenes because Millennials are going to search for the best person who can tell that story.” That is why people look for bad reviews on Amazon, because people want to know the dirt behind the facade, Smithee says. “Diamonds can’t just be about beauty and adornment anymore,” he points out.

“Right now, Millennials aren’t at a stage where they can make investment purchases like real estate and jewellery. Their short-term consumption will be things like trips, experiences and documenting them all. However, as with any population boom, when their spending power matures, when they reach their 40s, you’re going to get a bump in the economy. And if you aren’t prepared for them when they’re ready, you will be left behind,” concludes Cohen. ■



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The Beauty of Colour Purple

The birthstone for the month of February, the amethyst is a mesmerising gem like no other. An imperative aspect of royal collections all over the world, from ancient Egypt to the British crown jewels, the **Gemological Institute of America** tells us all about what makes the amethyst one of the most sought after gemstones across the globe.

Did You Know?

Amethyst is the purple variety of the quartz mineral species. It's the gem that's most commonly associated with the colour purple, even though there are other purple gems such as sapphire and tanzanite.

Russia was the major amethyst source until the 19th century when a huge amethyst deposit in Brazil came to light and the once-scarce purple gem suddenly became plentiful. Although

amethyst never lost its following, its newfound abundance robbed it of the aura of rarity it had enjoyed until then. Its availability and affordability make it desirable for mass-market jewellery and custom designer pieces alike.

Today, African mines provide most of the fine-colour amethyst on the market. Zambia, in particular, has a reputation for producing superb rough with richly saturated colour.

Industry sources estimate that more than





©GIA | Maha Tannous

75 per cent of all commercial-quality amethysts on the market come from South America. Brazil is the continent's major source of commercial-quality amethyst. Brazilian amethyst rough is often larger in size but paler in colour than amethyst from other sources.

Other mining sources include Canada, India, Madagascar, Mexico, Myanmar, Namibia, Sri Lanka and Tanzania. Amethyst cutting and marketing centres include Germany, Thailand, China and India. The German city of Idar-Oberstein tends to focus on high-end amethyst, while India and Thailand cut commercial-quality goods.

The expansion of India's coloured stone industry in the late 1990s, plus the wide availability of commercial-quality amethyst rough, fuelled intense competition between cutting centres. This led to a flood of faceted amethysts in calibrated sizes, which triggered a decline in their prices.

History

Amethyst's bold purple colour made it the most prized variety of quartz for centuries. And, in those early times, amethyst was quite rare – it was once considered an equal to ruby, emerald

The ancient Greeks thought it had magical and medicinal properties and Roman pontiffs wore rings set with huge purple amethysts.

and sapphire – which made it a favourite among royals of many countries including the United Kingdom, where it featured prominently in royal regalia.

Colour

Amethyst's purple colour can range from a light lilac to a deep, intense royal purple, and from brownish to vivid. The tone can be very light to very dark. Amethyst also commonly shows what is called colour zoning, which usually consists of angular zones of darker to lighter colour.

The finest amethyst colour is a strong reddish purple or purple, with no visible colour zoning. Dealers prefer strongly saturated gems of medium dark to dark reddish purple or purple, as long as the dark tones don't reduce brilliance. If its tone is too dark, an amethyst might look black under dim lighting conditions.

Facing: A bi-coloured variety of amethyst – amethyst (purple) and citrine (yellow) – is known as ametrine and only comes from Bolivia.

Top: These gems show amethyst's dark and light shades of purple.



©GIA | Robert Weldon

Some Interesting Facts:

- Almost all faceted amethyst available in the market is eye-clean, meaning any inclusions are not visible without a microscope or loupe. Any visibly included material is usually cut into cabochons.
- Heat treatment is the most common technique for improving the colour and marketability of natural amethyst. It can't make pale amethyst darker, but it can lighten the colour of very dark amethyst and make it more attractive. Heating also removes undesirable brownish hues.
- Synthetic amethyst exists, but is only identifiable by a trained gemmologist or in a gemmological laboratory, such as GIA (Gemological Institute of America). It is unethical for a jeweller to sell synthetic amethyst without disclosing it to the buyer.
- A bi-coloured variety of amethyst – amethyst (purple) and citrine (yellow) – is known as ametrine and only comes from Bolivia. ■

How to Care for Amethyst

Amethyst is fairly resilient – a 7 on the Mohs Scale of Hardness – and can be worn quite a lot. Be careful not to knock the gem when wearing, however, as small fissures or cracks may develop, especially along facet junctions. Some amethysts may lighten in tone over time upon prolonged exposure to bright light.

Amethyst can be cleaned with warm, sudsy water or a damp cloth.

This article is provided by GIA and republished from the GIA blog: 4Csblog.gia.edu.

To learn more about GIA's laboratory services and training programmes available to jewellers throughout India, visit GIAindia.in or email – labindia@gia.edu, eduindia@gia.edu

Top: Diamonds enhance this amethyst briolette pendant.

Right Bottom: The emerald-cut amethyst is typical of the fine colours that come from Zambia, while the modified triangular gem is from a deposit in Brazil.



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The JOY of Giving

In some jewellery companies, the top management is actively involved in CSR projects in an organised and planned manner. **Anil Prabhakar** highlights the initiatives of two such companies. The contributions of Mumbai-based Laxmi Diamonds and Vizag-based Vaibhav Jewellers are indeed noteworthy.



ANIL PRABHAKAR

is a luxury and lifestyle professional with domain expertise in the luxury, fashion and lifestyle spaces.

A marketing consultant to jewellery, watch and event companies, Anil has handled various B2B and B2C assignments in the gem and jewellery industry across diverse product categories.

The concept of Corporate Social Responsibility (CSR) is based on the philosophy of give and take. Companies take resources in the form of raw materials, human resources, etc from the society. By investing in CSR activities, the companies give something back to it. The scope of the term corporate social responsibility is very wide and complex. It has different meanings. Corporate social responsibility essentially means, the welfare activities adopted by a corporate citizen for the benefit of society. According to United Nations Industrial Development Organization (UNIDO), "CSR is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders." CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives.

CSR is not a new concept in India. Ever since their inception, corporates like the Tata Group, Aditya Birla Group, and Indian Oil Corporation, to name a few, have been involved in serving the community. Through donations and charity events, many other organisations have been doing their bit for the society. The basic objective of CSR these days is to maximise the company's overall impact on the society and stakeholders. CSR policies, practices and programmes are being comprehensively integrated by an increasing number of companies throughout their business operations and processes. A growing number of corporates feel that CSR is not just another form of indirect expense but is important for protecting the goodwill and reputation of their organisations, defending attacks and combating business competitiveness.

Companies have specialised CSR teams that formulate policies, strategies and goals for their CSR programmes and set aside budgets to fund

them. These programmes are often determined by the social philosophy of the organization, which have clear and well-defined objectives that are aligned with the mainstream business. The programmes are put into practice by the employees who are crucial to this process. CSR programmes range from community development to development in education, environment and healthcare.

Laxmi Diamonds Pvt Ltd, Mumbai

Mr. Vasantbhai Gajera laid the foundation of the company in 1972. Born in an agricultural family in Amreli, his family hails from Kathiawad, Gujarat. He realised that to make a living out of farming in a rain deficient region was an uphill task. Therefore, he left home at a tender age and worked in a jewellery factory for two years as a trainee, understanding the intricacies of the work. With meagre savings he set up his own manufacturing unit. He started purchasing raw, rough diamonds, did his own cutting and polishing and sold loose polished diamonds. His younger brothers, Chunibhai, Bakulbhai,





Girdharbhai, Ashokbhai and Bakulbhai soon joined him.

Under Vasantbhai's leadership Laxmi Diamonds has gradually evolved into a leading player in the diamond jewellery industry. It is a DTC Sight holder and employs over 30,000 people. In domestic market the group has over 160 outlets, spread across traditional jewellers and lifestyle stores in India (Mumbai, Pune, Nagpur, Ahmedabad, Rajkot, Surat, Delhi, Vadodara etc.) and internationally, it has an enviable presence in Antwerp, Bangkok, Hongkong, Germany, New York, etc. The Company has its own brand, "CYGNUS" – India's celebrated retail brand which has won recognition throughout the nation. Their U.S. jewellery brand "NOOR" has also gained immense popularity.

Vasantbhai and his brothers strongly believe that wealth spent only on luxurious living, has no meaning, unless a part of it is utilised for upliftment of the poor and for betterment of society at large. They have established a trust in the memory of their father, Hirabhai Gajera and mother Shantiben Gajera.

The trust's activities are spread across areas of education, social work and medical assistance. Here are a few details about them:

Educational activities: Although highly intelligent, Vasantbhai was not fortunate enough to get complete school education. However, he is aware of the power of knowledge. The trusts associated with Laxmi Diamonds have significantly contributed to the cause of spreading education in Gujarat. The institutions of S. H. Gajera trust span across nine campuses and have been instrumental in developing 17 schools and seven colleges providing education to 47,000+ children in Gujarat (four in Surat, two in Amreli and one in Sarigam and Bhilad each). With a



holistic approach towards development of an integrated personality, the schools provide an atmosphere, which gives way to the child's thirst for knowledge and provides opportunities to help them develop their innate talent. The trust believes that every child can be guided and fostered to reach his innate potential.

SHAIKSHANIK SANKUL

Amreli, the hometown of the Gajera family has a Sankul established by their charitable trust. It has been a real boon to the backward rural areas in the vicinity. This school with hostel facilities was established primarily for the upliftment of the girl child and today runs the following colleges:

- ◆ Arts College
- ◆ Commerce College
- ◆ Science College
- ◆ B.B.A. College
- ◆ B.C.A. College
- ◆ M.B.A. College
- ◆ Pharmacy College
- ◆ P.T.C. College
- ◆ B.ED College
- ◆ M.ED College

Educating with a difference: The Gajera Trust launched 'SUNITA'S MAKERSPACE' on



27th February 2016. The main motto behind this initiative is to develop the creative skills of children. Sunita's Makerspace is where mundane teaching ends and excitement of learning begins. This is the space where individuals are encouraged to 'Dream It, Design It and Create It.' It is the space for tools, projects, mentors and expertise. The focus here is on skill development that children can put into practice easily and the techniques taught are appropriate to their age. Sunita's Makerspace aims to create a space for collaboration where young people can learn and share their interests, hobbyists can share their knowledge, 'old-fashioned' skills are re-learned and re-examined, and mid-career workers can gain inspiration.

Healthcare: The trust in association with Laxmi Diamond Group of Companies and other organisations have supported various health initiatives — blood donation drives, mobile diagnostic van, eye check-up camps, and food and medicine distribution activities, and it also supports various hospitals directly.

Gajera Trust is a trustee and actively participates with several hospitals and

organisations for general uplift and providing good health in the community.

Community service: Serving the community has been a passion and a fundamental reason why the Gajera Trust exists. The founders of the trust and the torchbearers have always conformed to serving the society first before serving the self. The trust has been an active participant in the following activities:

- ◆ Water conservation
- ◆ Tree plantation
- ◆ Tribute to martyrs and courageous soldiers.

Social service: For the welfare of their employees, Laxmi Diamond was the first company to give employee medical insurance covering all employees and their families. With a noble purpose to serve the aged elders and orphan children, the trusts has also set up an institution called VATSALYA DHAM on 25th May, 2006.

The main objectives of Vatsalyadham are:

- To provide food, clothing, shelter to orphans, single-parents and helpless children, and to provide education to such children free of cost.
- To provide all the facilities till they gets jobs on higher posts, after completing their higher education.
- To train such children who wish to go for some professions, imparting training to them as per their choice, and to help them till they become self-dependent.
- To cultivate relationships like a family, full of love and warmth, between orphans who come from lower strata of the society, deprived of family life and the elders in the institute.
- To prepare plans to relieve children of criminality, unsocial and antisocial activities and bad habits, and to nurture human values.
- To give shelter to childless, helpless elders and to employ their conspicuous talents, experiences and skills for the development of the children.



Some of the recent Initiatives implemented by Laxmi Diamonds are:

- Blood Donation Camps – 1500+ bottles collected
- Distribution of 3500 + food grain + oil kit food grain + oil kits to downtrodden people of villages.
- Plantation activity approx 200 plants were planted by the employees on 15/08/2015, in presence of local authorities.
- Project called 'GARV' was sponsored by Laxmi Diamond to make Surat a beggary-free city, where children begging on streets could be adopted. Laxmi Diamond announced that the first 500 children's will be adopted by them and they will look after their upbringing.

At the India Gem & Jewellery Awards 2013, the GJEPC for the first time instituted an award for the Most Socially Responsible Company. The Award in the year 2014 went to Laxmi Diamonds for their outstanding contribution to social and charitable causes.



"Best woman entrepreneur of the year 2015" by a Karnataka-based magazine. The award was presented on the occasion of Women's Day, by Dr.Konijeti Rosaiah, Hon'ble Governor of Tamil Nadu, at Raj Bhavan, Chennai on 6th March 2016. The Gems and Jewellery Trade Council of India (GJTCl) at Ahmedabad also felicitated her as the best woman entrepreneur again in November 2016.

A Philosophy-Psychology graduate from the Andhra University, she has been a top ranker all through her academic career. Putting her excellent people skills to use, she actively participates in the human resource management of the vast Vaibhav Jewellers. To Mallika Manoj Grandhi, life is not about waiting, but in taking it by the reins and guiding it in the direction of her dreams. Today, as she stands tall as a Chairperson and Managing Director of the Vaibhav Group of Companies, she has a lot to feel proud about. A compassionate human being, she has implemented various initiatives detailed below:

Vaibhav Jewellers Pvt Ltd, Vizag

Vaibhav is a privately held entrepreneurial group from the City of Visakhapatnam. The group traces its roots to the small town of Eluru, where it made a humble beginning in the early 20th century. The group is now an established name in the jewellery business. Four generations of business lineage, knowledge and expertise in this domain have been a key to the group's success.

The jewellery business was started by the late Mr. Manoj Grandhi. After his untimely demise in 2012, the reins of the business were taken over by his wife Mrs. Mallika Manoj Grandhi. She has successfully steered the company to greater heights. She has been awarded as the

CSR Initiatives At Vizianagaram

Vaibhav CSR is the philanthropic arm of Manoj Vaibhav Gems 'N' jewellers Pvt Ltd, coastal Andhra's much preferred jeweller. Just as Vaibhav is committed to embrace sustainable business practices as a core business strategy, Vaibhav CSR initiatives are committed towards creating a positive change in the society through identifying the gaps in minimum amenities for children below poverty line studying in rural government primary schools and fulfilling the same.

One such activity at Parvathipuram, Vizianagaram district, addressed the gaps in 13 village level schools and presented plates and glasses for the midday meal scheme, submergible motors, water tanks and water purifiers for safe drinking, announcement/sound systems, tube lights, fans and benches.





Swarna Kamalam

As a sequel to Corporate Social Responsibility, Vaibhav Jewellers has been honouring great musicians and singers every year by presenting the 'Swarna Kamalam', in association with Kalabharathi since 2002. Vaibhav's service to society is also reflected in the running of a tribal school near Araku valley in Andhra Pradesh. It also supports various other deserving causes.

HUD HUD

After the Cyclone hit in 2014, the staff of Vaibhav Jewellers, along with their Chairman and Managing Director, Smt. Mallika Manoj Grandhi, participated in clearing the debris, trees in the areas of Railway New Colony, Thatichetlapalem, Dondaparthi, Station Road, NGO's colony, 80 Feet Road, etc. Thousands of buttermilk and water packets were also distributed to the various volunteers and workers helping in rebuilding Visakhapatnam in the areas of Kancharapalem, Madhavadhara, B.S.Layout, Akkayyapalem, China Waltair, Dwaraka Nagar and H.B. Colony. Many appreciated the staff of Vaibhav Jewellers for distributing thousands of candles in areas like Chaithanya Nagar, Chinagadili, Pedagadili, Arilova, Sagar Nagar, Yendada where there is no power supply.

CSR Initiatives At Villages

As a part of CSR, Vaibhav Jewellers has initiated many service-oriented activities in 16 villages of the Anapalli Mandal region. They have donated hospital beds and a refrigerator for the Primary Health Centre at Thummapala village, along with 200 steel plates, tumblers and benches, a microphone set, water purifiers at the

Zilla/Mandal Parishad schools of Venkupalem, Sithanagaram and Kondupalem. They have also donated wheelchairs at Vooderu, fans and water purifiers at Papayya Palem, water tanks at Boulawada Primary School, through their Chairman and Managing Director Smt. Mallika Manoj Grandhi. She feels, "Vaibhav Jewellers would continue to identify the real needs at the village level and try to extend its helping hand in fulfilling the same in the future."

Employee Welfare Activities

Vaibhav celebrated its Founders Day (on the occasion of the 49th Birthday of its Former Chairman Late. Sri Manoj Kumar Grandhi) on 25th June 2015, in a most memorable way. The management has recognised meritorious



children of its employees by giving away cash awards of nearly R 1 Lakh and also donated R 15,000 to a poor student.

As a part of the second phase of CSR, Vaibhav would provide basic amenities like ceiling fans, reading tables, water purifiers, plates and tumblers, syntax water tanks, motor pumps and computers to government primary schools of 16 Villages in the Chodavaram Mandal region. The Vaibhav Management team has also visited K. Gandhavaram, Duddupalem, Narsapuram and Butchyapeta to distribute some of the above items through their Executive Director, Sri. Amarendra Grandhi and Chairman and Managing Director, Smt. Mallika Manoj Grandhi. The aim of Vaibhav Jewellers is to serve the society by extending their support in the field of education, enhancing living conditions for the needy, support the environment and providing health services. ■

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CREATIVITY From Three Perspectives

Creativity, as intangible as it is, can be a very complicated process. Here to simplify it is **Gunjan Suri**, who elucidates on the three main factors that can shape creativity and aid in giving it a direction.



GUNJAN SURI, an award-winning jewellery designer and gemmologist, is also the author of *Sieve by Design*, a pathbreaking book on design. She is Founder and Creative Director, Gunjan Suri Couture Jewels.



Courtesy: Bvlgari

There are three different forces that determine creativity. The person designing the product, the product itself and the process used to manufacture the product. The three P's of design are:

Person — The product appeal depends largely on the person designing the product. As every person is from a different country, has their own value system, cultural beliefs, and

is influenced by the places they have travelled to in their lifetime. For obvious reasons when different people design a product based on their vicinity, the result is always distinctive from each other. For example — certain countries have cold climatic conditions all through the year so there are specific textures and colours present in their fabrics and surroundings. So, a person staying in that area is used to seeing specific textures on



Courtesy: Bvlgari

trees, fabrics and nature around them. So, when he/she starts designing, these textures available in their surroundings get incorporated in their product line also. The dense textures and bright and vibrant colours become an integral part of their design. On the other hand, people living in hot climatic conditions are used to seeing light, airy fabrics and lots of greenery. The style of designing is less complicated, fluid and usage of pastel colours takes centre stage. A lot of floral and nature inspired patterns dominate their design as well.

As the globe is getting smaller and people are travelling all across the globe, there is bound to be criss-crossing of ideas and cultures. Designers can apply and merge the elements from all over the globe, to create products that have a unique appeal and the possibilities for fusion are endless. Summing up, exposure that one has in a lifetime, the experiences that one goes through and the surroundings that one lives in determine the nature of the product. Hence, the person designing a product plays a very important creative role in product designing.

Process — Why is the process so important? The manufacturing process plays a very significant role to determine the quality of the product or to give it a different visual appeal. Let's say in today's day and age we are all using softwares like CAD, aware of casting techniques, and also different techniques that India specialises in. Now the only way one can actually differentiate your product from the rest is by fusing different techniques with particular designs to give them a distinct edge. For example

The product appeal depends largely on the person designing the product. As every person is from a different country, has their own value system, cultural beliefs, and is influenced by the places they have travelled to in their lifetime.



Courtesy: Levinger & Bissinger

— a pendant inspired by nature, where the flower is the central element might be in CAD, and for some reason the designer decides to use stamping elements and a bit of handcrafted techniques, so the kind of processes used in a product will differentiate it from the rest. On the other hand, different finishes and textures can also play a very vital role. Certain finishes and textures cannot be done with machines or certain software. This is when utilising hand manufacturing skills becomes imperative, and India is blessed with abundant talent in this

context. Pushing your limits and coming up with new techniques of doing the same thing in a better and a shorter time is also profitable to the entrepreneur. Another point to keep in mind is the time factor. Let's say a person does not want to produce mass jewellery and is looking at manufacturing only unique pieces. Then one can certainly opt for spending time into using techniques that probably take up more time and this adds to the appeal of the pieces created by making them rare and a luxury. We all hear about patent designs but we can also look at patenting a particular manufacturing technique and this area is something, which can be further explored in the near future.



Product — Predominately talking of jewellery, a product can be categorised in various segments — fashion, fine, bohemian, high-end luxury, contemporary and gold. Now for obvious reasons the requirement of the product category is very important to look at when you sit to design. If one is designing for the luxury segment, the usage of raw material has to be done accordingly and the end result has to be highly luxe. The luxury factor should strike you the moment you look at the product. One will



have to learn to work backward, understand the kind of raw materials required to be used like big size diamonds, unique cuts, rare gemstones, the amount of metal needed so that the diamonds and gemstones can be used to pave the metal area.

Now when we talk of the bohemian jewellery segment usage of feathers, tassels, primary colours, dense textures, flat metal plates and the various stringing possibilities are the elements one will need to look at. Fine jewellery segment on the other hand involves looking at the colours of gold, making the pieces affordable, but yet giving optimum value to the product and displaying thematic features in this segment is of utmost importance. Here is where a bit of metal, a bit of luxury, a bit of texture can be used to bring out the best. When we are talking of gold jewellery, we look at gold as the base metal and everything else takes a back seat but one can play with colours, textures and finishes which can take the jewellery pieces to a totally new level. Jewellery is a vast segment and the theme used in designing a product can be applied in various ways too. For example — architecture, when applied to fine jewellery will have a different aesthetic appeal than when applied to bohemian jewellery, which will produce a very different result. Hence, this should not stop one from using a particular theme even when one has to design for multiple jewellery segments.

Summing up, we all are now aware of the three P's of design. These concepts can be put to interesting use to extend one's creative skills. When integrated into a unified vision, these three factors can help designers achieve significant results. ■



A journey from engagement to Marriage....

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Fine crafts

Indian jewellery has not remained just a craft, but evolved into an art — both in design and workmanship. Its significance is evident from the fact that on auspicious occasions, especially weddings, jewellery is the most cherished of gifts. The jewellery varies from region to region, each craft distinctive and special in its own way. We give you an overview of two — *kundan meenakari*, popularly called Jaipuri jewellery and filigree, better known as Cuttack *Tarakashi*.



@Birchichand Ghanshyamdas Jewellers

KUNDAN MEENAKARI

The *kundan meenakari* style of jewellery is a craft that harks back to a royal past and is believed by many to be the oldest form of jewellery made and worn in India. The art of embedding precious jewels and metals into the surface of objects was first introduced by the Mughals. Flourishing under royal patronage, it was adopted with enthusiasm by the Rajputs of Rajasthan who began a whole new paradigm of crafting jewellery that is today famous the world over as *kundan meenakari*.

Kundan meenakari presents a unique blend of two distinct genres of jewellery crafting. The mélange of *kundan*, meaning highly-refined gold, and *meenakari*, the Indian name for enamelling, creates a new idiom in jewellery style. The technique used in the creation of this special jewellery is known as *jadau*. This enchanting style portrays tasteful enamelled patterns and is accompanied by sparkling gemstones. The style is based on various themes such as flowers, animals, birds and much more, wrapped in beautiful colours and designs.

What distinguishes *kundan meenakari* from other jewellery is the fact that while most gold jewellery is crafted out by a single goldsmith, *kundan meenakari* involves the expertise of a chain of skilled craftspersons to create the finished product. It begins with the designer, the *chitera*, and then moves on to the goldsmith or *swarnakar*, the engraver or *kalamkar*, the enamellist or *meenakar*, the polisher or *chiknawala*, the stone-setter or *jadia* and, finally, the stringer or *patua*.

The first step in creating *jadau* jewellery involves making the base ornament. Gold of high purity is first hammered and made into plates of 20-25 gauge and then moulded by hand into motifs which include patterns such as mango, hand-fan, flowers, animal and birds. The shapes and forms are limited only by the craftsman's imagination. These are then soldered with high purity gold solders or with cadmium solders to give shape to the jewellery, keeping the hollow cavity on the upper surface and the flat plate on the lower surface.

After this, the base jewellery pieces are given to *meenakars* for enamelling. Traditionally, *meenakari* — colouring and ornamenting the surface of metals by fusing brilliant colours — is done on both the lower and upper surfaces of the jewellery, with the *meenakars* first engraving very fine and minute designs on the flat surfaces of the base and then filling these engraved surfaces with



© Birchchand Ghanshyamdas Jewellers

meena of different colours. Traditionally, gold has been used since it holds the enamel better, lasts longer and its lustre brings out the colours of the enamels. Silver, a later introduction, is used mostly for artefacts.

After filling the *meena* (the feminine form of *mino*, meaning heaven in Persian), the jewellery is put into ovens at temperature just below the melting point of gold. This makes the *meena* stick to the gold molecules and acquire a glazing on the surface. It is generally believed that the purer the base metal, the better the shine and sharpness of the *meena* colours. The colours that are mainly used are bright shades such as red, green and blue with inlays of gold, cream and white. However, nowadays, fast colours such as pink, turquoise and black are also used.

After *meenakari*, the jewellery pieces are polished and given for *jadau* or setting of precious and semi-precious gemstones such as diamonds, rubies, emeralds, sapphires and tourmalines. The shaping and fixing of stones is followed by making, filling and studding of *kundan* whereby hyper-purified gold leaf foil is inserted between the walls of the stones. The gold foils placed below the stones enabled greater reflection of light through the stone, thus increasing its intensity and brilliance. In the final phase, the jewellery pieces are assembled, tied with pearls or beads or gemstones.

Kundan meenakari is also popularly known as Jaipuri jewellery since the Rajsthani city of Jaipur has traditionally been the centre for *kundan* jewellery in India.

FILIGREE

Filigree is the lace-like decorations in jewellery, using gold or silver wire or threads that are



intricately intertwined or bent into swirls or rosettes. The jewellery is feminine, delicate and alluring — the result of great precision and meticulous work.

Indian filigree work is unique in aesthetics and flourishes in Orissa. Popularly known as Cuttack *Tarakashi*, the silver filigree of Orissa is renowned the world over for its delicate artistry and brilliant craftsmanship. The process does not involve carving, engraving or moulding but rather joining fine wires and building a piece, bit by bit. In Bengal and in Karim Nagar in Andhra Pradesh, filigree finds different expressions, with Karim Nagar known for its complex designs and refined approach and precision.

In Cuttack *Tarakashi*, the process begins with clay pots with silver or gold ingots put into a bucket of hot coals or over a stove and melted. The molten metal is then poured into small, rod-like moulds and cooled. The rods that are formed are then inserted into wire-drawing machines with smaller and smaller apertures that press them into long, thin, flat wires — more than a kilometre long. Before wire-drawing machines were invented the metal was hammered on an anvil and the two thinnest wires were heated and wound around a rotating wheel machine, known as *charkha* before being flattened again to make a single wire which could be hand-carved into designs. Many a time a craftsman first blows a small flame into the wire with a tube and then strings, twirls and shapes the wires together into a design.

Tarakashi artists first draft designs on paper, place the wires on the design sheet and then shape them according to the drawing. This forms the framework, the support where the rolled threads are set to represent the motif in mind. The fillings are also made in keeping with the design. The threads are twisted tightly to create a ridged pattern and then bent and twirled to form various shapes. These wire

shapes are thereafter soldered to each other to create a larger piece. The filigree design can also be built upon to create multi-layered designs, such as flowers. Often, a piece of metal or a wire frame is used to give substance to this delicate work. In ancient times, granulation and miniature beads of metal were often used to heighten the effect of filigree designs.

So fine is the art that craftsmen use tweezers to solder fine wires to the outlining frame. There are about ninety types of designs — spirals and curls, creepers and *jaals* — which craftsmen use to fill in the outlines. The beautiful appearance of the gauzy web of silver comes from the intense care that is taken to prevent the thin strands of silver from breaking while curling and twisting them.

In the final stage soldering is done by placing the piece into a mixture of borax powder and water and then placing it once again under a small flame or acetylene torch to make sure that the fine details of the design stay intact. The final piece is then snow-glazed or whitened with a mixture of acids or casting is used to accentuate the beauty of the piece.

With exposure to new techniques, experiments are now increasingly being employed to produce highly polished and refined jewellery in keeping with the demands of customers. For instance, platinum polishing is done for an enduring lustre or silver is mixed with brass or other metals to create fascinating textures and effects.

Most *Tarakashi* design inspirations are drawn from images of deities, flora and fauna and the famous Konark Chakra or sun wheel.

(The article comprises of extracts from articles that appeared in earlier issues of Gems & Jewellery Times.) ■

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DIVINE SOLITAIRES' INNOVATIVE EXCLUSIVE EXPERIENCE LOUNGE CONCEPT

Divine Solitaires' unique and sole initiative, 1st of its kind in India is looking for ambitious expansion.

Diamonds and diamond jewellery are high involvement product categories. A Solitaire diamond is a discretionary and emotional purchase for a consumer. It involves an elaborate information gathering and careful planning. Research has shown that on an average a consumer spends about 45 minutes before buying a Solitaire diamond.



Divine Solitaires, India's first solitaire diamond brand inaugurated its exclusive experience lounge at Bhima Brothers' spanking jewellery store located at Devraj Mohalla, Old Santhpet road, Mysore on 3rd June 2015. ... It was the first of its kind initiative by any brand to have a friendly and exclusive ambience and a complete experience to approach its customers.

Conventional wisdom suggests that luxury experience is achieved by offering the highest quality product with impeccable service. These elements however are not enough to design a true luxury experience. This is because luxury experience goes beyond extreme opulence. The job becomes even tougher when you are at a multi brand jewellery outlet.

A luxury store cannot stop at offering just the product. It should go beyond that and offer unique services. This can start with attentive salespeople and prompt customer service, but it should go beyond that to offer a differentiated, unique buying and consumption "ritual" that exceeds expectations. Divine solitaires developed a concept that sought to design a multifunctional, controlled space to create brand experience and communicate brand belief to the consumers through events, exhibitions, and collaborations.

Traditional jewellers face the danger of price wars as a result of rampant discounts and undercutting.

The idea behind creating an exclusive lounge was to engage the consumer and offer him thorough knowledge and a holistic experience.

It was therefore test market the concept at select jewelers in India. Divine Solitaires is selective in choosing its partner Jewellers. Its products are available at 120 carefully selected, reputed Jewellers in India.

The first city that was chosen was Mysore.

Mr. Raghuram, the co-owner of Bhīma Brothers said, "We have been doing business with Divine Solitaires for the last four years. The company is known for transparency, standardization and ethical values. Their products are of highest quality with exquisite workmanship. We share their values and are confident of offering to our customers the largest collection of solitaires and jewellery under one roof."

Buoyed by the extremely positive response in Mysore, the company decided to open an experience lounge in Pune an important city in western India.

The lounge has been operational since November 2016 at Ranka Jewellers' Chinchwad stores. It has surpassed all expectations and created a new milestone in Solitaire and diamond jewellery purchase.

Mr. Tejpal Ranka, Owner of Ranka Jewellers expressed his satisfaction regarding lounge "Divine Solitaires exclusive lounge at our Chinchwad store is the first of its kind in Maharashtra. It has surpassed all our sales expectations and have helped us acquire new customers. The lounge concept has provided our diamond customers a unique experience about buying the diamonds especially solitaires."

After testing the lounge concept at traditional jewellery stores in South and west, Divine Solitaires teamed up with Reliance Jewels a national jewellery chain.

Divine Solitaire lounge was inaugurated at Reliance Jewels Ludhiana store on 5th October 2016 during the auspicious Navratri period.



Talking about this launch, Mr. Sunil Nayak, CEO of Reliance Jewels said, "The jewels unveiled at the lavish Divine Solitaires Lounge are set to enthrall and delight our customers. At Reliance Jewels our customers have always been at the core and with the Divine Solitaire Lounge it is our endeavour to give them an experience like never before.

Jignesh Mehta, Founder MD of Divine Solitaires said, "A diamond

jewellery customer deserves an exclusive experience which is rarely available to the Indian consumers. Divine Solitaires Lounge is being specially designed to provide that experience. Ludhiana boasts of crème-de-la connoisseurs of diamonds and that is the reason we have taken our association with Reliance Jewels one level up by setting up this special lounge at their Ludhiana stores."

Reliance Jewels is very bullish about the Divine Solitaires lounge concept. It has committed several more locations for their partnership with Divine Solitaires. The second Reliance Jewels store that will have an exclusive Divine Solitaires lounge is located at Gurgaon scheduled for launch in January 2017.

About Divine Solitaires :

Divine Solitaires is the first & only solitaire brand in India which provides its consumer with the world's finest & perfectly crafted solitaires in an organized & transparent manner. Every Divine Solitaire comes with unmatched features like Hearts & Arrows, Standard & Transparent Price List, Quality Guarantee Certification having ethical sourcing, investment value, clarity in pricing and presented in a state of the art packaging.

Please direct your enquiries for setting up a Divine Solitaires lounge to Mr. Nirali Challani on email ID nirali@divinesolitaires.com



EXPECTATIONS FROM BUDGET 2017

The gems and jewellery sector has pinned great hopes on the Union Budget-2017. **Chirag Sheth**, Research Consultant, South Asia, Metals Focus, notes industry expectations and says that the Budget could be vital in reviving the gems and jewellery sector.



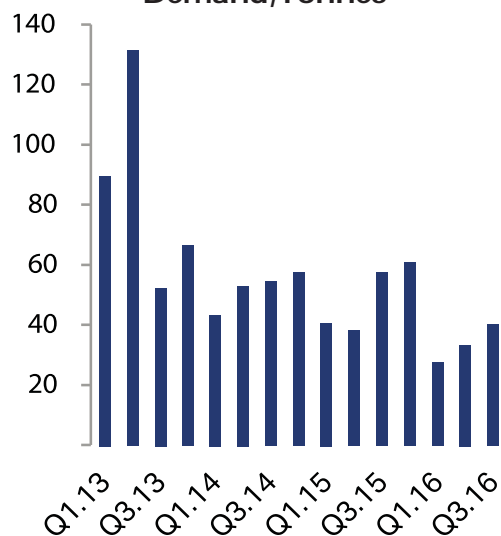
2016 was an extremely tough year for the Indian gold market, with regulatory changes and a protracted strike impacting gold demand. In order to introduce greater transparency into gold transactions, at the start of last year, the Government announced various steps, including the introduction of an excise duty and the compulsory declaration (by consumers) of Permanent Account Number (PAN) cards for retail purchases over R200,000.

The second step, in particular, saw some large consumers, concerned about disclosure to the authorities, shy away from buying

gold. The above steps have therefore severely affected Indian gold demand. Q3.16 saw jewellery consumption fall by 32 per cent year on year and investment demand by 27 per cent. However, there were expectations of a recovery in Q4 due to the festive and marriage season. Unfortunately, the demonetisation of high value notes brought trade to a near standstill in November.

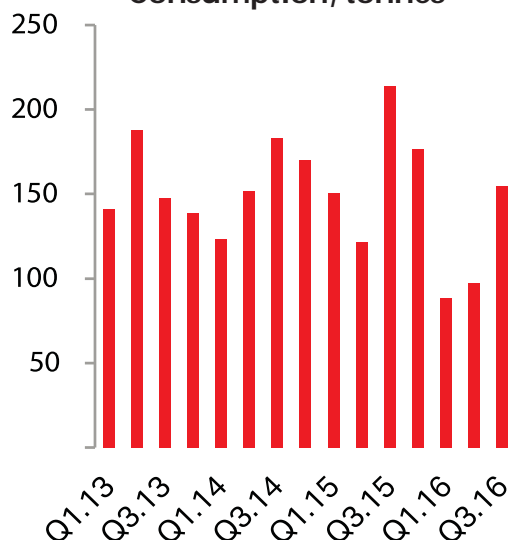
It is against this background that the industry is now looking forward to the Finance Ministry to provide some relief in the forthcoming Union Budget. We have spoken to

Indian Investment Demand, Tonnes



Source: Metals Focus

Indian Gold Jewellery Consumption, tonnes



Source: Metals Focus

various market participants and trade bodies to understand their expectations for the Budget; six demands have emerged that the industry has lobbied the government to implement.

First, a long-standing demand has been to reduce the 10 per cent import duty to at least five per cent. The duty increase to 10 per cent in 2013 led to a rise in smuggling. Metals Focus estimates some 600t of bullion has been imported unofficially over the past four years. We believe that the Government is now giving serious consideration to lowering the duty to five per cent; this could be announced in the Budget.

The second key demand from the industry relates to increasing the threshold for requiring the Permanent Account Number (PAN) card, to R500,000. As it stands, gold purchases over R200,000 require a PAN card declaration, a move which affected the gold jewellery sector in 2016. However, we do not think the government will heed this demand, given that some sections of the Government believe that unaccounted money flows into the gold market. In fact we believe there could be a further tightening of this requirement by the Government.

This aside, following demonetisation, the Government is also looking at incentivising the public to reduce their cash transactions. We believe this move should also be applied to jewellery purchase. One way to achieve this is to

remove the requirement for declaring a PAN card for transactions carried out via banking channels, including cheques, debit and credit cards.

In all probability, the Indian government is likely to implement its biggest indirect tax reform in 2017, in the form of the Goods and Service Tax (GST), which will bring the entire country under a single tax regime; the Budget will offer some clarity on GST rates.

The jewellery industry has been lobbying for a uniform and lower GST on both bullion and gold jewellery, for anywhere between one and three per cent. It is extremely important for the Government to maintain not just a lower import duty, but also a reduced GST rate to discourage smuggling and the parallel trade.

Another demand has been to exclude gold from the Indo-ASEAN Foreign Trade Agreement, which has often been misused by some market participants who bring in bullion under the pretext of being jewellery. Finally, jewellers have asked for permission to sell the Ashok Chakra coins issued by the Government, which are currently sold by MMTC and several banks.

Overall, we believe this Budget could be important for helping to revive the gems and jewellery sector. The possibility of a duty reduction, a lower GST and the potential for income tax breaks could lend support to the industry. ■

Shaping Perfection



Diamonds are forever and are the glamorous heart of the gems and jewellery industry. It takes a trained eye and expertise to transform a rough diamond from a rough pebble to a radiant, faceted gem. **Aanchal Kataria** finds out about some of the most popular schools all over the globe for diamond cutting and polishing.





Diamond cutting, as well as overall processing, is concentrated in a few cities around the world. The main diamond trading centres are Antwerp, New York, Tel Aviv, and Dubai from where roughs are sent to the main processing centres of India and China. Prominent diamond polishing hubs include Surat, India and the Chinese cities of Guangzhou and Shenzhen. The skill and art of creating diamonds out of raw chunks of rocks definitely requires precision and patience. The diamond cutting process includes meticulous steps like planning, cleaving or sawing, bruting, polishing, and final inspection. Here are a few renowned institutes for diamond cutting and polishing:

AMERICAN INSTITUTE OF DIAMOND CUTTING, INC.

(Florida, United States of America)

With over 30 years of quality education, this is the only diamond cutting school in the United States that is licensed to teach the prestigious profession of diamond cutting and rough diamond grading in all its phases as well. This state of the art diamond training facility provides services in cutting and polishing rough diamonds, modernise older cuts, and re-cutting chipped and broken diamonds. They also provide consultation services for field operations in diamond mining, for setting up and establishing large or small scale diamond cutting factories and evaluation for large parcels of rough. They offer courses for rough diamond grading, diamond cutting and polishing, diamond business management and marketing, diamond manufacturing and equipment and fancy coloured diamonds.

HARRY OPPENHEIMER DIAMOND TRAINING SCHOOL

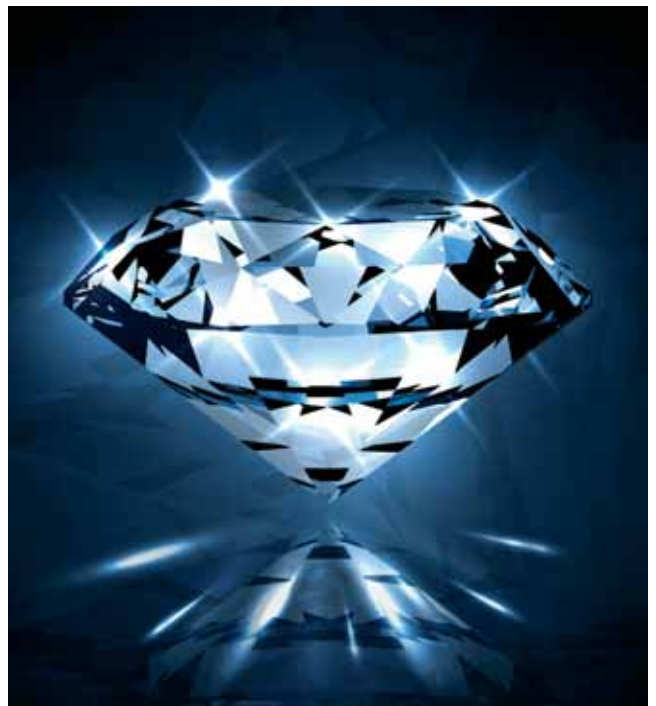
(Johannesburg, South Africa)

Started by Harry Oppenheimer, an icon in the diamond industry in 1990 and this institute has grown into an internationally renowned educational establishment for providing specialised training in the diamond manufacturing and evaluation. It is a non-profit company, a member of the Jewellery Council of South Africa and known for upholding the highest level of integrity and academics through professional education. The faculty here has years of work experience in the diamond industry and this institute boasts of providing a hands-on experience in all aspects of diamond manufacturing, evaluation and grading. Their course on rough diamonds is regarded as one of the best in the world and the other programmes that they provide are on diamond polishing and entrepreneurial valuation and polishing. They also facilitate a few laboratory courses, which are presented by professional instructors from the Gemmological Institute of America (GIA) on gem identification, coloured stone grading and polished diamond grading.

INDIAN DIAMOND INSTITUTE

(Surat, India)

Established at Vesu, near Surat airport, as a world-class jewellery design and training centre, the Indian Diamond Institute aims at promoting the Indian jewellery industry through its variety of programmes. They offer diploma courses in diamond manufacturing and grading as well as foundation and professional certificate courses in





diamond sorting, grading, planning, polishing and bruting. One can also enrol for their correspondence courses for diamonds that enables you to learn in the convenience of your home or office. These distance-learning courses have been professionally designed and all the course material is sent directly to you for your convenience. Indian Diamond Institute also offers corporate training programmes for imparting in-depth knowledge about diamonds to all those who are a part of the industry. They are the only authorised Indian laboratory for certification and grading of diamonds approved by Government of India and have a dynamic research and development centre as well that provides scientific and technological support to the diamond industry, help them upgrade their processing technology. They also focus on developing indigenous, low-cost technologies for substitution of imported products used in the diamond industry to help the country save foreign exchange and also reduce the cost of processing.

HOGE RAAD VOOR DIAMANT (Antwerp, Belgium)

Hoge Raad voor Diamant (HRD) is the primary shareholder of the Antwerp World Diamond Centre, the body which represents the Belgian diamond industry. The HRD diamond lab is the largest diamond lab in the world that issues reliable diamond grading and jewellery reports fully compliant with the rules for grading polished diamonds set by the International Diamond Council. With over forty

years of experience, professional diamond graders, sorters and gemmologists from all over the world attend their international programmes. They offer courses in rough and polished diamonds, polishing of diamonds, designing and sales of diamond jewellery. In addition, they also create tailor-made programmes for companies and organisations, run professional workshops worldwide and offer individual coaching. HRD's extensive in-house research department ensures that all the processes are updated according to the latest industry developments. ■





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It is imperative to stay abreast of the newest technology available in the market to achieve accuracy and save time in the jewellery industry. **Aanchal Kataria** tells us about scientific innovations that can help you increase your efficiency and improve your business.



In the volatile world of technology, it is imperative to stay abreast of the latest developments, especially when it comes to technological advancements that can have a direct impact on our business practices. The global gems and jewellery industry has been growing at an astronomical pace in recent years, thanks to the importance given to the research and development in technology. Technology has made it possible for development of innovative tools and techniques and elevating the gem and jewellery industry today to the highest level of quality and precision ever in the history of humankind.

Technology has changed the way a manufacturer conceives the idea of the final product and has influenced the consumers' preferences as well. Today every consumer is looking at finesse and exclusivity in the product that they buy and is also willing to pay a premium for the same. Hence, the vitality of technology cannot be undermined as the jewellery industry globally acknowledges the contribution it makes to all the processes involved in making jewellery. Every technical process from 'Mine to Market' involves technology and tool expertise, be it refining of precious metal, to polishing of the precious stone, or moulding and setting of gemstones involved in jewellery making. So, here are some latest technological offerings that are sure to benefit your jewellery business from a commercial viewpoint as well as provide you a competitive advantage:



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Solitaire Gemmological Laboratories (SGL)

Solitaire Gemmological Laboratories (SGL) celebrates a decade of certifying diamonds with integrity and commitment. In its 10th year, it aims to continue to provide reliable and standard gemmological evaluation for diamonds and coloured stones through its 13 laboratories located in several countries around the globe. On this special occasion, the Directors of SGL, Shirin Bandukwalla and Chirag Soni speak about how SGL which is headquartered in London expanded its base in India at nine different locations, in Saudi Arabia at two locations and in Dubai, to bring forth the very best in international diamond grading. SGL has already launched lab-grown diamond-screening services that screen diamond-studded jewellery and loose diamonds, and distinguish lab-grown diamonds from their natural counterparts. They use state of the art machines and technologies such as FTIR, XRF along with its proprietary and co-developed equipment that provide fluorescence, phosphorescence, photoluminescence and spectra along with other optical technologies. This inspires confidence among consumers and retailers and ensures fair practices of disclosure and sales through the gems and jewellery industry. A mobile lab service model, where clients need not engage in secure logistics to transport jewellery to and fro, is also offered as a means to reduce cost and turnaround time taken for certification.



Gemmological Institute of America (GIA)

GIA is now offering the Melee Analysis Service, automated analysis and colour sorting service in Mumbai. GIA is now accepting submissions in India for the GIA Melee Analysis Service, a fully automated system that rapidly and accurately analyzes and sorts round D-to-Z diamonds ranging from 0.90 to 4.00 mm in diameter (approximately 0.005 ct to about 0.25 ct). Clients can submit stones directly to the Institute's laboratory in Mumbai. The cost of the service ranges from R5.46 to 27.32 (rates subject to change) per stone based on diameter, with a minimum of 500 pieces in each parcel. Once sorted, the melee is sealed in secure packaging for shipment directly to a third party – upon request and when permissible – or back to the submitting client. The GIA Melee Analysis Service separates natural, untreated diamonds from simulants and potentially synthetic or treated diamonds, and sorts the screened diamonds by colour range. Clients can also specify a size range for their parcel. The system applies GIA's decades of research into the examination of treated and synthetic diamonds, and processes 1,800 to 2,000 stones per hour around the clock. These rapid and cost-effective services directly address trade concerns about the possibility of synthetic or treated diamonds being mixed into parcels of melee. The service is currently offered at most GIA laboratories.



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Maxsell, is a pioneer manufacturer and supplier of automated machines, such as currency counting and sorting machines, fake note detectors, gold testers and laser markers, consumable for various purposes in the jewellery industry. Their latest offerings can be extremely useful in the current reign of demonetisation. Manufactured with high level of precision using quality tested components and cutting-edge technology, these electronic testing devices are checked on numerous quality parameters to deliver maximum efficiency. For jewellers in particular, it can aid in reducing the workload by the technology-driven, and provide accurate results at a swift rate, saving a lot of time and energy on a day-to-day basis. ■





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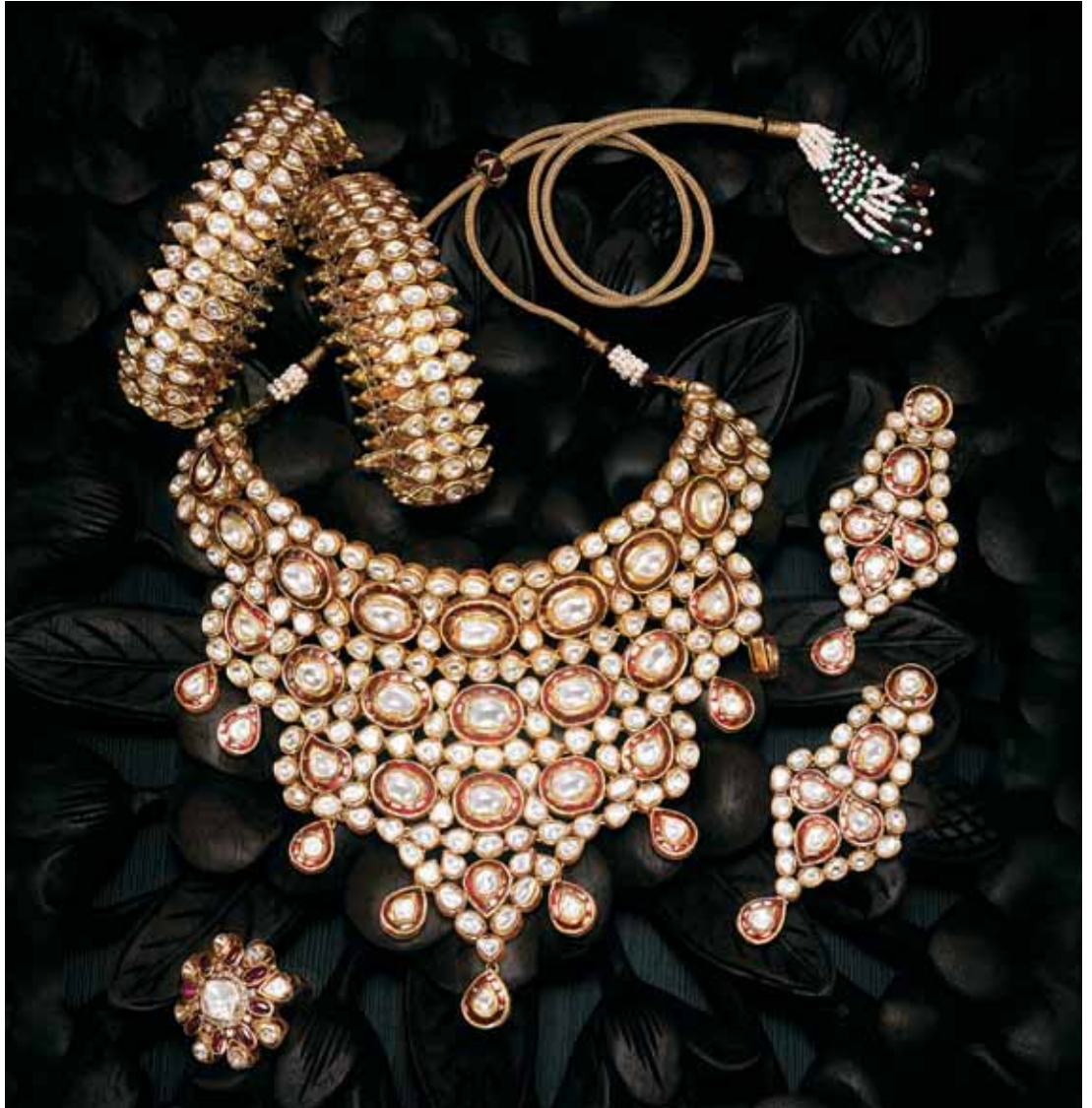


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STATEMENT JEWELLERY

India's great heritage and craftsmanship comes alive in **Kalyan Jewellers'** new line Tejasvi, the *polki* jewellery collection. Tejasvi sparkles with the brilliance of uncut diamonds that is at the heart of traditional *polki* creations. The brilliance of uncut *polki* diamonds in the Tejasvi collection is emphasised through the contrasting use of coloured stones such as emeralds, rubies and pearls integrated into these unique designs. Tejasvi pieces, made in 18 as well as 22-karat gold, come in a closed setting style, with intricate meenakari work done on the reverse. The collection has bracelets and neck-pieces that can go well with western outfits. It also includes *ranihaars*, *maang tikkas* and chokers that will offset a traditional bridal look. According to Ramesh Kalyanraman, Executive Director, Kalyan Jewellers each Tejasvi piece is handmade from start to finish by a single master craftsman which is why Tejasvi is more than just jewellery; it is a piece of collectible art. The entire range extends from stand-alone earrings to complete sets of necklace, bangles, earrings and *tikkas* in a wide range to suit all budgets. The centrepieces of the Tejasvi collection are the single-piece bridal necklace designs available in the range of R30-40 lakh. ■

SIMPLY DIVINE

Vithraag Jewels has weaved the purity of Indian tradition into its latest jewellery collection. A traditional Kaasu Mala embedded with the images of Goddess Mahalakshmi and adorned by precious stones is an expression of master artistry and exemplary craftsmanship. The minute details of the jewel is divine and magical in look and feel. ■



PURE ARTISTRY

Indigo Jewellery's Bonito is an exquisite collection of magnificently crafted earrings for a stylish evening look. The collection is extremely light and elegant with multi-wear earrings to enhance your look – be it in the evening or during the day. One can flaunt the earrings at a glittering party or wear a minimalistic look on another occasion by clipping on only the bali. Inspired by vintage scrolls, this collection evokes the opulence of a bygone era. The best of art and craftsmanship come together in this exquisitely beautiful jewellery collection. Set in contemporary two-tone gold and accented with diamonds, Bonito celebrates the artistry of jewellery. ■





IN A CLASS OF ITS OWN

Swarovski Zirconia is the first zirconia in history to adhere to the comprehensive set of standards for grading diamond cut quality of the Gemological Institute of America (GIA), the world's foremost authority on diamond grading. The unmatched brilliance of Swarovski Zirconia makes it the finest and most diamond-like zirconia available today. Perfectly saturated colours and sophisticated cuts inspired by the most famous fancy diamonds place Swarovski Zirconia in a class of its own. The vivid shades are created with Swarovski's patented surface enhancement process TCF™ (Thermal Color Fusion) that is environmentally sound and does not expose the stones to irradiation. The colours are durable and of proven resistance for daily wear. Every Swarovski Zirconia is marked with microscopic laser engraving to ensure Swarovski authenticity. ■



ENTWINED FOREVER

An adored princess becomes a queen of hearts when her life becomes intertwined with the man of her dreams. The most sacred part of a wedding is when the bride and groom weave their lives with each other and look ahead at a beautiful future. Symbolising this lovely union is **JJ Diamonds Mart's** interlaced diamond necklace which is accentuated with brilliant emeralds. Called the Entwining Saga, it heralds a promising start to a queenly life. ■

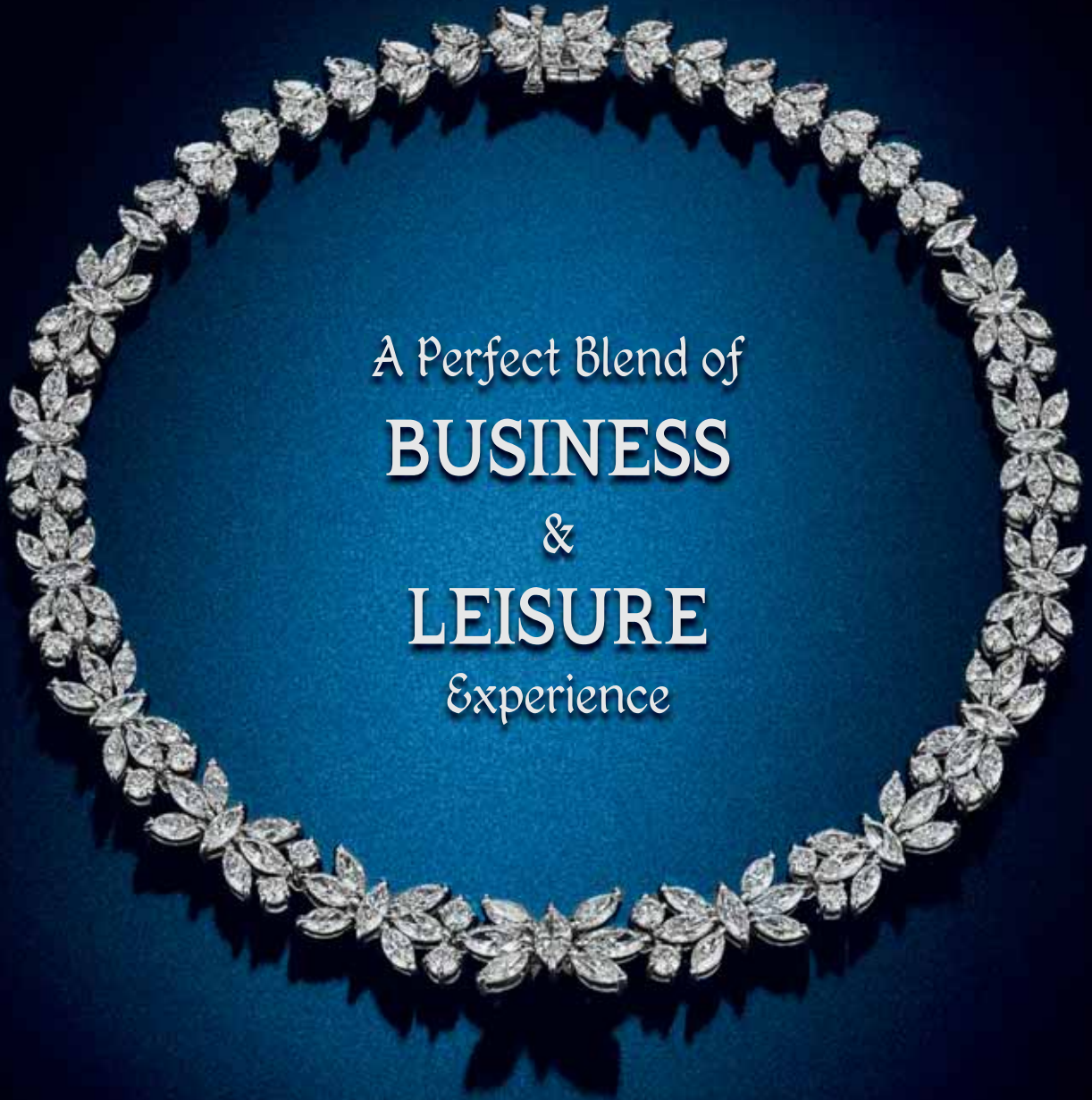
BRIGHT AND BEAUTIFUL

Ruby is believed to be the king of gems. For some it is a representation of the sun, for others it represents integrity, devotion, happiness, courage and prosperity. One of the many specialities of **Vinati Jewellers** is crafting ruby sets that are perfect for the new age woman who is modern in thinking and traditional in taste. The design of this beautiful ruby and emerald necklace-earring set is refined and contemporary and ideal for brightening up any occasion. The artwork is fine and flawless with the glow of gold acting as a foil to offset the radiant red of rubies, the brilliant green of emeralds and a luminous pearl. ■



FOR WOMEN ON THE GO

Kirtilal's Glow and Go lightweight collection is for the modern working woman who is always on the go. The line has been designed for young women and their need to express their personalities. Today, diamonds are not aspirational and expensive but something that can be owned at an affordable cost. The designs of the collection that include pendants, earrings and rings are bold and beautiful. They can be worn to work, to parties and casual occasions and team with just about anything. The price point of this collection makes it a perfect gifting option for loved ones for special occasions such as weddings, anniversaries, birthdays, farewells and so on. ■



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