



For Immediate Release

Government to boost Gems & Jewellery trade through E-Commerce

GJEPC represents to DPIIT, MOC & I for a revamped E-Commerce Policy to equip small players in the G&J sector

85% MSMEs spread across 390 Gem & Jewellery clusters to benefit from the Policy

15th December, Mumbai: Gem & Jewellery Export Promotion Council (GJEPC), in the past few years, has been actively pursuing projects and policies that could lead to a manifold increase in India's outbound gem and jewellery trade.

Aligning with the Prime Minister Shri Narendra Modi's vision of making the smallest of towns and villages active participants in the country's export efforts, the Council undertook a Herculean data-driven approach to identify areas that are actively engaged in the manufacture of gems and jewellery. Taking the cue from PM's vision, in 2019, the GJEPC commissioned the National Council of Applied Economic Research (NCAER) to evaluate these key industry characteristics, its competitiveness, and its employment potential.

The pioneering Cluster Mapping study has identified 390 districts as gem and jewellery clusters. It also provides crucial data on the region-specific specialisations in gem and jewellery categories, the skills and technology used, supply chains, and contribution to the economy. The Council is now focused on transforming each of these clusters into self-actualised export hubs.

Considering the exponential growth in online sales during the pandemic, GJEPC has been relentlessly pursuing for an e-Commerce policy with Department for

Promotion of Industry and Internal Trade (DPIIT) and the Ministry of Commerce & Industry (MoC&I), and officials across various Government departments.

DPIIT under the leadership of Dr. Guruprasad Mohapatra, Secretary, recently held a meeting with GJEPC to review the progress on the policy and take the representation ahead.

Colin Shah, Chairman, GJEPC presenting the details of the policy said, **“A revamped e-commerce policy will help thousands of manufacturers and lakhs of retailers across the 390 G & J clusters in India to utilise e-commerce platforms and reach out directly to overseas consumers. The exponential growth in online sales during the pandemic makes this all the more important and time-sensitive for our trade to benefit from this shift to digital platforms.”**

“We are expecting a comprehensive e-commerce policy that will encompass ease in processes, hassle-free returns, seamless payments, speed of delivery, minimal cost, etc.” adds Shah.

The Department of Revenue has recently clarified through a notification dated 27th Nov 2020 that exports of gem and jewellery is permitted in Courier mode under the provisions of Courier import and exports (Clearance) Regulations 1998 and Courier Imports and Exports (Electronic Data & Processing) Regulations 2010.

The successful formulation of an e-commerce policy will herald the dawn of a new era for the Indian gem and jewellery industry. This move opens up a world of possibilities especially for MSMEs, as it will give them a level playing field to begin exports directly to global consumers.

The move reflects the GJEPC’s all-embracing and inclusive approach to push for progressive reforms that will help the industry achieve its long-term vision to become the epicentre for worldwide gems and jewellery needs. With a Central Government that is all geared up to facilitate e-commerce for the gem and jewellery industry, the sky’s the limit!

About The Gem and Jewellery Export Promotion Council (GJEPC)

The Gem & Jewellery Export Promotion Council (GJEPC), set up by the Ministry of Commerce, Government of India (GoI) in 1966, is one of several Export Promotion Councils (EPCs) launched by the Indian Government, to boost the country’s export thrust, when India’s post-Independence economy began making forays in the international markets. Since 1998, the GJEPC has been granted autonomous status. The GJEPC is the apex body of gems & jewellery

industry and today represents 7000 exporters in the sector. With headquarters in Mumbai, GJEPC has Regional Offices in New Delhi, Kolkata, Chennai, Surat and Jaipur, all of which are major centres for the industry. It thus has a wide reach and is able to have a closer interaction with members to serve them in a direct and more meaningful manner. Over the past decades, GJEPC has emerged as one of the most active EPCs, and has continuously strived to both expand its reach and depth in its promotional activities as well as widen and increase services to its members.