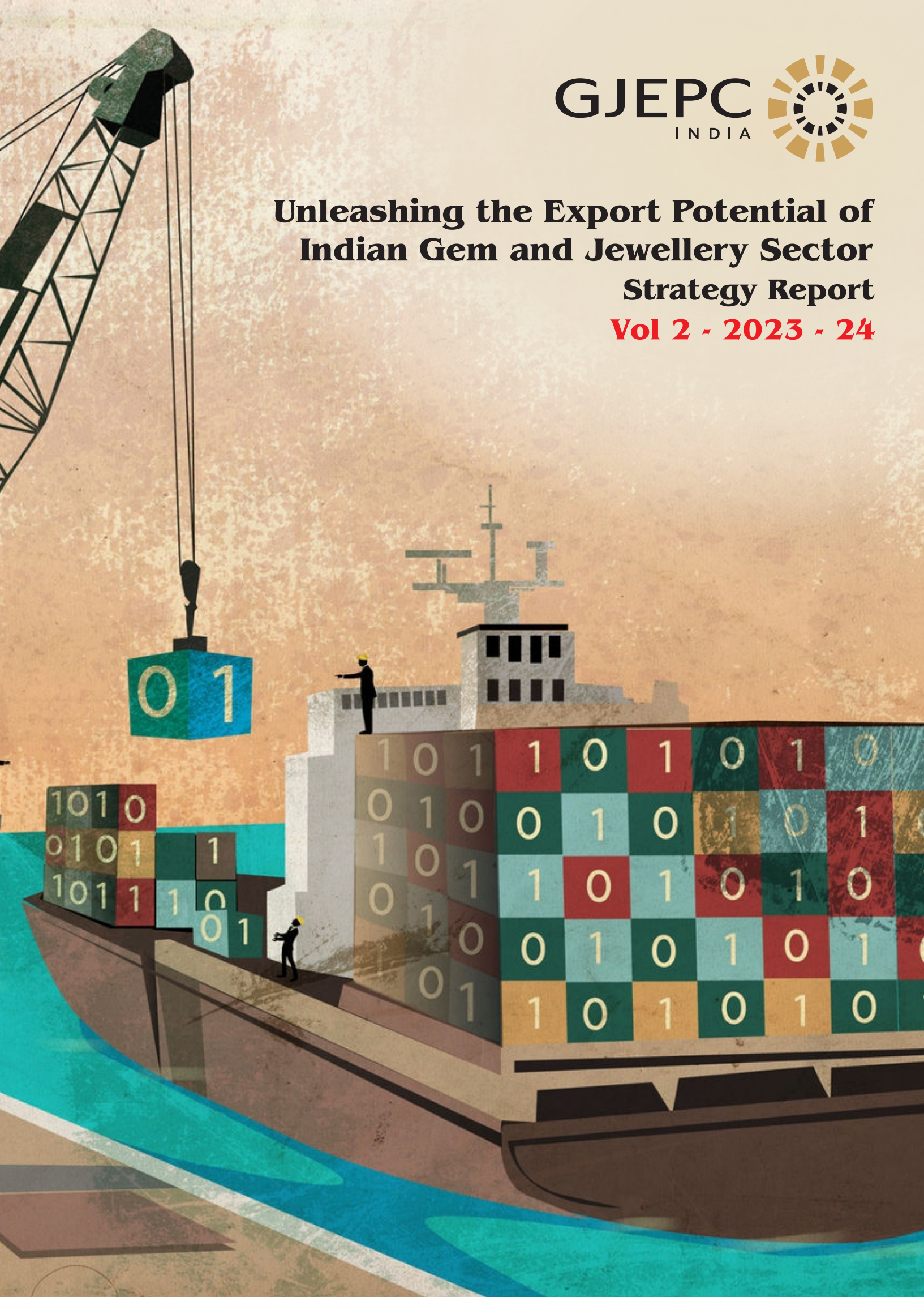


**Unleashing the Export Potential of
Indian Gem and Jewellery Sector
Strategy Report
Vol 2 - 2023 - 24**







**The Gem & Jewellery Export Promotion Council
Sponsored by the Ministry of Commerce & Industry**





S. No.	Particulars	Page No.
01.	Executive Summary	6
02.	Section 1 Gem and Jewellery Sector Present Overview	8 - 11
03.	Section 2 Present Scenario, Export Potential, Targets & SWOT Analysis	12 - 19
04.	Section 3 Export Strategy	20 - 51
05.	Short-Mid-Long Term Strategy Snapshot	52 - 61
06.	Strategy Meet 2024	62 - 68
07.	Conclusions	69
08.	Annexures	70 - 75

Executive Summary

In the wake of the Hon'ble Prime Minister Shri Narendra Modi's strategic vision of making India one of the top exporting nations in the Amrit Kaal, the Ministry of Commerce and Industry (MoC&I) has entrusted the Gem and Jewellery Export Promotion Council (GJEPC) with an export target of US\$75 billion to achieve by 2030 and US\$100 billion by 2047.

To achieve this ambitious target, the GJEPC formulated an export strategy and submitted it to the Ministry of Commerce and Industry (MoC&I) and the Directorate General of Foreign Trade (DGFT) in December 2023. The document was prepared with the Chairmanship of Shri Vipul Shah and Vice Chairmanship of Shri Kirit Bhansali with valuable inputs provided by the COA members and direction from Shri Sabyasachi Ray, Executive Director of GJEPC to its Secretariat at HO Mumbai and Regions.

The strategy document focuses on strengthening the Value Chain of the Gem and Jewellery Sector encompassing six major components:- 1) Manufacturing 2) Retail 3) Focus on Thrust Areas – Platinum Jewellery/ Couture Jewellery LGD 4) Ease of Doing Business 5) New Market and 6) New Opportunities.

The strategy document includes 16 Strategic Action Points. **Market Sustainability and Market Penetration** are the two key strategic areas on which the Council is strongly focusing to maintain a share in existing export markets such as USA, UAE, Singapore, Malaysia and penetrate new export markets like Spain, Vietnam, Turkey, Cambodia etc.

In addition to the above, the key strategic areas being highly focused on by the GJEPC include (1) Developing clusters (2) Setting up state-of-the-art facilities like Mega CFC, Jewellery Park (3) Promoting Brand India (4) Capitalising on benefits of FTAs and IJEX (5) Increasing Retail exports through E-Commerce (6) Attracting FDI (7) Targeting Indian Diaspora (8) Revamping SEZ (9) Conversion of Non-Exporters into Exporters and (10) Selling Indian Jewellery to Foreign Tourists to realise the untapped export potential of US\$75 billion in the gem and jewellery sector.

With the pro-industry approach of the Government of India and strategic actions of the GJEPC we are hopeful that the Council will significantly contribute to achieving the highly ambitious export target of US\$1 trillion by 2023 envisioned by the Hon'able Minister of Commerce and Industry Shri Piyush Goyal.

Our Vision Mission



VISION

“ To make India the preferred source for quality gems and jewellery
To scale up exports to US\$75 billion by 2030 and US \$100 billion by
2047. ”



MISSION

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



Where we stand today

“ US\$39.4 billion exports, 4.69 % share and 5th Rank in global GJ
Exports and 42.3 lakh workers. ”



Where to go?

“ US\$75 billion, 7% share in global GJ exports, up to 7 million people ”

Section - 1 : Gem and Jewellery Sector Present Overview



Section - 1 : Gem and Jewellery Sector Present Overview

The gems and jewellery sector plays a significant role in the growth of the Indian economy due to which the sector is considered a focus area for promotion and development of its exports. The sector not only contributes a major portion to India's merchandise export basket but also plays a critical role in terms of employment generation and is one of the key foreign exchange earners of the country.

1.1 G&J sector contribution in Indian economy :-

Indian gem and jewellery present scenario and contribution to Indian economy can be well understood in terms of its share in the economy's output, employment, exports, and value addition. According to the NCAER study, Cluster Mapping of Gem and Jewellery Sector, 2020 value of output within the gem and jewellery sector is Rs. 322.2 thousand crores and gross value addition is Rs 95.7 thousand crores which implies that within the sector there is value addition of 29.7%. **(Refer Table1)**

Table-1 Indian Gem and Jewellery Sector Economic Parameters – Snapshot

S.no.	Parameters	Unit	Amount /%
(i)	Total Output of economy	(In Rs. crores)	3,08,51,305
(ii)	Gem & Jewellery Output	(In Rs. crores)	3,22,208
(iii)	Gross Value Added of the economy	(In Rs. crores)	15482715
(iv)	G&J Gross Value Added	(In Rs. crores)	95733
(v)	Value Addition within the G&J sector	In %	29.7%
(vi)	Output Multiplier	With 1 Rs. Increase in G&J output, Economy Value of Output rises by Rs.4.0308 due to backward & forward linkages with other sectors	4.0308
(vii)	Employment Multiplier	With one new job created in the G&J sector, a total of 3.9105 jobs are created in the economy	3.9105
(viii)	No. of Units		989372
(ix)	No. of Clusters based on no. of units		390
(x)	No. of Workers		4288925
(xi)	No. of clusters based on no. of workers		341
(xii)	Exports – 2022-2023	In US\$billion	38.11
(xiii)	Share in India's Merchandise Exports*	In %	8.45 %
(xiv)	Share in Global exports of gem & jewellery	In 4.7 %, 5 th rank -2022	
(xv)	Untapped Export Potential	In US\$ 35 billion -2022	
(xvi)	Skill gap	In%	20.48
(xvii)	Technology gap	In%	75.85
(xix)	FDI inflows in Gem and Jewellery Sector	FY 2022-2023	US\$ 25.55 million

Source: Cluster Mapping of Gem and Jewellery Sector, NCAER 2020, computations are based on the National Account Statistics 2019, SUT 2015-2016 and estimations based on primary survey of G&J units in 2019.

The indirect impact of the sector on the economy has been calculated by using the Input- Output Table (IO) and output and employment multiplier were computed by the NCAER to arrive at the quantification of interlinkages among the sectors. The model suggests that the G&J sector has strong backward linkages with other sectors of the economy, with the value of its output multiplier being 4.0308. This means that with a unit increase in demand generated in the G&J sector, a total output equivalent to 4.0308 units is produced in the economy, owing to the interlinkages, and hence, the spill-over effect is generated in the economy **(Refer Table 1)**. The employment multiplier, as per the IO model, is 3.9105 implies that with

one new job created in the G&J sector, a total of 3.9105 jobs are created in the economy.

NCAER survey data reveals that, in 2019, there were a total of 9.89 lakh units and 42.89 lakh workers in the G&J sector in India. Since the geographical area of a district can be very vast, the threshold was restricted to at least 1000 Gems & Jewellery units and a minimum of 2000 workers to be considered as a micro cluster. A total of 390 districts are identified as clusters based on the number of units working in Gems and Jewellery sector and 341 clusters were found when classified based on the number of workers engaged in Gems & Jewellery sector.

The sector contributes significantly to India's merchandise exports. The sector, with total exports of around US\$38.11 billion, constitutes for 8.45% share in India's merchandise exports in 2022-23 and is amongst the top 5 leading foreign exchange earners for the country.

The total skill gap in the sector is 20% meaning thereby the sector needs 20% more skilled employees either through skill upgradation of the existing employees or through the induction of additional skilled employees in the sector. As far as the technology gap is concerned overall total technology gap in the sector is more than 75%, which means that over 75% of the enterprises are willing to upgrade technology, provided the constraints of finances, skilled manpower, and awareness about superior technology are sorted out. However, the relationship between the skill gaps and technology gaps has not been established.

It has been observed that the FDI equity inflows in the G&J sector stood at US\$ 25.55 million during 2022-2023 accounting for 0.55 % share in the total FDI equity inflows of US\$ 46034 million during the same period. However, the sector holds huge potential of attracting FDI in its vast SEZ and MSMEs sphere.

1.2 India is one of the major exporters of gems and jewellery products in the world: -

India is one of the major exporters of gems and jewellery products in the world. It is evident from table 2, in 2022 the country's exports of gems and jewellery are registered at US \$39.74 billion, constituting around 4.7% of the world's gems and jewellery exports of US\$847 billion. With this, India is the 5th largest supplier of various gem and jewellery products to the world.

Table -2 Gems and Jewellery World Exports vis- a -vis India's Position – 2022

Trade Indicators	Amount/ % Share (2022)
Total World Exports of G&J Products (US\$ billion)	US\$ 847.44
India's Exports of G&J Products (US\$ billion)	US\$ 39.74
India's share (%)	4.69%
India's Ranking	5th rank
Other key exporters	Switzerland (14.20%)
	UK (11.60%)
	USA (10.90%)
	Hong Kong (8.1%)
	India (4.69%)
	China (3.6%)
	UAE (3.4%)
	South Africa (3.2%)
	Canada (2.8%)
	Germany (2.8%)

Source: GJEPC Research Division analysis based on UN Comtrade 2022 (as of Sept 2022)

Commodity-wise also, India is one of the top five leading exporters of cut and polished diamonds, gold jewellery and silver jewellery in the world.

Refer to table-3, India's % share in world exports of cut and polished diamonds is 30.82%, gold jewellery is 5.96%, silver jewellery is 32.82%, coloured gemstones is 5.96% and synthetic stones is 34.64%. With this, India's rank as the exporter is 1st, 7th, 1st, 4th and 1st respectively in the world market.

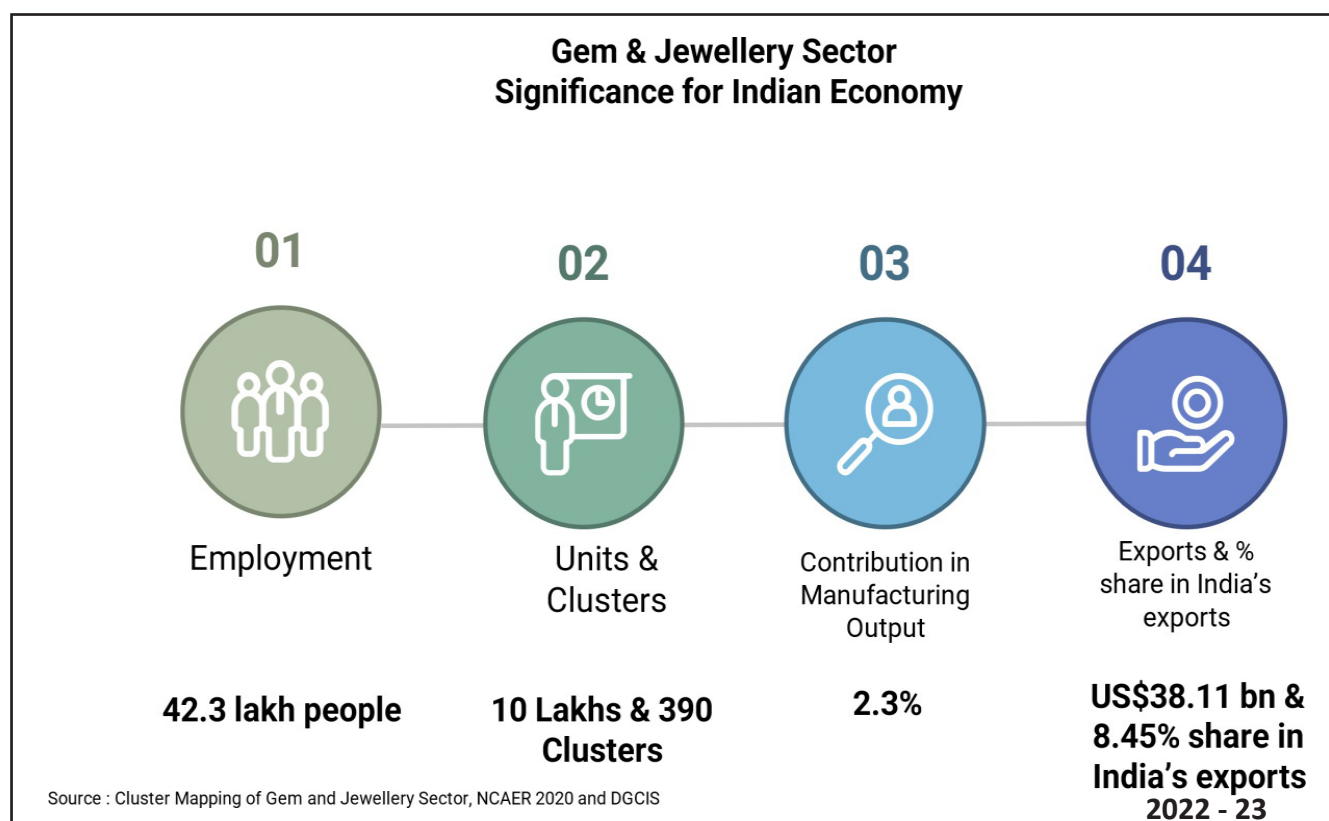
Table- 3 Key Gem and Jewellery Exports – World and India's Position: 2022

HS Codes	Commodities	2022			
		World Export (In US\$ bn)	India's Exports (In US\$ bn)	India's share (%)	India's Ranking
710239	Cut and Polished Diamonds	85.41	26.33	30.82%	1st rank
711319	Gold Jewellery	99.79	5.95	5.96%	7th rank
711311	Silver Jewellery	10.269	3.37	32.82%	1st rank
7103	Coloured Gemstones	12.11	0.722	5.96%	4th rank
7117	Imitation Jewellery	9.09	0.129	1.42%	10th rank
7104	Synthetic Diamonds/ Stones	6.12	2.12	34.64%	1st rank

Source: GJEPC Research Division analysis based on UN Comtrade 2022

The gems and jewellery sector plays a significant role in Indian economy by directly & indirectly employing 43.5 Lakh people in 10 lakhs units scattered across 390 clusters in sector. The sector contributes 2.3 % to the GDP with exports of US\$38.11 bn & 8.45% share to total India exports as shown in **Fig.1**

Figure 1



Section - 2.

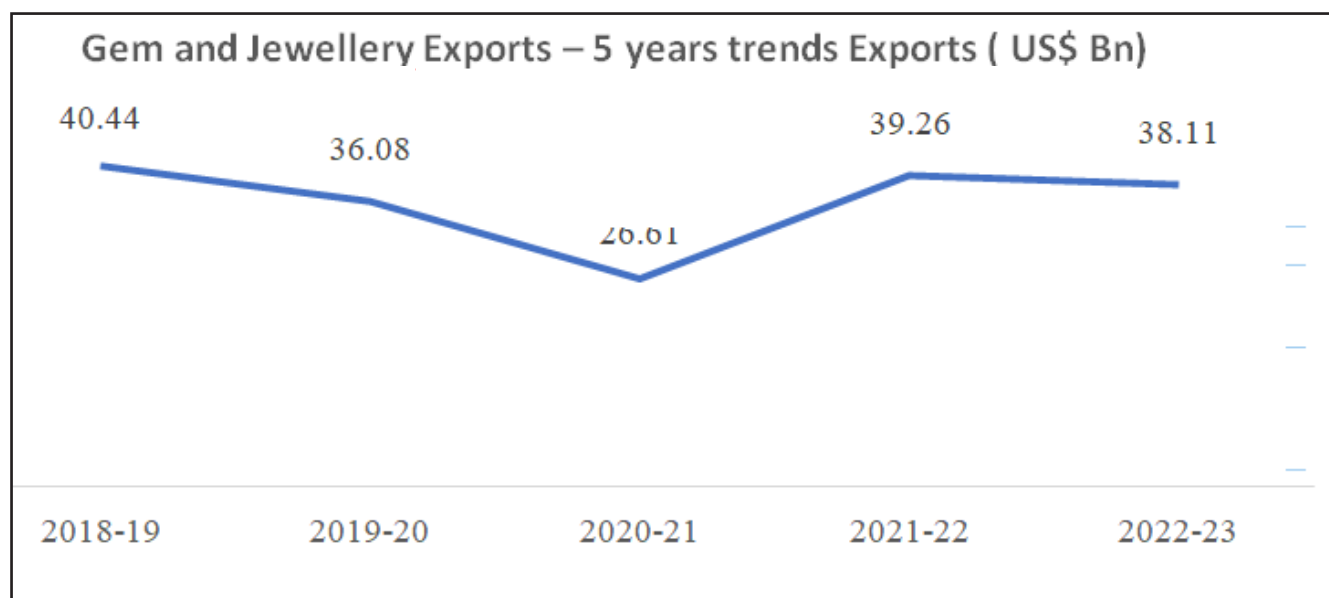
Present Scenario, Export Potential, Targets & SWOT Analysis



2.1 Gem and Jewellery Sector International trade – Present Scenario

Exports of gem and jewellery across all the previous 5 years remained within the range of US\$35 bn to US\$40 bn except for the FY2020-2021 when exports plunged to US\$ 26.61 billion due to covid pandemic. In FY2022-2023 exports of gem and jewellery decreased by (-)2.94 % to US\$ 38.11 billion from US\$ 39.26 billion in FY2021-22 (Refer Figure 2).

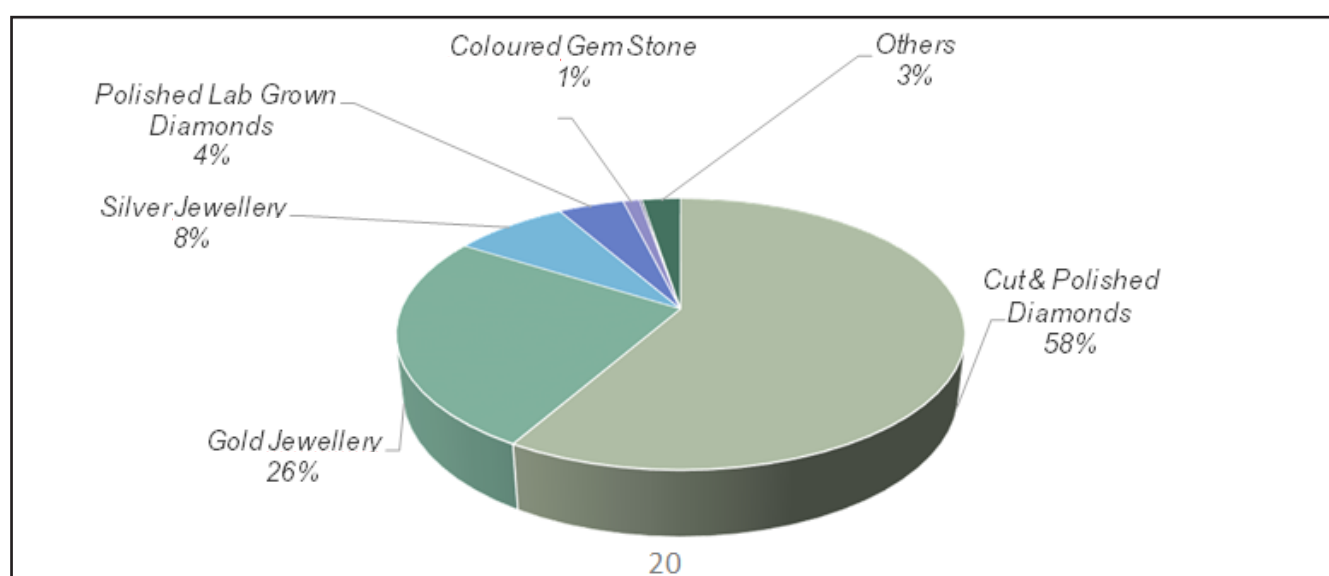
Fig 2 : India's Gem & Jewellery Exports



Source: GJEPC Research Division analysis based on DGCIS Export Basket

Cut and polished diamonds (58%) and gold jewellery (26%) constitutes more than 84% share in total exports of gem and jewellery which are India's key G&J export commodities. Silver jewellery (8%), polished LGD (4%), and coloured gemstones (1%) are the other key products in India's export basket of Gem & Jewellery Products. (Refer Figure 3)

Figure 3 : Gems and Jewellery Products share(%) of India Exports to World



Source: GJEPC Research Division analysis based on DGCIS data.

2.2. Gem and Jewellery sector export potential

India despite having a prominent share and position in the world market as a key exporter of various gem and jewellery products, still holds a huge untapped export potential.

Total untapped export potential – According to the export potential map of UN 2023, ‘The products with greatest export potential from India to World are jewellery & precious metal articles, Machinery, electricity, and Chemicals. Jewellery & precious metal articles shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth \$35 bn’

This implies the total export potential of the Indian gem and jewellery sector is US\$72 billion and untapped export potential exists at US\$35 billion meaning thereby that India has the capacity to upscale its exports of gem and jewellery to US\$ 72 billion as compared to on an average US\$37 billion (refer figure 4).

Figure – 4 : India’s export potential in G&J sector



Source: GJEPC Research Division analysis based on DGCIS Export Potential Map, ITC 2022 as on 26th October 2023. * GJEPC estimates

a. Commodity-wise untapped export potential - Commodity-wise untapped export potential of cut and polished diamonds is US\$18 billion, gold jewellery is US\$14 billion, silver jewellery US\$2.5 billion, coloured gemstones US\$0.356 billion, lab-grown diamonds is US\$5 billion and imitation jewellery US\$0.253 billion (**Table -4**). Overall, there is an untapped export potential of US\$76 billion which includes estimated untapped export potential for lab grown diamonds.

Table 4- Commodity-wise untapped export potential

Commodity description	Global Imports US\$bn	India's Total Ex- port Potential US\$bn	India's Untapped Ex- port Potential US\$bn
Gems and Jewellery		72	35
Cut and polished diamonds	82	41	18
Gold Jewellery	86	23	14
Silver Jewellery	10	4.4	2.5
Coloured gemstones	5.5	0.633	0.356
Lab grown Diamonds	NA	7*	5
Imitation Jewellery	7.2	0.391	0.253
Total of above excluding other products	190	76	40.1

Source: Export Potential Map, ITC 2022 as on 26th October 2023. * GJEPC estimates

b. Country-wise untapped export potential – 2023

USA, Hong Kong and UAE are the major markets for Indian gems and jewellery products in 2023. It is to mention that these three markets have an untapped export potential of around US\$22.6 billion for India which can be realised by making extended efforts for enhancing exports to these markets (**Refer table 5**).

Gem and jewellery exports can also be enhanced to markets such as Israel, Switzerland, Thailand, Singapore, China and UK as for India there is an untapped export potential of US\$ 7 billion. There is a potential to generate demand for our gem and jewellery products in the stated Asian markets.

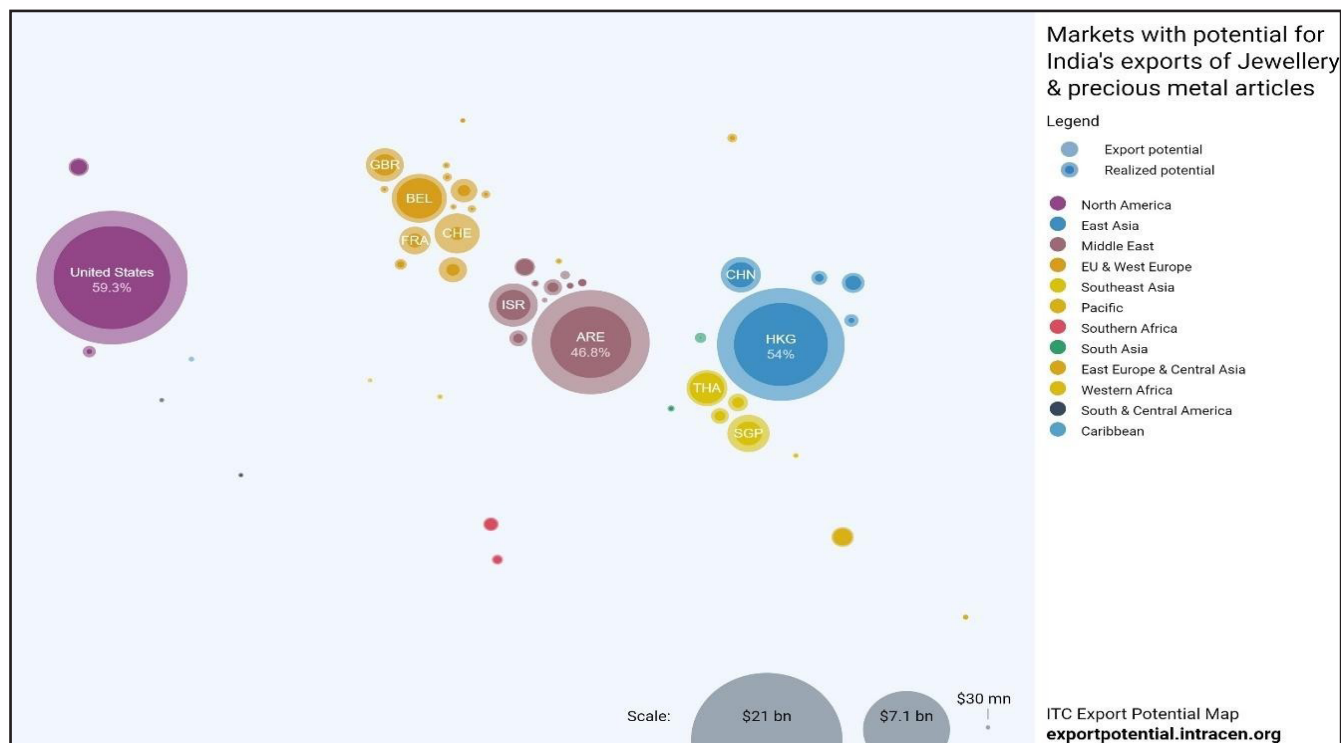
Table 5- Country-wise untapped export potential (US\$) – Top 15 markets

S.no.	Countries	Export Potential	Untapped Export Potential
1	USA	US\$ 21 bn	US\$ 8.7 bn
2	Hong Kong	US\$ 15 bn	US\$ 7 bn
3	UAE	US\$ 13 bn	US\$ 6.9 bn
4	Belgium	US\$ 2.9 bn	US\$ 936 mn
5	Israel	US\$ 2.3 bn	US\$ 1.2 bn
6	Switzerland	US\$ 2 bn	US\$ 1.8 bn
7	Thailand	US\$ 1.6 bn	US\$ 457 mn
8	Singapore	US\$ 1.7 bn	US\$ 1 bn
9	China	US\$ 1.5 bn	US\$ 768 mn
10	UK	US\$ 1.4bn	US\$ 824 mn
11	France	US\$ 964 mn	US\$ 716 mn
12	Germany	US\$ 702 mn	US\$ 546 mn
13	Italy	US\$ 789 mn	US\$ 618 mn
14	Japan	US\$ 517 mn	US\$ 262 mn
15	Australia	US\$ 504 mn	US\$ 149 mn

Source: Export Potential Map, ITC 2022 as on 26th October 2023

Following **figure-5** depicts the export potential, bigger is the size denotes the high export potential.

Figure: 5 Country-wise export potential



2.3 India's Total Merchandise Exports and Gem and Jewellery Exports & Targets:

This is in the wake of Hon'ble Prime Minister Shri Narendra Modi's strategic vision of making India one of the top exporting nations in the Amrit Kaal, every year the MoC&I is keeping the next level export target and also striving hard to achieve the targets.

This is evident from the fact that India achieved its highest ever merchandise exports of over US\$451 billion in 2022-2023 with a growth of 6.89% surpassing the previous year (FY 2021- 22) record exports of US\$ 422.04 billion.

This is the result of systematic planning and concredited efforts of the GoI which took all the key stakeholders including the Export Promotion Councils (EPCs) together in the focused direction.

Export targets for the EPCs were set and continuously reviewed. GJEPC was given the export target of US\$ 42.09 bn, while the exports target US\$ 38.11 bn could be achieved which accounts for 90.5% of the total export target. The shortfall in gem and jewellery exports is due to global recessionary and inflationary pressures affecting the demand and purchasing power of consumers. Diminished supply of rough diamonds due to Russia-Ukraine conflict has severely impacted supply side of the rough diamonds and so as the production and exports of the cut and polished diamonds from India (**Refer table- 6**).

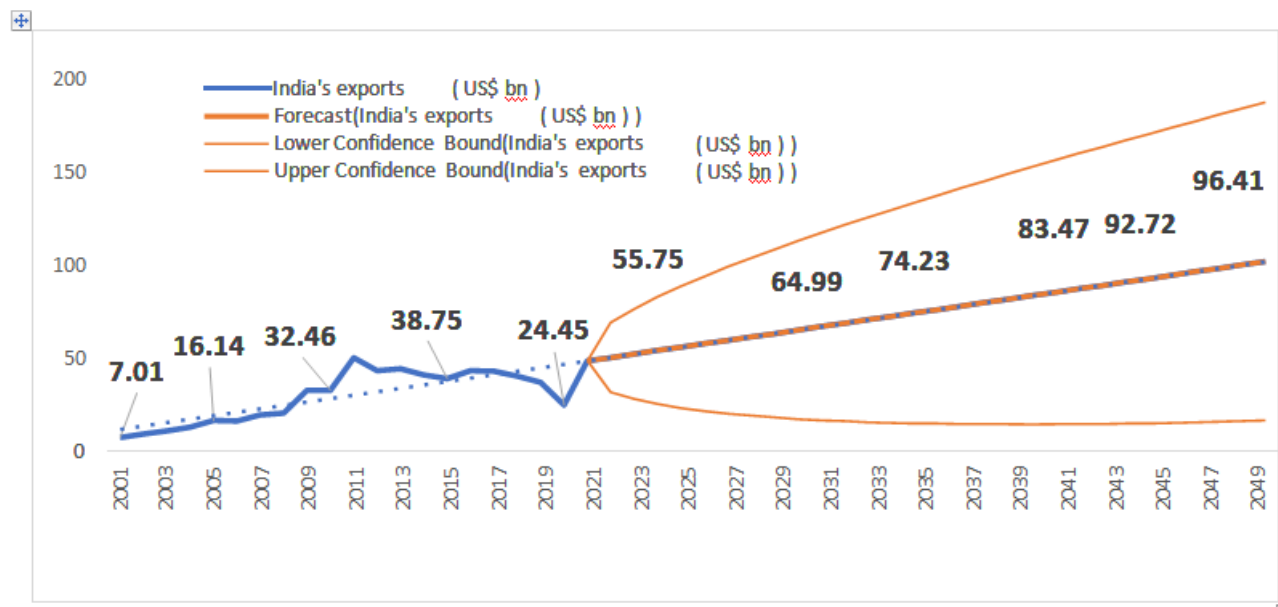
Table- 6 Export Targets and Export Performance

Target Exports FY2022-2023	Achievement FY2022-2023	Target Given by Govt FY2023-2024	Target Given by Govt 2030	Target Given by Govt 2047
US\$ 42.09 bn	US\$ 38.11 bn	US\$44.62 bn	US\$75 bn	US\$100 bn

For the FY2023-2024, the GJEPC has given the export target of US\$44.62 billion which is 17% of the previous year's exports performance of the gem and jewellery sector.

Moving forward, the MoC&I has entrusted the export target of US\$75 bn & US\$100 bn to be achieved by 2030 & 2047. (Refer Figure 6)

Figure 6 : Estimated exports of Indian Gem and Jewellery Sector – 2030 and 2047




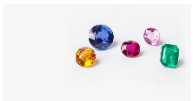




Source : GJEPC Estimates



Commodity-wise export targets for the year 2030 are mentioned in table-7: -

Table 7- Export Targets 2030 – Sub-Sector wise

	Commodities	Target -2030 US\$billion	% share in India's GJ exports
	Cut and Polished Diamonds	33	44%
	Gold Jewellery	26	35%
	Silver Jewellery	6	8%
	Coloured Gemstones	2	3%
	Lab Grown Diamonds	6	8%
	Imitation Jewellery	1	1%
	Others – Articles, Coins etc.	1	1%

Source : GJEPC computations

2.4 G&J Sector SWOT Analysis and Export Strategies

GJEPC has done the SWOT analysis in the wake of the present domestic & business environment for formulating the strategy paper.

Exhibit – 1 Gem and Jewellery Sector: SWOT Analysis

Strengths <ul style="list-style-type: none">• Vast pool of artisans• Production capacities especially of CPD• High export competitiveness in jewellery products – gold/silver/platinum• Traditionally developed dense areas of producing a wide range of G&J products across different parts of the country – Gujarat and Mumbai for CPD, Jaipur for CGS, South and eastern regions for plain gold jewellery etc.• Key well organized areas – SEZ and BDB in Mumbai• Vast spread of Indian Diaspora in the world	Weaknesses <ul style="list-style-type: none">• Skill gaps• Technology gaps• Lack of eco system• Lack of congenial working environment for artisans• Brand equity gap in world market
Opportunities <ul style="list-style-type: none">• Government support and pro-industry approach• E-commerce• FTAs• Acceptance of Lab grown diamonds in the markets• Cluster development w.r.t DEH and ODOP• Deteriorating USA China economic relations	Challenges <ul style="list-style-type: none">• Domestic policy hurdles commodity- wise and overall• Russia-Ukraine conflict• Economic recession in USA, EU countries

Section - 3

EXPORT STRATEGY



To achieve the ambitious export target, GJEPC formulated an export strategy focusses on strengthening the Value Chain of the Gem and Jewellery Sector encompassing six major components:- 1) Manufacturing 2) Retail 3) Focus on Thrust Areas – Platinum Jewellery/ Couture Jewellery LGD 4) Ease of Doing Business 5) New Market and 6) New Opportunities. (Refer Figure 8 to 11)

Figure 8 GJEPC Export strategy – 2030 and 2047

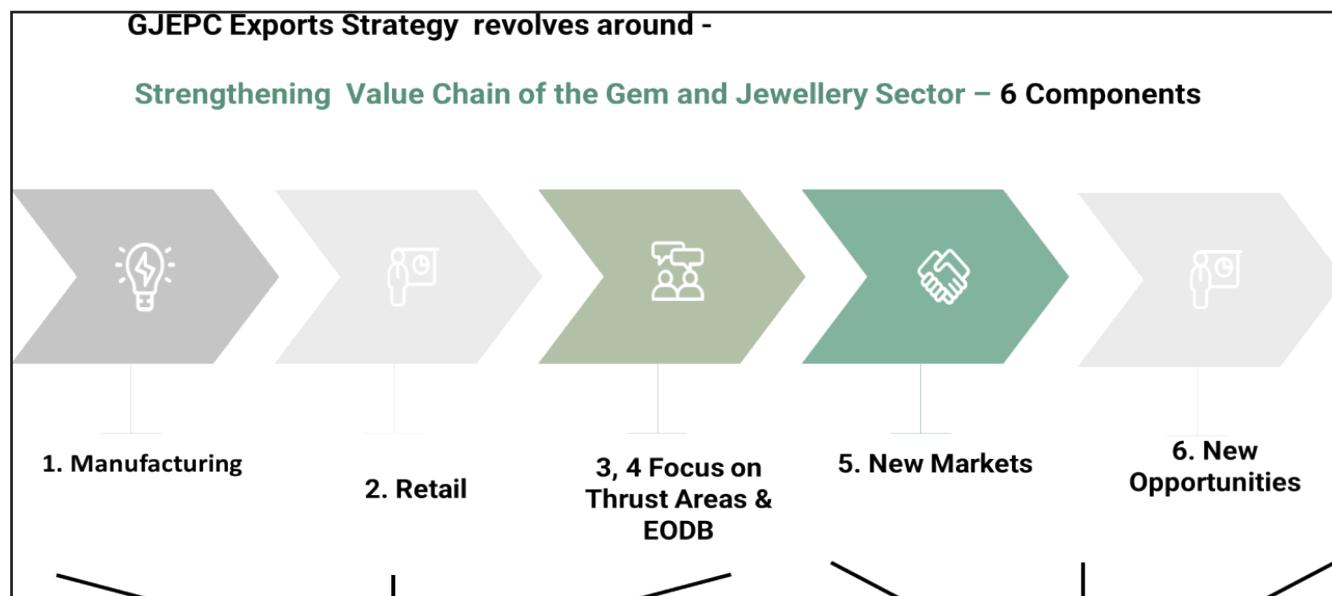


Figure 9- Forward and Backward Linkages export strategy - 2030



Figure 10 Futuristic Areas– 2047

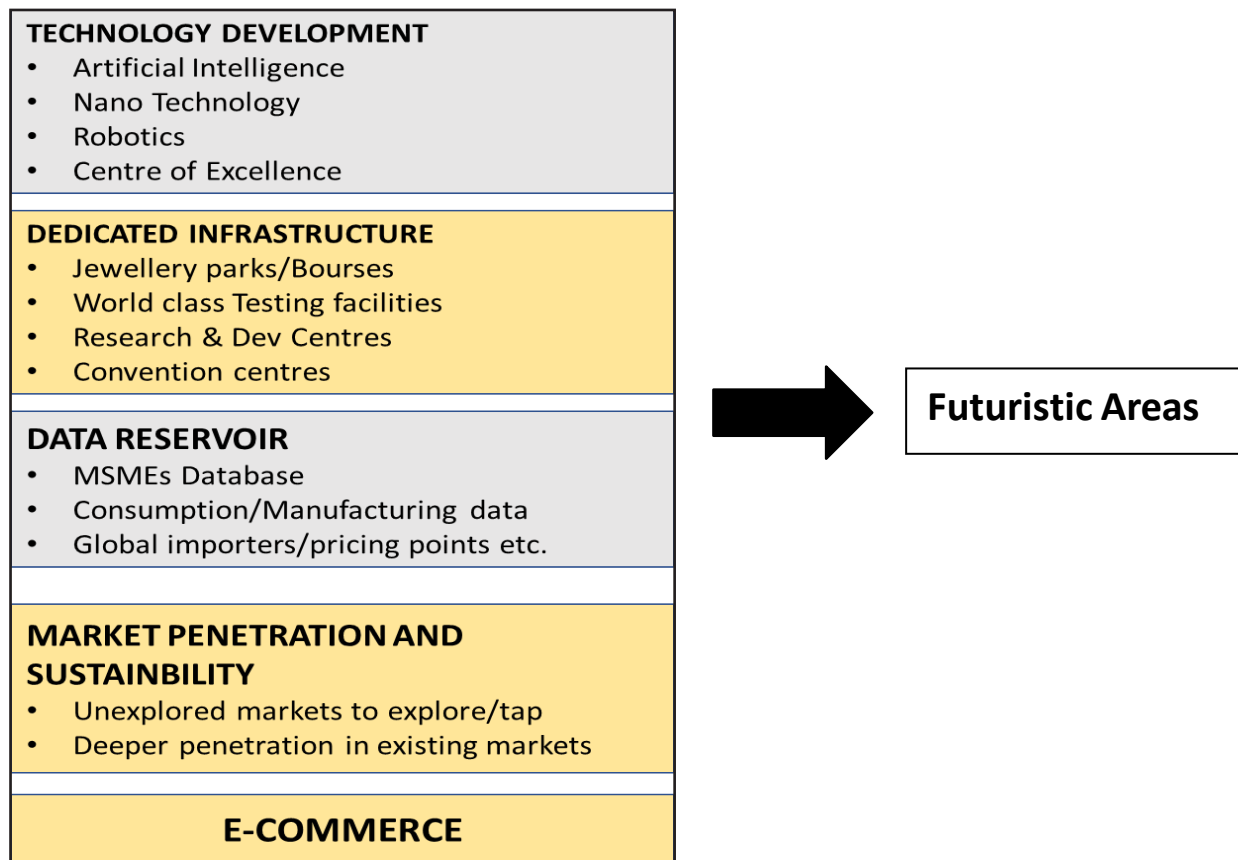
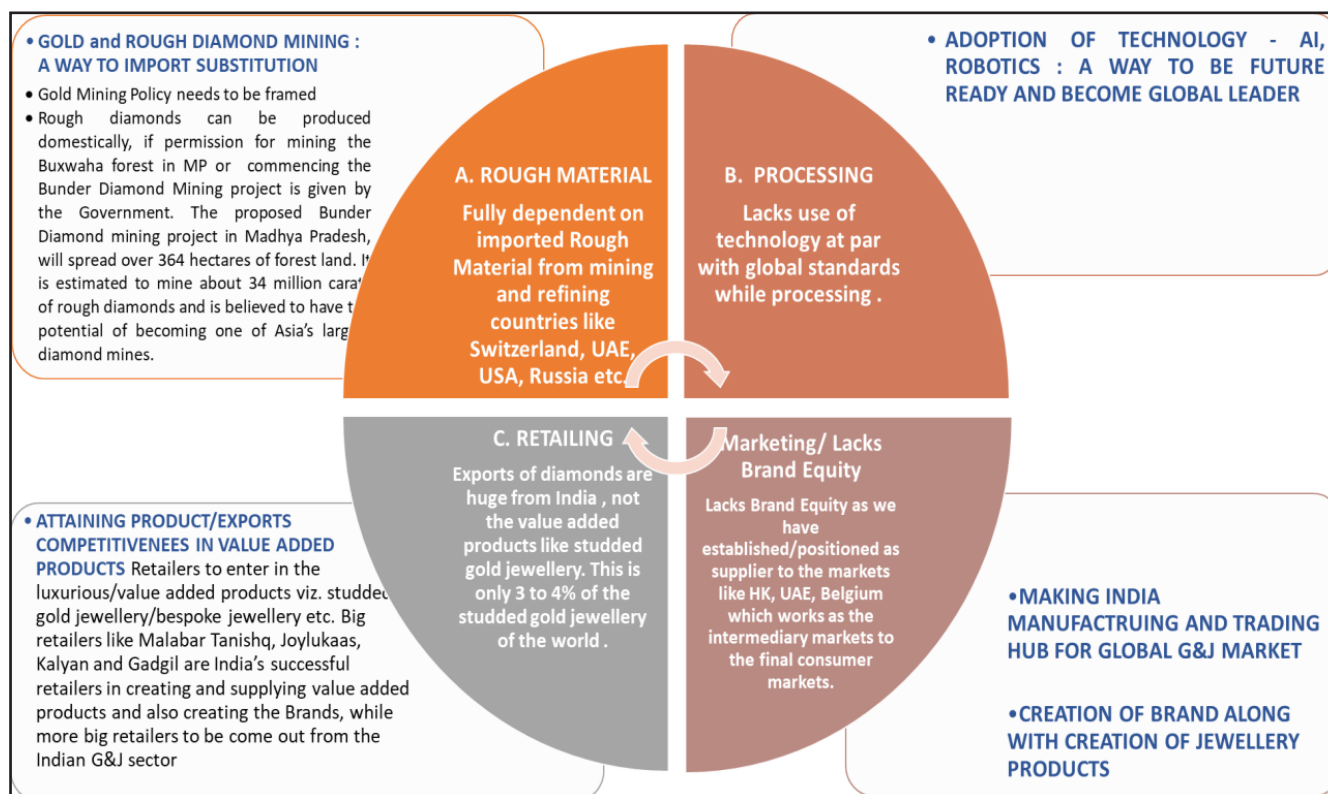


Figure 11 Export strategy -2047



FORWARD LINKAGES

Explanation of all strategic components for Export Strategy 2030 is provided in the following section:

3.1. Increasing India's presence in the potential markets & in the established markets

There is a high export concentration of gem and jewellery exports in the five markets namely USA, Hong Kong, UAE, Belgium and Israel which accounts for around 85% of India's gem and jewellery exports. In the light of the untapped export potential across various markets the GJEPC has planned and strategized a two-pronged strategy:

A. Market Sustainability: This strategy is aimed at enhancing share and presence in the existing export markets of gem and jewellery including USA, UAE etc.

B. Market Penetration: This strategy is aimed at penetrating the unexplored markets or realizing the untapped export potential in the prospective countries including UK, Thailand, Saudi Arabia, Qatar etc. In order to bifurcate the existing and potential export markets for various commodity categories, an extensive analysis has undertaken based on the **IMPORTS BY TOP 15 WORLD IMPORTING COUNTRIES OF A PARTICULAR COMMODITY and INDIA'S SHARE IN THE COUNTRY'S IMPORTS (Refer – Table A, B, C, D).**

The countries where imports are high in terms of value and India's % share is less are identified as the potential markets and the markets where India's % share is high are considered the sustainable markets. Accordingly, Commodity-wise Sustainable and Potential Markets along with the broad strategic action points are tables here below :

Market Categories	Parameters	Strategy
Established / old Markets	Markets where imports of G&J are substantial and India's share is also high like USA, UAE, HK	Sustain our share & position
Potential / New Markets	Markets where imports of G&J are substantial, but India's share is low like UK, Canada, Switzerland, Saudi Arab etc.	Increase penetration /share
Non potential Markets	Markets where imports of G&J are less, and India's share may be low/high	Medium level efforts

Based on the above parameters, Established/Old markets and Potential/New markets are identified from the top 20 importers for the following various products and depicted in the tables --- .

1. Cut and Polished Diamonds & Lab Grown Diamonds
2. Gold jewellery (Studded, Plain, Platinum Jewellery)
3. Silver Jewellery
4. Coloured Gemstones

3.1.1. Cut and Polished Diamonds - Based on the following top 20 importing countries for cut and polished diamonds old and new markets for the cut and polished diamonds have been identified .(Refer **Table 8**) and strategy is being formulated to sustain in the existing markets and increase share in the potential/new markets. The Potential target markets and GJEPC strategy for cut and polish diamonds & Lab grown diamonds is as shown in Exhibit -2 & Exhibit 3 respectively.

Table 8-Top 20 Importers for (Product : 710239 Cut & Polished Diamonds) in 2022

Sr. No.	Importers	Category	Value imported in 2022 (US\$ million)	Country's Share in world imports (%)	Imports by India (US\$ million)	India's % Share in country's imports	India's Rank in country's imports	Top 5 Exporters and % Share in country's Imports
		Old/New Markets						
1	United States of America	Old	23336.28	28.30	10892.77	46.7	1	Israel (27), Belgium (12.7), South Africa (3.4), Switzerland (1.8), Botswana (1.6)
2	Hong Kong, China	Old	14768.25	17.90	5349.98	36.20	1	China (14.3), USA (11.8), UAE (8), Belgium (6.1), Israel (5.8)
3	China	Old	8074.20	9.80	1836.67	22.7	3	South Africa (38.4), Belgium (32.3), Israel (3.5), USA (0.9), China (0.5)
4	United Arab Emirates	Old	5107.50	6.20	1846.93	36.2	1	Hong Kong, China (19.7), USA (13.5), Belgium (8.2), Botswana (6.2), South Africa (5.8)
5	Belgium	Old	4590.94	5.60	2784.97	60.70	1	Botswana (5.5), Israel (5.3), South Africa (4.3), UAE (4), USA (4)
6	Israel	Old	3965.38	4.80	1307.41	33	1	USA (17.9), Belgium (14.6), Hong Kong, China (9.9), UAE (5.2), Sri Lanka (3.1)
7	Switzerland	New	2418.51	2.90	276.82	11.4	4	Belgium (24), USA (18), Israel (12.7), France (5.8), UAE (5.5)
8	Thailand	Old	2261.15	2.70	1739.14	76.9	1	Israel (5.8), Belgium (4.3), USA (4.1), Hong Kong, China (3.1), UK (1.2)
9	United Kingdom	New	1547.36	1.90	233.57	15.1	3	Belgium (30.3), Israel (24.9), USA (7.7), UK (6.5), Hong Kong, China (5.9)
10	France	New	1008.06	1.20	177.09	17.60	2	Belgium (33), India (17.6), Israel (14.5), UK (12), USA (7.7)
11	Italy	New	918.46	1.10	128.44	14.00	2	Belgium (57.1), India (14), Viet nam (8.2), Israel (6.6), France (5.9)
12	Singapore	Old	717.08	0.90	187.02	26.10	2	Viet Nam (36.5), India (26.1), Israel (6.2), Belgium (6), Australia (6)

Table 8 - Top 20 Importers for (Product : 710239 Cut & Polished Diamonds) in 2022

Sr. No.	Importers	Category	Value imported in 2022 (US\$ million)	Country's Share in world imports (%)	Imports by India (US\$ million)	India's % Share in country's imports	India's Rank in country's imports	Top 5 Exporters and % Share in country's Imports
		Old/New Markets						
13	Viet Nam	New	598.64	0.70	28.41	4.70	4	Belgium (35.3), Hong Kong, China (28.5), USA (24.4), India (4.7), Botswana (2.9)
14	Japan	Old	570.28	0.70	324.364	56.90	1	India (56.9), Belgium (15.2), Israel (12.2), Thailand (4.9), Hong Kong, China (4.2)
15	Botswana		540.43	0.70	253.369	46.90	1	India (46.9), Belgium (20.4), Russian Federation (8), USA (7.9), Namibia (7.5)
16	Australia	Old	402.54	0.50	245.573	61.00	1	India (61), Hong Kong, China (9.7), Israel (7.8), Australia (6.1), USA (5.1)
17	Canada	Old	376.48	0.50	190.556	50.60	1	India (50.6), Israel (15.7), USA (15.7), Canada (10.3), Belgium (3.7)
18	Germany		278.92	0.30	102.79	36.90	1	India (36.9), Belgium (30.2), Israel (13.6), Switzerland (8.3), USA (5.9)
19	Armenia		246.86	0.30	56.37	22.80	2	Russian Federation (56.2), India (22.8), Area Nes (10.1), Belgium (6.1), Israel (2.2)
20	Türkiye	New	184.25	0.20	155.90	84.60	1	India (84.6), Belgium (10.4), USA (1.5), UAE (1.4), Hong Kong, China (1)
Total of 710239 (CPD)			82478.99					

Source: GJEPC Research Division analysis based on Trade Map data 2022.

Exhibit – 2 : Existing markets and targeting potential markets for Cut & Polished Diamonds and GJEPC Strategies

Products	Rise/Sustain in Existing Markets	Increase Penetration in Potential Markets	GJEPC Action Plan		Other promotional activities
Cut & Polished Diamonds	<ol style="list-style-type: none"> United States Hong Kong Belgium UAE Israel Japan Australia Canada China Thailand Singapore 	<ol style="list-style-type: none"> UK Italy France Switzerland Turkey Vietnam Cambodia 	<p>BSM :</p> <ol style="list-style-type: none"> India Week, DDC, NY - Jan India Week, DDC, NY- Aug IJEX Dubai IJEX USA IJEX HK <p>India Pavilion:</p> <ol style="list-style-type: none"> Jewellery & Gem Asia Hong Kong Jewellery & Gem World Hong Kong Sept Hong Kong International Jewellery Vicenza Oro Winter - Italy Vicenza Oro Fall - Italy FENINJER – Brazil Cambodia International Gem and Jewellery Fair 2024 IJV (International Jewellery + Watch Vietnam) 2024 IJT Tokyo 2024 Jewellery Show London 	<p>RBSM:</p> <ol style="list-style-type: none"> IJJS Premier IJJS Signature IJJS Tritiya IGJS Jaipur Gem & Jewellery BSM – (USA Focused) 	<p>Door to Door promotion & Road Shows in Vietnam, Thailand, Cambodia, Myanmar, UAE,</p> <p>Promotion through international coordinators in USA, UK, Singapore, Turkey, Australia & Europe.</p> <p>Brand India advertising in Intl Publications ME, HK, China, USA, Canada, UK, Europe & Australia</p>

Source: GJEPC Research Division analysis based on Trade Map data 2022.

Exhibit – 3 Existing markets and targeting potential markets for Lab Grown Diamonds

Products	Rise/Sustain in Existing Markets	Increase Penetration in Potential Markets	GJEPC Action Plan		Other promotional activities
LGD Diamonds	<ol style="list-style-type: none"> United States Hong Kong Belgium UAE Israel Japan Australia Canada China Thailand Singapore 	<ol style="list-style-type: none"> UK Italy France Switzerland Turkey Vietnam Cambodia 	<p>RBSM:</p> <ol style="list-style-type: none"> LGD BSM in Surat April Surat Factory Visit – Oct IJJS Premier IJJS Signature IJJS Tritiya <p>India Pavilion:</p> <ol style="list-style-type: none"> India Pavilion JCK JGT Dubai Jewellery & Gem Asia Hong Kong Jewellery & Gem World Hong Kong Sept Hong Kong International Jewellery Show March Vicenza Oro Winter Vicenza Oro Fall Jewellery Show London 		<p>Door to Door promotion & Road Shows in Vietnam, Thailand, Cambodia, Myanmar, UAE, Singapore</p> <p>Promotion through international coordinators in USA, UK, Turkey Australia & Europe.</p> <p>Brand India advertising in Intl Publications ME, HK, China, USA, Canada, UK, Europe & Australia</p>

Source: GJEPC Research Division analysis based on Trade Map data 2022.

3.1.2. Gold jewellery - Based on the following top 20 importing countries for gold jewellery, old and new markets for the plain/studded gold jewellery have been identified (Refer Table 9) and strategy is being formulated to sustain in the existing markets and increase share in the potential/new markets. The Potential target markets and GJEPC strategy for Gold Jewellery, Diamond & Gemstone Studded jewellery, Platinum Jewellery is as shown in **Exhibit -4**, Exhibit 5, , Exhibit 6 respectively.

Table 9: Top 20 Importers for Gems and Jewellery (Product : 711319 Gold Jewellery) in 2022

Sr. No.	Importers	Category	Value imported in 2022 (US\$ million)	Country's Share in world imports (%)	Imports by India (US\$ million)	India's % Share in country's imports	India's Rank in country's imports	Top 5 Exporters and % Share in country's imports
		Old/New Markets						
1	Hong Kong, China	New	15630.24	18.20	426.33	2.70	9	China (46.5), Switzerland (8.4), UAE (8.1), USA (5.7), Japan (4.4)
2	United States of America	Old	10925.81	12.70	2957.70	27.10	1	India (27.1), Italy (12.6), France (8.5), Hong Kong, China (6.1), Thailand (6)
3	United Arab Emirates	Old	10483.01	12.20	3126.85	29.80	1	Turkey (17.9), Italy (10.8), Switzerland (8.5), Singapore (7.1), Malaysia (4.6)
4	Switzerland		8834.13	10.30	22.29	0.30	19	France (33.3), USA (11.8), Italy (11.1), UK (7.3), UAE (6)
5	Singapore	Old	4515.88	5.30	818.70	18.10	2	Malaysia (19.1), India (18.1), France (17.5), Indonesia (11.5), UAE (5.7)
6	China		4046.68	4.70	7.01	0.20	13	France (33.9), Italy (25), Switzerland (18.4), USA (11.3), Hong Kong, China (5.4)
7	France	New	3751.39	4.40	122.970	3.30	5	Area Nes (40.4), Switzerland (18.2), Italy (15), France (5.5), India (3.3)
8	Japan	New	2274.52	2.70	24.84	1.10	12	France (28.8), USA (26.4), Italy (19.9), Switzerland (7.4), Thailand (4.7)
9	United Kingdom	New	2259.68	2.60	348.06	15.40	1	India (15.4), Switzerland (14.6), France (11.7), UAE (10.6), Italy (10.2)
10	Iraq		1708.34	2.00	0.00	0.00	17	Turkiye (99.9), Thailand (0.1)
11	Macao, China		1525.48	1.80	0.09	0.00	17	Hong Kong, China (26), France (21.1), Italy (20.1), USA (13.7), China (12.2)

Table 9 : Top 20 Importers for Gems and Jewellery (Product : 711319 Gold Jewellery) in 2022

Sr. No.	Importers	Category	Value imported in 2022 (US\$ million)	Country's Share in world imports (%)	Imports by India (US\$ million)	India's % Share in country's imports	India's Rank in country's imports	Top 5 Exporters and % Share in country's Imports
		Old/New Markets						
12	Italy	New	1375.32	1.60	57.78	4.20	6	Switzerland (23.3), France (20.9), USA (7.2), Bolivia, Plurinational State of (5.4), Thailand (5)
13	Australia	New	1320.42	1.50	154.65	11.70	4	France (17.4), Italy (12.4), USA (11.9), India (11.7), China (8.9)
14	Germany	New	1255.26	1.50	75.70	6.00	6	Switzerland (36.2), Italy (13), France (11.6), Thailand (8.5), Türkiye (7.1)
15	Canada	New	1220.74	1.40	193.10	15.80	2	USA (30.9), India (15.8), Italy (14.6), France (7), China (6.8)
16	Türkiye	New	1131.07	1.30	232.12	20.50	3	Italy (45.2), UAE (23.9), India (20.5), Switzerland (3.1), France (1.6)
17	Korea, Republic of		999.79	1.20	709.00	0.10	17	France (30.7), Italy (29.6), USA (16.7), Switzerland (14.7), Germany (1.5)
18	Thailand		988.97	1.20	43.28	4.40	8	Thailand (27.8), France (13.4), Italy (13.2), USA (10.1), China (8.6)
19	Malaysia	Old	927.21	1.10	205.55	22.2	1	India (22.2), UAE (15.2), Hong Kong, China (13.9), Italy (10), Singapore (9.6)
	India		826.94	1.00	0.00	0.00	0	UAE (31.5), USA (27.3), Qatar (9), Bahrain (6.7), Italy (5.1)
20	Saudi Arabia	New	819.38	1.00	63.77	7.80	3	Switzerland (37.5), UK (28.4), India (7.8), USA (6.8), Thailand (3.4)
Total of 711319			85780.43					

Source: GJEPC Research Division analysis based on Trade Map data 2022.

Exhibit - 4: Sustaining existing markets and targeting potential markets for Gold Jewellery

Products	Rise/Sustain in Existing Markets	Increase Penetration in Potential Markets	GJEPC Action Plan		Other promotional activities
Gold Jewellery	<ol style="list-style-type: none"> 1. UAE 2. USA 3. Singapore 4. Malaysia 	<ol style="list-style-type: none"> 1. UK 2. Saudi Arabia 3. Australia 4. Italy 5. Germany 6. Canada 7. Hong Kong 8. Turkey 9. Japan 10. France 	<p>BSM:</p> <ol style="list-style-type: none"> 1. IGJS Dubai 2. IJEX, Dubai 3. IJEX USA <p>India Pavilion :</p> <ol style="list-style-type: none"> 1. JGT Dubai UAE 2. Vicenza Oro Winter 3. Vicenza Oro Fall 4. JCK Las Vegas 5. Jewellery Arabia 6. Doha Watches and Jewellery Show 7. Jewellery Show London 	<p>RBSM:</p> <ol style="list-style-type: none"> 1. IJUS – Premier 2. IJUS Signature 3. IJUS Tiritiya 	<p>Door to Door promotion & Road Shows in Malaysia, Saudi Arabia, UAE, Singapore</p> <p>Promotion through international coordinators in, USA, Canada, UK, Australia, Turkey, Europe & CIS region.</p> <p>India Design Gallery in leading exhibitions at USA, Hong Kong & Dubai</p> <p>Brand India advertising in Intl Publications ME, HK, China, USA, Canada, UK, Europe & Australia</p>

Source: GJEPC Research Division analysis based on Trade Map data 2022.

Exhibit - 5: Sustaining existing markets and targeting potential markets for Diamond & Gemstone Studded jewellery

Products	Rise/Sustain in Existing Markets	Increase Penetration in Potential Markets	GJEPC Action Plan		Other promotional activities
Diamond & Gemstone Studded Jewellery	<ol style="list-style-type: none"> 1. USA 2. UAE 3. Singapore 4. Malaysia 	<ol style="list-style-type: none"> 1. UK 2. Saudi Arabia 3. Australia 4. Italy 5. Germany 6. Canada 7. Hong Kong 8. Japan 9. France 	<p>BSM:</p> <ol style="list-style-type: none"> 1. IJEX, Dubai 2. IGJS Dubai 3. IJEX HK 4. IJEX USA <p>India Pavilion:</p> <ol style="list-style-type: none"> 1. Jewellery & Gem Asia Hong Kong 2. Jewellery & Gem World Hong Kong Sept 3. Hong Kong International Jewellery Show March 4. JGT Dubai, UAE 5. Doha Show, Qatar 6. Jewellery Arabia 7. Vicenza Oro Winter & fall 8. JCK Las Vegas 9. Cambodia International Gem and Jewellery Fair 2024 10. IJV Vietnam 2024 11. Watch & Jewellery Middle East Show 2024 Sharjah 12. Jewellery Show London 	<p>RBSM:</p> <ol style="list-style-type: none"> 1. IGJS Jaipur 2. G & J BSM (USA Focused) 3. IJUS – Premier 4. IJUS Signature 5. IJUS Tiritiya 	<p>Door to Door promotion & Road Shows in Malaysia, Middle East, UAE, Singapore.</p> <p>Promotion through international coordinators in USA, UK, Australia, Europe region.</p> <p>India Design Gallery in leading exhibitions at USA, Hong Kong & Dubai</p> <p>Brand India advertising in Intl Publications ME, HK, China, USA, Canada, UK, Europe & Australia</p>

Source: GJEPC Research Division analysis based on Trade Map data 2022.

Exhibit-6: Sustaining existing markets and targeting potential markets for Platinum Jewellery

Sustaining existing markets and targeting potential markets for Platinum Jewellery					
Products	Rise/Sustain in Existing Markets	Increase Penetration in Potential Markets	GJEPC Action Plan		Other promotional activities
Platinum Jewellery	1. USA 2. UK	1. UAE 2. Hong Kong 3. Australia 4. Germany 5. Italy	BSM : 1.IJEX, Dubai 2.IGJS Dubai 3.IJEX HK 4.IJEX USA India Pavilion: 1.JCK Las Vegas 2.Jewellery Show London 3.Jewellery & Gem Asia Hong Kong 4.Jewellery & Gem World Hong Kong Sept 5.Hong Kong International Jewellery Show March 6.JGT Dubai, UAE 7.Vicenza Oro Winter 8. Vicenza Fall	RBSM : 1. G & J BSM (USA Focused) 2. IGJS Jaipur	Door to Door promotion & Road Shows in Middle East, UAE Promotion through international coordinators in USA, UK, Europe Hong Kong, Australia . Brand India advertising in Intl Publications ME, HK, China, USA, Canada, UK, Europe & Australia

Source: GJEPC Research Division analysis based on Trade Map data 2022.

3.1.1.3. Silver Jewellery -- Based on the following top 15 importing countries for Silver jewellery old and new markets have been identified as shown in Table 10 and strategy is being formulated to sustain in the existing markets and increase share in the potential/new markets as shown in **Exhibit-7**.

Table 10: Top 15 Importers for Gems and Jewellery (Product : 711311 Silver Jewellery) in 2022									
Sr. No.	Importers	Category	Value imported in 2022 (US\$ million)	Country's Share in world imports (%)	Imports by India (US\$ million)	India's % Share in country's imports	India's Rank in country's imports	Top 5 Exporters and % Share in country's Imports	
		Old/New Markets							
1	Hong Kong, China	Old	3180.73	31.70	2745.45	86.30	1.00	India (86.3), China (8.2), Thailand (1.3), Italy (1.1), UAE (0.8)	
2	United States of America	Old	1839.37	18.30	358.53	19.50	2.00	Thailand (39), India (19.5), Italy (12.7), China (11.4), Israel (2.6)	
3	Germany		634.82	6.30	31.01	4.90	3.00	Thailand (68.1), China (11.7), India (4.9), Italy (3.1), Hong Kong, China (2.4)	
4	Italy		502.16	5.00	9.60	1.90	5.00	Germany (63.7), Romania (14), China (8.1), Hong Kong, China (2.2), India (1.9)	
5	United Kingdom	Old	418.00	4.20	60.54	14.50	2.00	Thailand (46.1), India (14.5), China (14.3), Italy (10.5), USA (5.9)	
6	France		257.52	2.60	10.34	4.00	5.00	Thailand (44.5), China (17.5), Italy (11.1), Area nes (6.2), India (4)	
7	Canada	New	230.18	2.30	19.17	8.30	5.00	Thailand (45.5), China (14.3), Italy (11.1), USA (10.9), India (8.3)	
8	Spain	New	210.25	2.10	18.48	8.80	3.00	Thailand (48.9), China (21), India (8.8), Italy (5.8), Germany (3.8)	
9	Mexico	New	191.23	1.90	17.30	9.00	3.00	Thailand (53.4), China (15.6), India (9), Italy (6.7), Spain (6.5)	
10	China		187.23	1.90	4.13	2.20	6.00	Thailand (40), Italy (31.3), USA (4.7), France (4.1), India (2.2)	
11	Australia	New	185.26	1.80	13.75	7.40	4.00	Thailand (60), Italy (10.5), China (9.5), India (7.4), USA (5.2)	
12	Thailand	New	184.79	1.80	14.23	7.70	5.00	Hong Kong, China (32.6), Thailand (26.8), China (11.9), Italy (10.5), India (7.7)	
13	Japan		158.13	1.60	5.12	3.20	8.00	Italy (27.9), USA (22), Thailand (17.8), Spain (6.4), France (5.7)	
14	India		139.95	1.40	0.00	0.00	0.00	Thailand (69.7), Italy (11.6), USA (9.1), China (3.7), Hong Kong, China (1.7)	
15	Switzerland		121.01	1.20	3.69	3.10	7.00	Thailand (25.2), Italy (22.1), Hong Kong, China (17.8), Germany (10.9), China (6.2)	

Source: GJEPC Research Division analysis based on Trade Map data 2022.

Exhibit-7 Sustaining existing markets and targeting potential markets for Silver jewellery based on penetration markets

Products	Rise/Sustain in Existing Markets	Increase Penetration in Potential Markets	GJEPC Action Plan		Other promotional activities
Silver Jewellery	Hong Kong USA UK	Canda Spain Mexico Australia Thailand	BSM: 1. Silver BSM, Spain	RBSM: 1. IGJS Jaipur 2. IJS Premier 3. IJS Signature 4. IJS Tritiya	Road shows in UK, Spain & Thailand, Promotion through international coordinators in USA, Hong Kong , Australia & Europe. Brand India advertising in Intl Publications ME, HK, China, USA, Canada, UK, Europe & Australia
			International Pavilion: 1.Jewellery & Gem Asia Hong Kong- June 2.Jewellery & Gem World Hong Kong Sept 3.Hong Kong International Jewellery Show March 4.JCK Las Vegas Show 5.Vicenza Oro Fall 6.Vicenza Oro Winter		

Source: GJEPC Research Division analysis based on Trade Map data 2022.

3.1.4. Coloured Gem Stones - Based on the following top 14 importing countries for Coloured Gem Stones old and new markets for the cut and polished diamonds have been identified as shown in Table 11 and strategy is being formulated to sustain in the existing markets and increase share in the potential/new markets as shown in **Exhibit-8**.

Table 11: Top 14 Importers for Gems and Jewellery (Product : 710391 Coloured Gem Stones) in 2022

Sr. No.	Importers	Category Old/New Markets	Value imported in 2022 (US\$ million)	Country's Share in world imports (%)	Imports by India (US\$ million)	India's % Share in country's imports	India's Rank in country's imports	Top 5 Exporters and % Share in country's Imports
1	USA	Old	1592.31	29.1	169.789	10.7	4	Colombia (16.8), Thailand (14.3), Switzerland (12), India (10.7), Sri Lanka (9.6)
2	Hong Kong, China	New	1042.34	19.0	35.53	3.40	8	Japan (18.3), USA (16.1), Switzerland (16), Thailand (14.9), France (10.5)
3	Switzerland		559.43	10.2	5.27	0.90	12	USA (27.9), France (18.1), Thailand (12.4), Hong Kong, China (11.8), Colombia (6.3)
4	Thailand	New	473.86	8.6	54.75	11.60	3	Thailand (31.8), Hong Kong, China (11.9), India (11.6), Sri Lanka (9.5), Mozambique (6.4)
5	France		344.18	6.3	20.82	6.00	7	USA (17), Thailand (12), Colombia (11.1), Mozambique (10.4), Sri Lanka (10.1)
6	Italy	New	231.75	4.2	70.35	16.4	2	Thailand (30.4), India (16.4), Sri Lanka (10.9), Colombia (10.4), Switzerland (9)
7	United Kingdom	Old	197.23	3.6	4.04	2.00	9	USA (33.3), UK (17.9), Thailand (12.4), Switzerland (8.7), Sri Lanka (8.3)
8	China	New	166.51	3.0	37.09	22.30	2	Thailand (31), India (22.3), Colombia (9.1), Sri Lanka (7.2), Myanmar (6.8)
9	United Arab Emirates		143.28	2.6	6.64	4.60	7	Hong Kong, China (27.3), USA (25.8), Zambia (16.6), Singapore (5.8), Sri Lanka (5.7)

Table 11: Top 14 Importers for Gems and Jewellery (Product : 710391 Coloured Gem Stones) in 2022

Sr. No.	Importers	Category Old/New Markets	Value imported in 2022 (US\$ million)	Country's Share in world imports (%)	Imports by India (US\$ million)	India's % Share in country's imports	India's Rank in country's imports	Top 5 Exporters and % Share in country's Imports
10	Singapore		73.51	1.3	18.02	24.50	1	India (24.5), Colombia (22.9), Zambia (22.3), Switzerland (8.5), Thailand (8)
11	Germany		55.23	1.0	2.21	4.00	7	Thailand (26.3), Hong Kong, China (26.2), Sri Lanka (16.1), USA (7.8), Colombia (6.5)
12	Japan		44.30	0.8	4.30	9.70	3	Thailand (36.2), Colombia (23.5), India (9.7), Sri Lanka (6.1), Mozambique (4.9)
13	Belgium		20.94	0.4	2.30	11.00	3	Thailand (31.4), USA (11.5), India (11), Sri Lanka (8.2), Hong Kong, China (7.1)
14	Australia		17.06	0.3	1.14	6.70	5	Thailand (42.8), USA (19.3), Sri Lanka (7.7), Switzerland (7.6), India (6.7)
Total of 710391			5478.91					

Source: GJEPC Research Division analysis based on Trade Map data 2022.

Exhibit 8: Sustaining existing markets and targeting potential markets for Colour Gemstones

Products	Rise/Sustain in Existing Markets	Increase Penetration in Potential Markets	GJEPC Action Plan		Other promotional activities
Coloured Gem Stones	USA China	Thailand Italy UK Hong Kong	RBSM : 1. IIJS Premier 2. IIJS Signature 3. IIJS Tritiya 4. IGJS Jaipur International Pavilion : 1. JCK Las Vegas Show 2. Vicenza Oro Fall 3. Jewellery & Gem Asia Hong Kong June 4. Jewellery & Gem World Hong Kong Sept 5. Hong Kong International Jewellery Show March 6. Vicenza Oro Winter 7. FENINJER Brazil 8. IJT Tokyo 2024 9. GIX Tucson USA 10. Gem Geneva 11. Jewellery Show London 12. Watches & Jewellery show Bangkok	BSM: 1. IJEX Hong Kong 2. IJEX USA 3. India Week, DDC, NY	Road shows & Door to Door promotion in Thailand Promotion through international coordinators in USA, UK, Hong Kong, China & Europe. Brand India advertising in Intl Publications ME, HK, China, USA, Canada, UK, Europe & Australia

3.1.5. IJEX India Jewellery Exposition Centre


GJEPC, the apex body of the gem & jewellery trade in India has set up the first of its kind The India Jewellery Exposition (IJEX) centre in Dubai. The centre was Inaugurated on 29th March 2022 by Shri Piyush Goyal Ji , Honorable Minister of Commerce and Industry, Govt of India . The Minister believed that IJEX 2022 will probably be the first serious engagement between UAE and India after the signing of the CEPA and it will play an important role in helping us meet ambitious targets for the trade relations between UAE and India.

Indian Jewellery Exposition (IJEX) will be organized in every season across the year to showcase the craftsmanship skill and finesse of Indian jewellery in the Overseas Jewellery Market. IJEX is to create Brand India Jewellery Centre to showcase its jewellery mastery in Dubai, where buyers from Middle East Market, East Africa, CIS Countries & from all other world can visit and witness it and thus create transact able business to increase exports.

In all, IJEX is a one-stop destination for the world to source Indian jewellery in Dubai. The platform will enable GJEPC members to display goods and book orders throughout the year. The 365-day exhibition will promote specific categories of 'Made in India' gems & jewellery, divided into four seasons, each lasting three months.

Objectives

- The India Jewellery Exposition (IJEX), a B2B event platform in Dubai will give a platform to Members of GJEPC to display and book orders and sales for their goods in UAE from overseas buyers throughout the year.
 - To give a platform to MSME members of GJEPC and help them enter the new market and to start & increase the business cooperation between Indian manufacturers, exporters & UAE.
 - Increase India's gems & jewellery exports to the world.
- Expected outcomes : The center is operational w.e.f 1st May 2023 . There would be three events



comprising of 30 exhibitors through out its first year and expected to generate exports business of atleast US\$30– US\$50 million every year.

- IGJS Dubai also witnessed foot fall of buyers from India diaspora
- IJEX Dubai attracted over 200 Buyers overall within 1 year of operations.
- IJEX, HK ; IJEX New York are the forthcoming initiatives for targeting Indian Diaspora

Challenge /Requirements :

FTA benefits for consignment exports is not available. It should be made available.

Concern - Entities registered in UAE locally can benefit from CEPA on regular import of goods as well as goods brought under Temporary Admission/Consignment basis into the UAE. In UAE the goods are cleared by customs on the basis of customer's Importer/Exporter Code which is linked to their VAT Tax Registration Number (TRN) issued by the Federal Tax Authority (FTA). However, the entities who are not registered in UAE cannot take the benefit of goods brought into UAE under the India UAE CEPA as they do not have a local Importer/Exporter Code or TRN issued by the FTA in UAE.

Hence, in order to leverage more exports, the GJEPC has requested the Government of INDIA & UAE to consider IJEX Dubai as a Designated Zone to facilitate imports for non-registered importers under Temporary Admission/Consignment basis. For this Dubai customs may assign an exhibition code to IJEX Dubai and provisional TRN Number may be assigned to IJEX Dubai is requested.

3.2. Brand India Promotion

- India needs to develop Global Jewellery brands. This is because the value addition done in studded jewellery is much higher than that in loose stones.
- Encourage Jewellery Brand Labels/Stores to come up from India Making maximum Clusters Exportable
- Indian Jewellery Stores at Duty Free Areas of major airports
- Showcase of Jewellery by Indian Exhibitors at IJEX (10 Indian Exhibitors every Quarter) – 365 Days Exhibition in Dubai catering to the entire ME & WANA region
- Diamond Jewellery Promotion in USA, Europe & China in association with Natural Diamond Council (Marketing Spends for the 3 markets in a year by NDC is approx. USD 50 million ; GJEPC's contribution per annum – USD 2-3 Million)
- Brand India Advertising in International Publication in Middle East, HK, China, USA, Canada, UK, Europe, Japan, Australia in various magazines -Collections (Web banner) Digital, Arabian Watches & Jewellery (Web banner) – Digital, Arabian Watches (Print), Gold Book Magazine (Web Banner) etc.
- Gold Jewellery Promotion in association with World Gold Council (Total spends USD 4 Million, GJEPC's contribution USD.5 Million).

3.3. Targeting Indian Diaspora

It is a well-known fact that Indian diaspora is present across the world and major presence is noted in Australia, Bahrain, Canada, Kuwait, Oman , UAE , Saudi Arab etc. where people from Indian origin is in lakhs. Therefore, the GJEPC is set to target Indian /Asian diaspora as they prefer Indian designs and craftsmanship for various jewellery products (**refer table-12**).

Table -12 Identified markets and strategic action points to target Indian diaspora: A Snapshot

No. of countries where Indian Diaspora exists	Focus countries to target Indian Diaspora	Overseas Indian	Broad Strategic Action Points	Challenges/Requirements
210 Countries & NRI – 13459195 PIO – 18683645 Total overseas Indians - 32100340	MIDDLE EAST Penetration in Saudi Arabia, Bahrain, Qatar, Oman markets	89 lacs	<ul style="list-style-type: none"> • Increase the footprint by doing <ul style="list-style-type: none"> i. BSMS ii. Door To Door iii. Direct Buyer Approach iv. Indian Trade mission v. Connect with LTA vi. Social Media, Influencers vii. International MEDIA promotion viii. Market study 	Dedicated Market programs/Modules for the colleague to study the markets
	USA Canada Thailand Nepal South Africa	44.60 lacs 16.89 lacs 1.95 lacs 6 lacs 15.6 lacs		Identifying, sorting and tapping the data of Indian diaspora pertaining to Gem & Jewellery sector only, relevant to our trade.
	AUSTRALIA/fiji Singapore/ Malaysia/ New Zealand	38. Lacs + 3 =	<ul style="list-style-type: none"> • IIJS Premier • IIJS Signature • IIJS Tritiya • IGJS Dubai • IGJS Jaipur • IJEX Dubai 	
	UK	17.64 lacs		

Source: GJEPC Research Division analysis based on MoCI data.

Expected outcomes in terms of exports: B2C Stand Alone show will not only attract the Indian Diaspora but also buyers from other Asian countries like Bangladesh, Pakistan, Sri Lanka, Iran etc. To begin with 1% of the current exports (**around US\$ 22 billion**) to these countries can be targeted to achieve i.e. **US\$220 million**.

Challenges

- No TRT policy available in the country & makes it difficult to compete with other countries promoting foreign tourist purchase like Dubai / Thailand /UAE
- B1/B2 US visa doesn't allow to make sales in US while on tour or exhibition which has created issues such as deporting etc in recent past.

3.4. Replacing studded gold jewellery exports of China's to USA

India is one of the key sourcing partners of gem and jewellery for USA. As it is evident from the below table- 13 that USA of its total imports of G&J of around US\$98 billion sources G&J products amounting to US\$16.4 billion from India accounting for around 17% share in USA total imports of G&J. While, from China the country imports G&J worth of US\$1.9 billion comprising majorly of silver jewellery, gold jewellery and imitation jewellery.

In the wake of present scenario where deteriorating USA China economic relations have been noted and sanctions are likely to be imposed by USA on the imports of China, thereby India can replace China & HK for supplying studded gold and silver jewellery to USA which is amounting to US\$1114 and take atleast 25% of the export value i.e. around US\$300 million.

Table – 13 USA imports of Gem and Jewellery (US\$million)

Commodities	2022 (US\$ Million)			
	China	Hongkong	India	USA Total Imports
Cut & Polished Diamonds	13.35	214.86	11142	23,723.64
Coloured Gem Stone	10.9	59.11	280.17	2191.37
Polished LGD	22.69	6.37	1480.1	1580.79
Silver Jewellery	203.33	24.33	354.81	1817.03
Gold Jewellery	257.26	654.33	2941.4	11517.55
Imitation Jewellery	717.71	0	31.69	1119.29
Others	667.11	350.61	198.91	55,909.00
Total Gem & Jewellery	1892.4	1309.61	16429	97858.87

Source: GJEPC Research Division based on USITC Data 2022

3.5. Selling Indian Jewellery to Foreign Tourists and NRI Sourcing Policy from India

Gems & Jewellery is one of the major products being purchased by foreign tourists while visiting India. However, the fact remains that only refunding GST for which Section 15 of IGST Act 2017 has provisions. This alone would not help the Gems & Jewellery industry as there is a huge component of Customs Duty on Precious metal i.e. 12.5% on Gold and Silver. Hence, while refunding GST the incidence of Customs duty incurred on precious metal used in manufacturing of Jewellery must be refunded back to the foreign tourist.

Detailed note is here below :

As we know that the present new normal times emerged post COVID pandemic has thrown various challenges at us, of which travel ban is the most damaging amongst all. But the positive side of it is that it has provided time to rethink on new strategies through aligning our efforts in the directions which can create a new ecosystem helping us sail through these difficult times and emerge as a winner.

The Council believes that the time is right for doing policy level changes and creation of required infrastructure during these times so that we are ready to promote India as a shopping destination when the travel restrictions are lifted and everything starts to go back to previous normal.

This proposal also aligns with the vision of our Hon'ble Prime Minister for increasing foreign tourists flow in India so as to create livelihood for a large population and this is why Section 15 of IGST act 2017 has provided for refund of IGST to an international tourist leaving India, on the goods purchased in India and being taken outside India. The said section of the IGST Act 2017 has also prescribed a definition as to who shall be tourist for the said purpose. However, the fact remains that we have not moved ahead in achieving this objective but now the need is to prioritise our efforts in this direction in a time bound manner.

Gems & Jewellery is one of the major products being purchased by foreign tourists while visiting India. However, the fact remains that only refunding GST for which Section 15 of IGST Act 2017 has provisions. This alone would not help the Gems & Jewellery industry as there is a huge component of Customs Duty on Precious metal i.e. 12.5% on Gold and Silver. Hence, while refunding GST the incidence of Customs duty incurred on precious metal used in manufacturing of Jewellery must be refunded back to the foreign tourist.

We understand that the Government would be concerned to look at the safeguards to be built in the whole system while granting such refund to foreign tourist so as to eliminate any chance of it being misused and at the same time have all features of a seamless & hassle free system for giving best experience to tourists by making them realise that India in 21st Century is still following its age old belief "ATITHI DEVO BHAVA".

We hereby enclose ANNEXURE-A proposing a process flow for refund of Customs duty & GST component in jewellery purchased by foreign tourist while on visit to India and leaving the country with the jewellery.

In our proposal, we have recommended for below new key elements required to facilitate desired results with TAX REFUND TO TOURIST Scheme.

- Concept of pre-appraisal/ examination of jewellery by the Customs which may only be possible presently at fewer Customs port where jewellery appraisers are posted on regular basis. Hence, it is recommended to post jewellery appraisers at major tourist cities in India who can be posted in GST range to facilitate pre-appraisal/ examination of jewellery sold to tourist by the Registered sellers at these locations.
- Upgrading ATITHI @ Indian Customs application/ portal to handle such transactions end-to-end.
- Establishing TAX REFUND TO TOURIST COUNTERS [TRTC] at all major international Airports in India.
- Refund of Duty at applicable Drawback rates along with GST to Tourist through TRTC in Cash or Bank Transfer.

Further, we would like to seek facilitation for accounting/ reconciling the consideration received by the Registered seller in convertible foreign exchange against sales made to foreign tourists as presently there is almost no defined process for handling such transactions due to which large number of these transactions go unreported except the ones involving card payments/ wire transfers.

The root cause identified for the difficulties being faced on account of above is the absence of clear guidelines for Report/ Purpose Code prescribed by Reserve Bank of India (RBI) for reporting such Forex receipt Transactions due to which the same are presently being handled by AD banks as per their discretion in various miscellaneous purpose codes by applying value restrictions on their own. The transactions having wire transfers are the most difficult ones to handle in absence of clear guidelines of RBI.

Therefore, we hereby propose for a mechanism in enclosed ANNEXURE-B to address the issues in accounting/ reporting/ reconciling such transactions of sale to foreign tourists for your kind perusal and recommendation.

Backward Linkage

3.6. Capitalising benefits of signed and forthcoming FTAs to increase exports

In the globalized economic landscape, Free Trade Agreements (FTAs) play a pivotal role in fostering international trade and economic growth. For India, recent and upcoming FTAs with key partners present significant opportunities to capitalize on the export potential of various commodities. The commodities import landscape from different countries, emphasizing the strategic importance of these agreements. GJEPC is continuing to capitalize the benefits of the signed FTAs with UAE and Australia as jewellery products made up of gold/silver/imitation to have free access for these markets in terms of encouraging /handholding the Indian exporters for utilizing the benefits of FTAs. Similarly, the Council is set to ensure utilisation of the benefits of the FTA by Indian exporters which are in negotiation stage including EU, Canada, UK forthcoming FTAs with UK, GCC, EU, Israel, Canada as all these markets are the key import markets for jewellery products. After the removal of import duties which is currently ranging from 2 to 4% on these products will provide competitive edge to Indian jewellery exporters and Inclusion of allowance of preferential treatment to Consignment exports in India UAE CEPA , Australia and forthcoming FTAs and hence expected to generate additional exports of US\$10 billion with 20% share in the coming year's. The overall benefits of capilizing on signed and forthcoming FTAs are shown in **Refer Table 14**

Table -14 Capitalizing benefits of signed and forthcoming FTAs

Countries	Imports from World	Imports from India
UK	US\$2.7 bn	US\$411 million, 15.1%
EU	US\$14.7 bn	US\$900 million, 6.1%
Canada	US\$1.5 bn	US\$212 million, 14.6%
Israel	US\$ 385 mn	US\$ 11 million , 2.9%
UAE	US\$10.6 bn	US\$3.1 billion ,29.6%
Australia	US\$1.5 billion	US\$168 ,million, 11.2%
Canada	US\$1.5 billion	US\$212 million, 14.6%
GCC (other than UAE,Oman)	US\$16.7 billion	US\$3.7 billion 22%
Oman	US\$180 million	US\$5 million, 2.7%
	Around US\$ 49.7 bn	US\$8.7 billion ,17.5%

Source : GJEPC Research Division based on UN Comtrade Data

The cumulative value of commodity imports from these countries stands at around US\$49.7 billion, with India accounting for approximately US\$9 billion, reflecting 17.5% share. As India continues to sign and negotiate FTAs, proactive measures, including market diversification, product innovation, and trade promotion, will be instrumental in fully capitalizing on the immense potential offered by these agreements.

GJEPC Actions	Issue to Resolve- Refer Annexure C
<ul style="list-style-type: none"> IJEX Dubai IGJS International Gem and Jewellery Show – 2023 Continuous handholding to the members for enhancing exports to FTA countries 	<ul style="list-style-type: none"> Inclusion of allowance of preferential treatment to Consignment exports in India UAE CEPA , Australia and forthcoming FTAs.

3.7. Developing the MSMEs sector through the key projects - Jewellery Park, Mega CFC etc.

Micro, Small, and Medium Enterprises (MSMEs) form the backbone of economies, contributing significantly to employment generation and economic growth. In the context of the gem and jewellery sector, strategic initiatives such as the establishment of Jewellery Parks and Mega Common Facility Centers (CFCs) are poised to catalyze the development of MSMEs. The implementation of transformative projects such as Jewellery Park in Maharashtra state with investment of Rs. 20,000 Cr will create employment opportunity of around 1 lac persons. Also and Mega CFCs and cluster development signifies a paradigm shift in the approach to fostering MSME development in the gem and jewellery sector. By providing a holistic ecosystem encompassing infrastructure, technology, skills, and market access, these initiatives empower MSMEs to thrive in a competitive global landscape. The action taken by GJEPC on CFCs are as follows:

Following key projects are big initiatives of the GJEPC with an aim to become highly export competitive and world leader in manufacturing and trading jewellery products, gemstones through well organised set up with a high focus on utilising advance technology, research and innovations

- ✓ India Jewellery Park, Mumbai
- ✓ Mega CFC, SEEPZ,
- ✓ Gem Bourse,
- ✓ Model karigar Workshop

3.8. Cluster Development

Increasing exports from the clusters especially in line with DEH and ODOP programs of the Govt In order to unleash the huge export potential prevalent in gem and jewellery sector, the GJEPC has planned to implement the 'Cluster Development Approach i.e., whereby key geographical areas where the concentration of G&J units and workers is high would be developed in terms of filling skill/technology/infrastructure gaps.

In line with this approach, the GJEPC had commissioned a study to the National Council of Applied and Economic Research (NCAER) to identify the gem and jewellery clusters so that various desired projects for making the G&J clusters developed and exportable can be taken.

For instance:

- In large clusters – Jewellery Park(s) would be set up
- In Medium clusters – Mega CFCs /Model Manufacturing would be set up
- In Small clusters – CFCs would be set up

According to the findings of the NCAER, there are 390 manufacturing clusters at PAN India level comprising of 185 manufacturing, 205 trade and 55 potential.

Table 15 - Gem and Jewellery Clusters across India

Type	Total
Manufacturing	185
Trade	205
Potential Manufacturing	55
Total	390

Source: NCAER Survey Results, NSSO and Enterprise Survey

The study found that based on the number of units the gem and jewellery sector have the following type of manufacturing clusters (**Refer Table16**):

Table 16 - Number of Manufacturing Clusters by Size (Identified based on No. of Units)

Size	East	Gujarat	North	Rajasthan	South	West	Total
Mega (>20K)	2	1	1	1	0	1	6
Large (15K-20K)	1	0	0	0	0	1	2
Medium (10K-15K)	2	0	0	0	4	0	6
Small (5K-10K)	2	2	3	2	5	1	15
Micro (1K-5K)	15	3	12	6	16	11	63
High Potential (0.5K-1K)	10	3	16	6	6	4	45
Moderate Potential (0.25K- 0.5K)	14	3	12	6	5	8	48
Total	46	12	44	21	36	26	185

Source: NCAER Survey Results, NSSO and Enterprise Survey

Based on the number of workers the gem and jewellery sector have the following type of trading clusters (Refer Table 17):

Table 17 - Number of Trading Clusters by Size (Identified based on No. of Units)

Size	East	Gujarat	North	Rajasthan	South	West	Total
Mega (>20K)	0	0	0	0	0	1	1
Large (15K-20K)	0	1	0	0	0	0	1
Medium (10K-15K)	1	0	0	0	3	0	4
Small (5K-10K)	2	0	6	0	6	0	14
Micro (1K-5K)	14	3	21	4	23	13	78
High Potential (0.5K-1K)	13	3	11	0	15	9	51
Moderate Potential (0.25K- 0.5K)	16	2	14	1	4	19	56
Total	46	9	52	5	51	42	205

Source: NCAER Survey Results, NSSO and Enterprise Survey

In order to develop various gem and jewellery clusters, the GJEPC believes it is imperative to create a robust eco-system across various clusters (Mega, Large, Medium, Micro) and for that development in various dimensions like infrastructure, skilling, technology and digitization is required. These points have been validated by the NCAER after the conduct of the survey and have provided various recommendations in its report. Against this backdrop, the following initiatives have been planned and commenced by the GJEPC as shown in **Exhibit 9 and Table 18**


Exhibit 9: Making Clusters Exportable: Requisite

Infrastructure Development <ul style="list-style-type: none"> ✓ Jewellery Park ✓ Special Notified Zone (SNZ) ✓ Hallmark centres ✓ Opening of offices in overseas markets ✓ Developing Gold Refining/Recycling Sector in India through policy intervention ✓ Becoming jewellery manufacturing hub by re-vamping SEZ model and attracting FDI for exports like Thailand, Vietnam etc. (SEZ comprise of around 20% share in G&J exports). FDI in the G&J sector is only at US\$22 million, reduced from US\$263 million in 2014-2015. 	Technology Development <ul style="list-style-type: none"> ✓ Mega CFC in Surat & SEEPZ ✓ CFCs in identified diamond/jewellery/CGS /Imitation jewellery/ LGD etc. clusters. ✓ LGD machines to be included in the TUF scheme ✓ Upgradation/standardisation of Labs ✓ Model workshop for karigars
Skill Development <ul style="list-style-type: none"> ✓ Upgradation of Skilling Institute ✓ Setting up training centres providing technical training on the production of LGD ✓ Skill University 	Digitisation <ul style="list-style-type: none"> ✓ Value Added Export Growth through E- Commerce expands B2C exports through Retailers (Trading Clusters) and MSME (Manufacturing Clusters) exporters ✓ Indian Jewellery Hub – Digital Library ✓ Diamond trading platform

Table 18 - GJEPC in collaboration with EXIM Bank is conducting a study to chalk out the plan for making the following identified 16 clusters exportable.

States	Clusters	Commodities
Gujarat	Surat	1. Silver Jewellery studded with Diamonds
		2. Gold jewellery studded with diamonds
		3. Polished LGD (industrial & nonindustrial)
	Ahmadabad	Plain gold jewellery
	Rajkot	Plain gold jewellery
Maharashtra	Mumbai	Silver Jewellery studded with Diamonds /stones
		Plain gold jewellery
		Mixed Studded gold jewellery
		Lab grown studded gold jewellery
		Studded diamond gold jewellery /Studded Gold jewellery with stones
		Polished lab grown diamonds
		Plain gold jewellery
		Platinum Jewellery
	Kolhapur	Studded diamond gold jewellery
West Bengal	Kolkata	Plain gold jewellery
	Howrah	Plain gold jewellery
Kerala	Thrissur	Plain gold jewellery
		Studded LG diamond gold jewellery
		Studded Gold jewellery with stones
	Kozhikode	Plain gold jewellery
Tamil Nadu	Chennai	Plain gold jewellery
		Studded gold jewellery with stones
	Coimbatore	Plain gold jewellery
Punjab	Amritsar	Studded Gold jewellery with stones
Delhi	Central	Plain gold jewellery & Mixed Studded gold jewellery
UP	Agra	Silver Jewellery

GJEPC Actions	Requisition
<ul style="list-style-type: none"> Efforts towards technology , skill , infrastructure development – through setting up jewellery parks, mega CFC and CFCs 	<ul style="list-style-type: none"> comprehensive support is required to develop an eco system in each cluster through the proposed INDIAN GEM AND JEWELLERY DEVELOPMNET PROGRAM (IG-JDP) (Refer Exhibit 10)



The GJEPC has proposed the government to provide a special financial package for the gem & jewellery sector on the lines of the special packages announced for the other labor-intensive sectors like textile and leather.

The objective of IGJDP Action Plan is to take the entire gem and jewellery industry to the next level of growth and become the Leading Gem and Jewellery Manufacturing and Trading Hub by developing world class infrastructure equipped with requisite facilities, strengthening human resource proficiencies, infusing modern and advance technology and creating distinctive image through 'Brand India' promotional campaign.

Specific objectives of seeking the Financial Package for the G&J sector are

- ❖ To further capitalize India's strengths in G&J sector in terms of increasing its production and exports
- ❖ To address the challenges/issues, which are impediments to the growth of the G&J sector
- ❖ To take the advantage of growing opportunities in the domestic as well as in the global market
- ❖ To unleash India's huge export potential in G&J products which is still unexplored and untapped
- ❖ To increase India's % share in world exports of G&J products from 4.7% to 7.5% in the coming times.
- ❖ Last, but not the least to finally achieve the Council's ambitious target of increasing exports to US\$75 billion by 2030 and US\$100 billion by 2047 **(Refer Exhibit 10)**

Exhibit 10- PROPOSED INDIAN GEM AND JEWELLERY DEVELOPMNET PROGRAM (IGJDP)

Particulars	Leather	Textile	Gem and Jewellery
Nature	Labour Intensive and Export Oriented	Labour Intensive and Export Oriented	Labour Intensive and Export Oriented
Special Financial Assistance	Yes, announced and available as INDIAN FOOTWEAR , LEATHER & ACCESSORIES DEVELOPMNET PROGRAM (IFLADP)	Yes, announced and available as SPECIAL PACKAGE FOR TEXTILE AND APPAREL SECTOR	NOT AVAILABLE INDIAN GEM AND JEWELLERY DEVELOPMNET PROGRAM (IGJDP) PROPOSED & SUBMITTED TO THE GOVERNMENT
Components	<ul style="list-style-type: none"> Human Resource Development Integrated Development of leather Sector Establishment of Institutional Facilities Mega Leather , Footwear and Accessories Cluster Leather, Technology, Innovation and Environmental Issues Promotion of Indian Brands Additional Employment Incentive 	<ul style="list-style-type: none"> Employee Provident Fund Scheme Reforms Introduction of fixed term employment additional incentives under ATUFS Enhanced duty drawback coverage Integrated Textile Parks Enhancing scope of Section 80JJAA of Income Tax Act 	<ul style="list-style-type: none"> Jewellery Parks Gem Bourse Cluster Development, Mega CFCs HRD Scheme/Skill Dev Upgradation / Creation of Certification & Testing labs Setting up of overseas IJEX Revamping Imitation Jewellery sector Technology Upgradation Fund Generic & Brand Promotion of G&J Sector E-Commerce Introduction of Ad Valorem Scheme in Gold/Silver for Exports Promotion of Design Skills Standards Manufacturing
Objective	Employment Generation , Exports Promotion Infrastructure & Technology Development Skill Development , Brand Promotion	Employment Generation Export Promotion Economies of Scale	Employment Generation Export Promotion through cluster development approach

3.9. Revamping SEZ Model

The Special Economic Zone (SEZ) model plays a catalyst role in the growth of gem and jewellery exports from India. Of the total gem and Jewellery exports amounting to US\$38 billion around US\$7 billion worth of gem and jewellery products are exported from SEZs, constituting for around 19% of the total G&J exports. Thus, almost in every year 1/5th of India's gem and jewellery exports have been possible through the SEZ model existing in the country,

Thus, there is a huge scope of enhancing gem and jewellery exports from SEZ which is an export hub and carries competitiveness to produce and cater the exact demands of the various buyers from the different countries owing to its advantages of using the advance technology/machinery, dedicated infrastructure of exports etc. can be instrumental for realising the untapped export potential of India in gem and jewellery sector.

Given the following policy, and ease of doing business support to the SEZ, exports from the SEZ can be propelled and India can attain a high level of export competitiveness in the world market.

- SEZ (amendment) Act
- Reverse job work policy
- Free up the unutilized units through transfer of assets by SEZ Units after cancellation of their LoA and make the entry exit procedures simpler
- Bill to Ship To Scheme

3.10. Attracting FDI in G&J Sector

According to IBEF, the government of India allows 100 % FDI in the gems and jewellery sector through the automatic route. Additionally, the Government of India has also allowed 100 % FDI through the automatic route for Mining and Exploration of metal and non-metal ores including diamond, gold, silver, and precious ores but excluding titanium bearing minerals and their ores as per the FDI Consolidated Policy 2020 by the Department for Promotion of Industry and Internal Trade (DPIIT).

However, FDI inflows in the prominent sector of the country are minuscule. According to DPIIT, around US\$ 25 million FDI was received in FY2023, accounting for 0.05% share in total FDI inflows in India (Refer Table 19)

Table 19- India's Total FDI equity inflows and FDI inflows in G& J Sector

Year	Total FDI Equity inflows (US\$ Million)	FDI inflows in G&J (US\$ Million)	% share in India's FDI inflows
FY 2022	58773	22.22	0.03%
FY 2023	46034	25.55	0.05%

Source: DPIIT

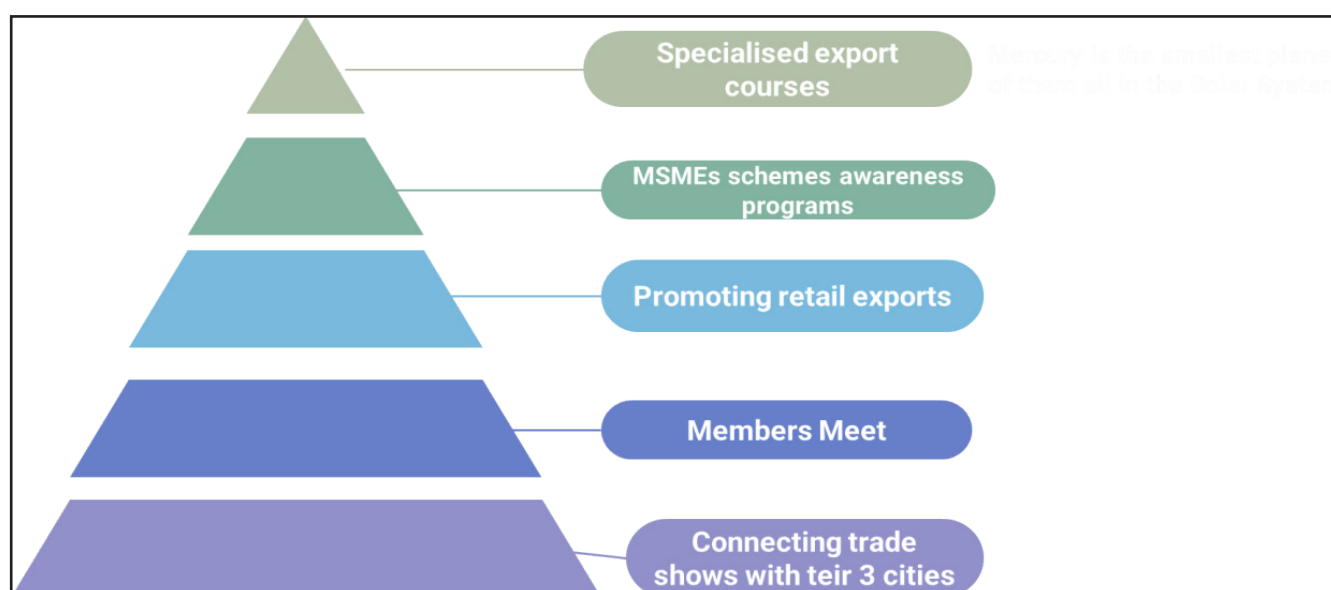
Increase in FDI in G&J sector will enable to enhance outcomes in terms of rise in production, better technology and increase in exports in the long run.

GJEPC Actions	Requisition
Council is in process of writing to the Embassy of USA, Switzerland, Japan, Italy, France Germany, Singapore, Canada, UK to share the list of prospective companies in gem and jewellery sector, to whom we can approach for setting up the manufacturing unit in the India Jewellery Park in Mumbai and other projects with the gamut of incentives offered by State Government.	Seeking support from embassies in terms of connecting with the potential investors

3.11. Conversion of Non-exporter members into exporters & Facilitating retailers' exports

The GJEPC is also targeting to convert its non-exporter members into exporters members by extending strong handholding to the members in terms of the following: As on date we have converted 60% are non-exporter members of the total 9750 members. GJEPC actions are as shown in **Figure12**

Figure 12: Action plan to covert non- exporter members



Requisitions

- Incentivizing retail exporters
- Permitting post offices for dealing in export consignments
- Funding to retail exporters through EXIM banks Expected Outcomes
- 1 new exporter usually exports of Rs. 5-7 lakh per year accordingly

3.12. Increasing retail exports through E-Commerce

The eCommerce model with its low investment is the only medium to Broad base our exports and make our villages exports their innovative products having a good demand due to their unmatched craftsmanship making them unique. Gems and Jewellery has enough potential for retail exports through eCommerce route and will certainly provide an opportunity for MSMEs/ Artisans across the remotest part of the country to reach out to Global consumers with their products manufactured through skills learned over generations and making the “One District One Product (ODOP)” & “District Export Hub (DEH)” vision of Government of India, a reality.

The GJEPC is making efforts towards onboarding the retail exporters/MSMEs exporters on the e-commerce platform so that e-commerce facility which is now available for the G&J commodities also can be well utilised towards the generation of exports from the country.

Challenges

1. High shipping costs.
2. High Compliance cost.
3. Importing Returns remains a challenge

GJEPC Actions	Requisition
Supported in forming E-commerce policy Seminars/ awareness sessions across regions & One to one meeting with manufacturers, retailers Tie-ups with the marketplace, India Post, Courier. Promoting eBay AG (certified Jewellery) Program and Amazon FBA program amongst SEZs.	<ol style="list-style-type: none">1. Enabling seamless logistics of small value eCommerce shipments through Courier & Post from across all major clusters for DTA & SEZ. For this to happen, Customs had to come up with an export “De-Minimis” value or “Green Channel” for eCommerce exports which offers ease & speed of delivery to such transactions being the essence of eCommerce model.2. Customs to allow and ease Re-import of such small value parcels through Courier & Post as accepting returns in eCommerce remains a key to success and is inevitable.3. Monitoring of realization of export proceeds in such small value transactions to be done at Online Payment Gateway Service Provider (OPGSP) level by shifting the burden from exporters as it will add compliance cost burden on exporter.4. Tie-ups with the e-commerce platforms especially the Amazon.5. Creating a handholding fund for our MSMEs to get support in the initial days of taking their shops online through international ecommerce marketplaces which can provide financial support & Take care for activities like Photography & Listing Charges. We propose a one-time grant to an individual/ firm/ company of Rs.11000/- may be provided as eCommerce handholding support.

3.13 Focus on Thrust Areas - Establishing Lab Grown Diamonds Industry , Platinum Jewellery and Silver Jewellery and making India an export hub

India has the capabilities and potential to produce both rough Lab-grown diamonds and polished lab-grown diamonds, therefore the commodity can emerge as a major gem and jewellery commodity to become the Grown Diamond Supply Hub. As per the forecast done based on the historical data (2017-2022), the total polished LGD exports from India would be in the range of US\$2106 to US\$4247 million with a upper confidence bound (refer Figure 13).



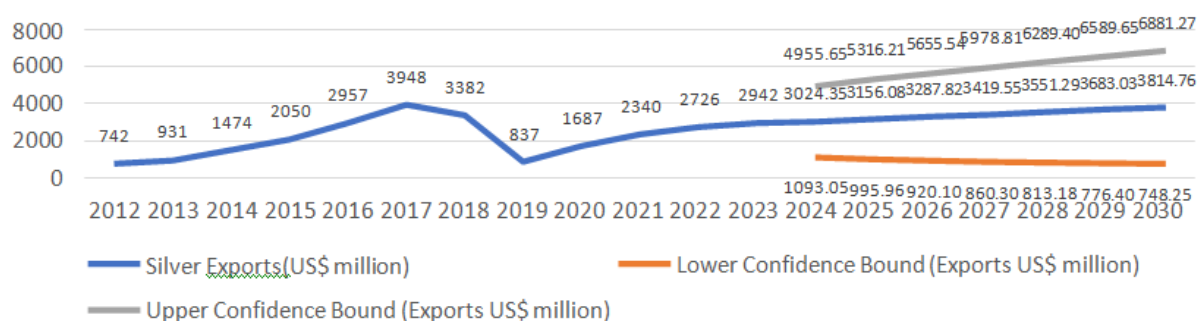
Similarly, exports of silver jewellery and platinum jewellery are on the rise due to change in the preferences of the generation Z, working pattern, price differentials etc. across different parts of the world. As per the forecast done based on the historical data (2014-2022), the total platinum exports from India would be in the range of US\$37 to US\$50 million with a upper confidence bound (refer Figure14).As per the forecast done based on the historical data (2017-2022), the silver jewellery exports from India would be in the range of US\$4955 to US\$6881 million with a upper confidence bound (refer figure 15).

Figure14 India's Platinum Jewellery Exports (US\$ million)



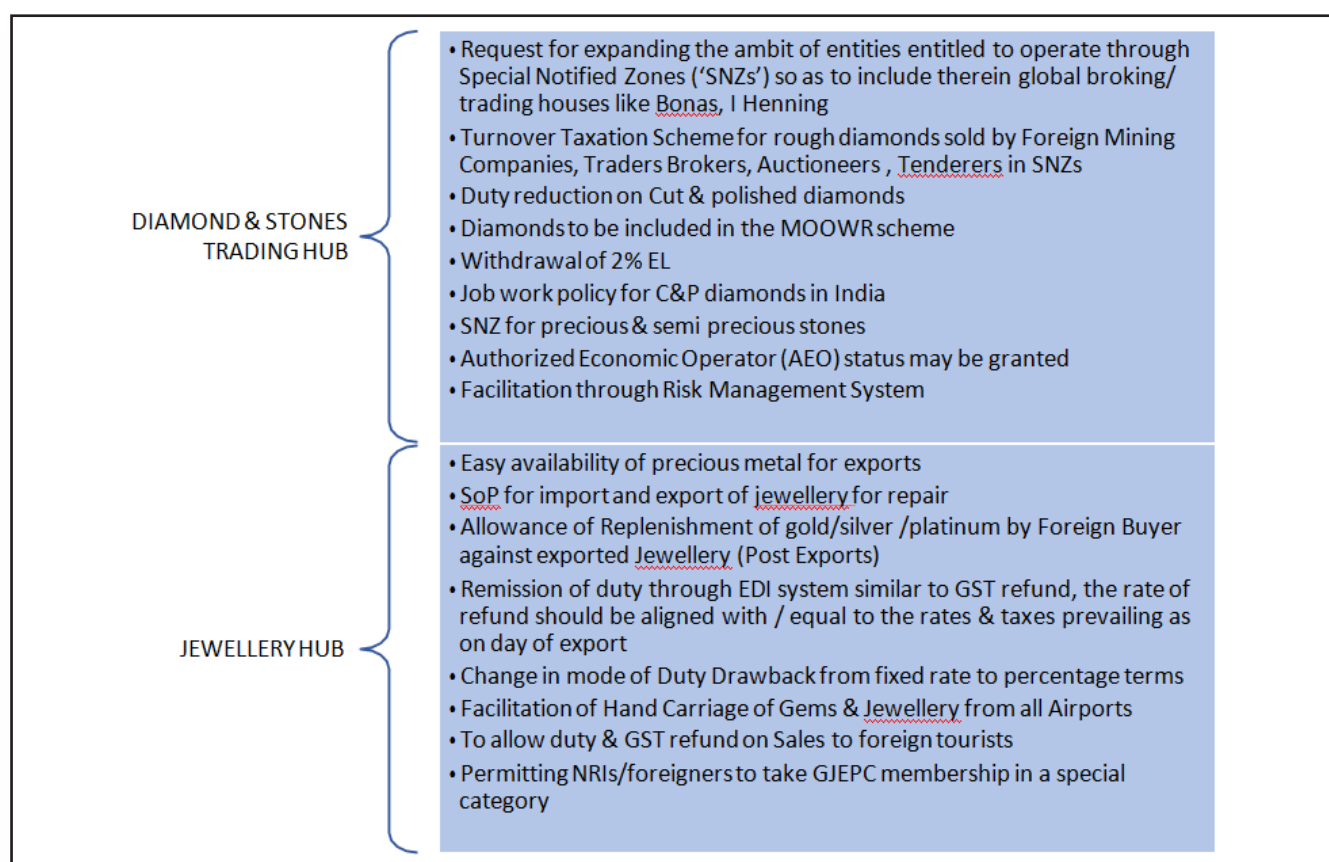
As per the forecast done based on the historical data (2017-2022), the silver jewellery exports from India would be in the range of US\$4955 to US\$6881 million with a upper confidence bound (refer figure 15).

Fig 15 India's Silver Jewellery Exports (US\$ million)



GJEPC Actions	Issues/Requisitions
<ul style="list-style-type: none"> • Delegations to different new markets to understand their requirements and other G&J sector scenario • Making data points • Doing trade shows • Conducting BSMs • Technical training to manufacturers for producing jewellery products as per the new markets. • Concentrated marketing LGD • Creating a global LGD alliance • Establishment of Chain of Custody for Indian LGDs • Market sustainability of LGDs globally 	<ul style="list-style-type: none"> • Fall in LGD prices globally. • Lack of Generic Marketing • Lack of working capital credit • Global recessionary trends • High manufacturing costs (electricity charges) • Lab Grown diamonds, support in getting Govt concessions for LGD Growing & Jewellery Manufacture • Promoting Exports through E Commerce through courier and posts by creating the necessary regulatory provisions and infrastructure • Promoting Start-up exports in the gem & jewellery sector • Investing in technology and soft skills in France, Italy , Switzerland to bridge the technology and skill gap in manufacturing and developing high end couture jewellery brands like Cartier, Boucheron etc • Effect policy level changes for Duty Drawback to make it more dynamic so that the small and medium exporters can get back the import duty for inputs refunded in fast and efficient manner • inclusion of Platinum under the Duty Drawback Scheme .

3.14. Addressing procedural bottlenecks, easing regulations related to banking finance and logistics and enabling trading infrastructure for India to become a Diamond and Jewellery Trading hub



- Effect policy level changes for Duty Drawback to make it more dynamic so that the small and medium exporters can get back the import duty for inputs refunded in fast and efficient manner
- inclusion of Platinum under the Duty Drawback Scheme .

S.no.	Strategy	Backdrop /Overview /Objective	GJEPC Strategic Action Points	Issues/Requirements
1.	Increasing India's presence in the potential markets & in the established markets	<p>The GJEPC has planned and strategized a two-pronged strategy to unleash the untapped export potential</p> <p>Market Sustainability & Market Penetration</p> <ul style="list-style-type: none"> - The countries where imports are high in terms of value and India's % share is less are identified as the potential markets and the markets where India's % share is high are considered the sustainable markets 	<ul style="list-style-type: none"> Commodity-wise * Market Wise India Pavilion /BSMs across existing markets and potential markets – HK , USA, Dubai, Brazil etc. Door to Door Promotions Promotions through International coordinators Brand India Advertising in international publications 	<ul style="list-style-type: none"> Database of the potential clients across various countries
2.	IJEX , Dubai	<p>Set up by GJEPC and Inaugurated by Hon'able CIM . IJEX is a one-stop destination for the world to source Indian jewellery in Dubai. The platform will enable GJEPC members to display goods and book orders throughout the year. The 365-day exhibition will promote specific categories of 'Made in India' gems & jewellery, divided into four seasons, each lasting three months.</p>	<p>The center is operational w.e.f 1st May 2023 . There would be three events comprising of 30 exhibitors through out its first year and expected to generate exports business of atleast US\$30 million in the FY2023-2024.</p>	<ul style="list-style-type: none"> FTA benefits for consignment exports is not available. It should be made available. UAE to consider IJEX Dubai as a Designated Zone to facilitate imports for non-registered importers under Temporary Admission/ Consignment basis.

S.no.	Strategy	Backdrop /Overview /Objective	Strategic Action Points	Issues/Requirements
3	Brand India Promotion	This is pertinent to have a strong positioning in various markets	<ul style="list-style-type: none"> • Encourage Jewellery Brand Labels/Stores to come up from India Making maximum Clusters Exportable • Indian Jewellery Stores at Duty Free Areas of major airports • Showcase of Jewellery by Indian Exhibitors at IJEX (10 Indian Exhibitors every Quarter) – 365 Days Exhibition in Dubai catering to the entire ME & WANA region • Diamond Jewellery Promotion with NDC • Brand India Advertising in International Publication • Gold Jewellery Promotion in association with World Gold Council 	

S.no.	Strategy	Backdrop /Overview /Objective	Strategic Action Points	Issues/Requirements
4	Targeting Indian/ Asian Diaspora across different countries to increase exports	Indian diaspora is present across the world and major presence is noted in Australia, Bahrain, Canada, Kuwait, Oman , UAE , Saudi Arab etc. where people from Indian origin is in lakhs. Therefore, the GJEPC is set to target Indian /Asian diaspora as they prefer Indian designs and craftsmanship for various jewellery products	<ul style="list-style-type: none"> Identified countries where Diaspora is high and targeting them through Door to Door shows, Indian Trade Mission, Direct Buyer approach, Media, BSMs, GJEPC Key shows An event on Pravasi Bhartiya Diwas can be held annually in January every year in collaboration with MEA and organising agency. 	<ul style="list-style-type: none"> No TRT policy available in the country & makes it difficult to compete with other countries promoting foreign tourist purchase like Dubai / Thailand /UAE B1/B2 US visa doesn't allow to make sales in US while on tour or exhibition which has created issues such as deporting etc in recent past. Indian diaspora data is required
5	Replacing studded gold jewellery exports of China's to USA	USA imports G&J products worth of US\$1.9 billion from China comprising majorly of silver jewellery , gold jewellery and imitation jewellery.	<ul style="list-style-type: none"> In the wake of present scenario where deteriorating USA China economic relations have been noted and sanctions are likely to be imposed by USA on the imports of China, thereby India can replace China. Conducting shows in USA and exclusive events with USA client 	

S.no.	Strategy	Backdrop /Overview /Objective	Strategic Action Points	Issues/Requirements
6	Selling Indian Jewellery to Foreign Tourists and NRI Sourcing Policy from India	Gems & Jewellery is one of the major products being purchased by foreign tourists while visiting India. However, the fact remains that only refunding GST for which Section 15 of IGST Act 2017 has provisions. This alone would not help the Gems & Jewellery industry as there is a huge component of Customs Duty on Precious metal i.e. 12.5% on Gold and Silver. Hence, while refunding GST the incidence of Customs duty incurred on precious metal used in manufacturing of Jewellery must be refunded back to the foreign tourist.		<ul style="list-style-type: none"> • Concept of pre-appraisal/ examination of jewellery by the Customs which may only be possible presently at fewer Customs ports where jewellery appraisers are posted on regular basis. Hence, it is recommended to post jewellery appraisers at major tourist cities in India who can be posted in GST range to facilitate pre-appraisal/ examination of jewellery sold to tourist by the Registered sellers at these locations. • Upgrading ATITHI @ Indian Customs application/ portal to handle such transactions end-to-end. • Establishing TAX REFUND TO TOURIST COUNTERS [TRTC] at all major international Airports in India. • Refund of Duty at applicable Drawback rates along with GST to Tourist through TRTC in Cash or Bank Transfer.

S.no.	Strategy	Backdrop /Overview /Objective	Strategic Action Points	Issues/Requirements
7	Capitalising benefits of signed and forthcoming FTAs to increase exports	The GJEPC is continuing to capitalize the benefits of the signed FTAs with UAE and Australia as jewellery products made up of gold/silver/imitation have free access to these markets	Encouraging/Handholding Indian jewellery to take utilize benefits of the signed/forthcoming FTAs as jewellery imports would have free access post the signing of FTAs – UAE, Australia, Canada, UK, EU.	<ul style="list-style-type: none"> GJEPC has requested the Government of INDIA & UAE to consider IJEX Dubai as a Designated Zone to facilitate imports for non-registered importers under Temporary Admission/Consignment basis. Inclusion of allowance of preferential treatment to Consignment exports in India UAE CEPA , Australia and forthcoming FTAs.
8	Developing the MSMEs sector through the key projects - Jewellery Park, Mega CFC etc. Increasing exports from the clusters especially in line with DEH and ODOP programs of the Govt	<p>In order to unleash the huge export potential prevalent in gem and jewellery sector, the GJEPC has planned to implement the 'Cluster Development Approach i.e., whereby key geographical areas where the concentration of G&J units and workers is high would be developed in terms of filling skill/technology/infrastructure gaps.</p> <p>In line with this approach, the GJEPC had commissioned a study to the National Council of Applied and Economic Research (NCAER) to identify the gem and jewellery clusters so that various desired projects for making the G&J clusters developed and exportable can be taken.</p>	<p>Efforts towards technology , skill , infrastructure development – through setting up jewellery parks, mega CFC and CFCs</p> <p>In large clusters – Jewellery Park(s) would be set up</p> <p>In Medium clusters – Mega CFCs /Model Manufacturing would be set up</p> <p>▪ In Small clusters – CFCs would be set up</p> <p>Clusters have been identified, Note on cluster development is in the main document</p>	<ul style="list-style-type: none"> Comprehensive support is required to develop an ecosystem in each cluster through the proposed INDIAN GEM AND JEWELLERY DEVELOPMENT PROGRAM (IGJDP). This is on the lines of the lines of INDIAN FOOTWEAR , LEATHER & ACCESSORIES DEVELOPMENT PROGRAM (IFLADP) and SPECIAL PACKAGE FOR TEXTILE AND APPAREL SECTOR

S.no.	Strategy	Backdrop /Overview /Objective	Strategic Action Points	Issues/Requirements
9.	Revamping SEZ Model	there is a huge scope of enhancing gem and jewellery exports from SEZ which is an export hub and carries competitiveness to produce and cater the exact demands of the various buyers from the different countries owing to its advantages of using the advance technology/machinery, dedicated infrastructure of exports etc. can be instrumental for realising the untapped export potential of India in gem and jewellery sector.	<ul style="list-style-type: none"> • Strategic Action Points • Mega CFC, SEEPZ • Training programs • BSMs • Symposium etc. 	<ul style="list-style-type: none"> • SEZ (amendment) Act • Reverse job work policy • Free up the unutilized units through transfer of assets by SEZ Units after cancellation of their LoA and make the entry exit procedures simpler • Bill to Ship To Scheme
10.	Attracting FDI in G&J Sector	According to IBEF, the government of India allows 100 % FDI in the gems and jewellery sector through automatic route. However, FDI inflows in the prominent sector of the country are minuscule. According to DPIIT, around US\$ 25 million FDI was received in FY2023, accounting for 0.05% share in total FDI inflows in India	Council is in process of writing to the Embassy of USA, Switzerland, Japan, Italy, France, Germany, Singapore, Canada, UK to share the list of prospective companies in gem and jewellery sector, to whom we can approach for setting up the manufacturing unit in the India Jewellery Park in Mumbai and other projects with the gamut of incentives offered by State Government.	<ul style="list-style-type: none"> • Seeking support from embassies in terms of connecting with the potential investors
11	Conversion of GJEPC Non exporters members especially MSMEs non exporters into Exporters.	The GJEPC is also targeting to convert its non-exporter members into exporters members by extending strong handholding to the members	<ul style="list-style-type: none"> • Promoting Retail exports. • Awareness Program to Educate & Convert to exporter - export process. E- Sanchit, Export process, Sharing booklet of new market research, councils promotion of 	<ul style="list-style-type: none"> • Incentivizing retail exporters • Permitting post offices for dealing in export consignments • Funding to retail exporters through EXIM banks

			<p>Customs case resolution by GIJPEC, E-commerce export etc.</p> <ul style="list-style-type: none"> • Sensitization on available MSME/Govt benefits - Capacity building, IC Schemes, Cluster Development, collateral Free Loan etc. Meet the big exporter to check their status on export and challenges faced by them • Help new entrants with KYC registration 	
12.	<p>Focus on Thrust Areas - Increasing retail exports through E-Commerce</p>	<p>Gems and Jewellery has enough potential for retail exports through eCommerce route and will certainly provide an opportunity for MSMEs/Artisans across the remotest part of the country to reach out to Global consumers with their products manufactured through skills learned over generations and making the “One District One Product (ODOP)” & “District Export Hub (DEH)” vision of Government of India, a reality</p>	<ul style="list-style-type: none"> • The GIJPEC is making efforts towards onboarding the retail exporters/MSMEs exporters on the e-commerce platform . • Supported in forming E-commerce policy • Seminars/awareness sessions across regions & One to one meeting with manufacturers, retailers • Tie-ups with the marketplace, India Post, Courier. • Promoting eBay AG (certified Jewellery) Program and Amazon FBA program amongst SEZs. 	<p>Challenges</p> <ol style="list-style-type: none"> 1. High shipping costs. 2. High Compliance cost. 3. Importing Returns remains a challenge <p>Requirements</p> <ul style="list-style-type: none"> • Enabling seamless logistics of smallvalue eCommerce shipments through Courier & Post • Customs to allow and ease Re-import • Monitoring of realization of export proceeds in such small value transactions to be done at Online Payment Gateway Service Provider (OPGSP) level by shifting the burden from exporters as it will add compliance cost burden on exporter. • 4. Tie-ups with the e-commerce platforms especially the Amazon. • 5. Creating a handholding fund for our MSMEs

S.no.	Strategy	Backdrop /Overview /Objective	Strategic Action Points	Issues/Requirements
13	Focus on thrust areas – Establishing LGD, Platinum jewellery and silver jewellery	<p>India has the capabilities and potential to produce both rough Lab-grown diamonds and polished lab-grown diamonds, therefore the commodity can emerge as a major gem and jewellery commodity to become the Grown Diamond Supply Hub.</p> <p>Also shift in preferences in Z generation towards relatively low range and high quality products , demand for platinum and silver jewellery is rising</p>	<ul style="list-style-type: none"> • Delegations to different new markets to understand their requirements and other G&J sector scenario • Making data points • Doing trade shows • Conducting BSMs • Technical training to manufacturers for producing jewellery products as per the new markets. • Concentrated marketing LGD • Creating a global LGD alliance • Establishment of Chain of Custody for Indian LGDs • Market sustainability of LGDs globally • Investing in technology and soft skills in France, Italy , Switzerland to bridge the technology and skill gap in manufacturing and developing high end couture jewellery brands like Cartier, Boucheron etc 	<ul style="list-style-type: none"> • Lab Grown diamonds, support in getting Govt concessions for LGD Growing & Jewellery Manufacture • Promoting Exports through E Commerce through courier and posts by creating the necessary regulatory provisions and infrastructure • Promoting Start-up exports in the gem & Jewellery sector • Change of Duty Drawback Mode from Rupee to Percentage Term for Precious Metals • inclusion of Platinum under the Duty Drawback Scheme .

14.	<p>Addressing procedural bottlenecks, easing regulations related to banking finance and logistics and enabling trading infrastructure for India to become a Diamond and Jewellery Trading hub</p>	<div> <div> <p>DIAMOND & STONES TRADING HUB</p> <ol style="list-style-type: none"> 1.Request for expanding the ambit of entities entitled to operate through Special Notified Zones ('SNZs') so as to include therein global broking/trading houses like Bonas, I Henning 2.Turnover Taxation Scheme for rough diamonds sold by Foreign Mining Companies, Traders Brokers, Auctioneers , Tenderers in SNZs 3.Duty reduction on Cut & polished diamonds 4.Diamonds to be included in the MOOWR scheme 5.Withdrawal of 2% EL 6.Job work policy for C&P diamonds in India 7.SNZ for precious & semi precious stones 8.Authorized Economic Operator (AEO) status may be granted 9.Facilitation through Risk Management System </div> <div> <p>JEWELLERY HUB</p> <ol style="list-style-type: none"> 1.Easy availability of precious metal for exports 2.SoP for import and export of jewellery for repair 3.Allowance of Replenishment of gold/silver /platinum by Foreign Buyer against exported Jewellery (Post Exports) 4.Remission of duty through EDI system similar to GST refund, the rate of refund should be aligned with / equal to the rates & taxes prevailing as on day of export 5.Change in mode of Duty Drawback from fixed rate to percentage terms 6.Facilitation of Hand Carriage of Gems & Jewellery from all Airports 7.To allow duty & GST refund on Sales to foreign tourists 8.Permitting NRIs/foreigners to take GJEPC membership in a special category </div> </div>	<ul style="list-style-type: none"> ✓ Effect policy level changes for Duty Drawback to make it more dynamic so that the small and medium exporters can get back the import duty for inputs refunded in fast and efficient manner ✓ inclusion of Platinum under the Duty Drawback Scheme .
-----	--	--	--

Strategy Meet 2024



KEY HIGHLIGHTS STRATEGY MEET 2024

Every year, the GJEPC organises a Strategic Meet where in the Leadership and Secretariat of the GJEPC extensively discusses the various novel ways to achieve the export target set by the MoC&I and taking the sector to the next level in the light of the rapidly changing national and international environment. In 2024, the Strategy Meet was organised from 14th -15th July under the chairmanship of Shri Vipul Shah, Chairman, GJEPC.

During the session, the Internal and External Environment of the Gem and Jewellery Sector was rigorously assessed and based on the same around 200+ strategic ideas to leverage the STRENGTHS, to overcome the WEAKNESSES, to exploit the OPPORTUNITIES and to mitigate the THREATS of the sector came into the picture. However, the following strategic actions were finalized to focused upon for achieving the various short-medium and long term objectives of the organization.

1. Advocate for industry interests and regulatory reforms on behalf of members, promoting ease of doing business in collaboration with different government bodies.
2. Leverage government support to secure more funding and favorable policies.
3. To identify schemes / initiatives / subsidies launched by govt and leverage this for potential forexisting & new International shows, etc
4. Maximise granst for participating in exhibitions and BSM's, so that more members can participate.
5. Guarantee Scheme for Micro and Small Enterprises (CGTMSE) aims to facilitate access to credit for the un-served and under-served MSE segment of the MSME sector
6. Create jewellery repair service in IJEX
7. Having IJEX in US and HK
8. Leveraging GJEPC brand Value to spread awareness about World of GJEPC and its initiatives to Members and Key stakeholders
9. Enhance Brand India Promotion through collaboration with Indian Mission abroad
10. Leverage social media - Instil B2B + consumer demand for Made in India Jewellery through collaboration with International Social bloggers
11. Work with government to showcase local craftsmanship in international events
12. Pool in funds from different stakeholders to promote the G&J category
13. Lead the industry in adopting green technologies and sustainable manufacturing practices to attract eco-conscious consumers.
14. Build Consumer Preference for India made products through strategic Retail alliances, focused Brand / product promotion - CTA driven in global jewellery clusters
15. Aggressive campaigns for Members and Retailers to create awareness on FTAs and its benefits to trade
16. Design houses to participate in Paris Fashion week and internation shows
17. Publish one research campaign every year that can include designs, markets, trends etc
18. Create a Brand loyalty programs / Manufacturer's engagement with local market designers to create products as per local consumer demand/preference . Followed by Retail collaboration showcase of the products as done with Japan
19. Promote India as the best place to trade in Raw Material like Rough Diamond, Gold Silver , Platinum and Work in the Policy Space for the

KEY HIGHLIGHTS STRATEGY MEET 2024

20. Facilitate the Indian Manufacturers to diversify into new products such as watch as jewellery / accessories segment – there is extensive potential in Men's Jewellery and jewel adorned product accessories – start a section for Watch & accessories in IJJS
21. Leverage Global red carpet events to build and promote brand India jewellery/made in India jewellery as adorned by Hollywood / Bollywood celebs
22. Create a program and platform for Start-up funding in G & J sector
23. Form a technology committee to advise on tech solution for G & J sector
24. Formation and implementation of SRO to bring in Responsibility/standardisation in Gold Jewellery Retail industry. Promotion of global ethical compliances/ESG/standardisation/RJC amongst members. GJEPC to form an ESG vertical/board and rate Members on ESG levels
25. Develop a mechanism to drive Pricing for Natural diamonds and LGD in order to garner Price control
26. Create a department for ESG (Env't, Social & Governance)
27. Setting up organised manufacturing units
28. Converting MSMEs manufacturers into Exporters
29. E-Commerce – Awareness of e-commerce opportunities and process to MSMEs
30. Awareness session on Design Knowledge, design awards, PR/ patenting of jewellery
31. Identification of members Domestic trader having potential and convert them as exporter
32. Increasing Membership – in B and C class Cities
33. Develop a package for top 20% exporters and create program to engage them.
34. Special membership service packages to provide specific service to corporates in terms of regulatory compliance, market entry strategies, and supply chain management.
35. Conduct a Retailer Connect Programs to offer a bouquet of services i.e. Sales Training, Product Training, Overall Business / IJJS/ Membership)
36. onboard Gem & Jewellery trade associations in the GJEPC Umbrella
37. Creation of specific recognition for 9 and 10 carat Jewellery (like Hallmarking)
38. Advocate for industry interests and regulatory reforms on behalf of members, promoting ease of doing business in collaboration with different government bodies.
39. Leverage government support to secure more funding and favorable policies.
40. To identify schemes / initiatives / subsidies launched by govt and leverage this for potential foreexisting & new International shows, etc
41. Maximise grant for participating in exhibitions and BSM's, so that more members can participate.
42. Guarantee Scheme for Micro and Small Enterprises (CGTMSE) aims to facilitate access to credit for the un-served and under-served MSE segment of the MSME sector
43. Create robust IP protection to safeguard innovative designs and processes.
44. Collaboration with tech partners or vendors for cutting edge solution on technology
45. Deploy Automation and AI to improve manufacturing efficiency, reduce costs, and enhance quality control.
46. Innovative solution – invest in various research and development to stay ahead in market or competition

KEY HIGHLIGHTS STRATEGY MEET 2024

47. to create a app and make it user friendly on the website to get information on exports
48. MOU with India Post at PAN India Level, Niryat Bandhu Promotion, promotion of incentive scheme of DGD T and E-commerce sponsorship for small traders.
49. International Membership for International Retailers
50. Converting MSMEs manufacturers in to Exporters
51. E-Commerce – Awareness of e-commerce opportunities and process to MSMEs
52. Awareness session on Design Knowledge, design awards, PR/ patenting of jewellery
53. Identification of members Domestic trader having potential and convert them as exporter
54. Increasing Membership – in B and C class Cities
55. Develop a package for top 20% exporters and create program to engage them.
56. Special membership service packages to provide specific service to corporates in term of regulatory compliance, market entry strategies, and supply chain management.
57. Conduct a Retailer Connect Programs to offer a bouquet of services i.e. Sales Training, Product Training, Overall Business / IIJS/ Membership)
58. onboard Gem & Jewellery trade associations in the GJEPC Umbrella
59. Creation of specific recognition for 9 and 10 carat Jewellery (like Hallmarking)
60. Converting MSMEs manufacturers in to Exporters
61. E-Commerce – Awareness of e-commerce opportunities and process to MSMEs
62. Awareness session on Design Knowledge, design awards, PR/ patenting of jewellery
63. Identification of members Domestic trader having potential and convert them as exporter
64. Increasing Membership – in B and C class Cities
65. Develop a package for top 20% exporters and create program to engage them.
66. Special membership service packages to provide specific service to corporates in term of regulatory compliance, market entry strategies, and supply chain management.
67. Conduct a Retailer Connect Programs to offer a bouquet of services i.e. Sales Training, Product Training, Overall Business / IIJS/ Membership)
68. onboard Gem & Jewellery trade associations in the GJEPC Umbrella
69. Creation of specific recognition for 9 and 10 carat Jewellery (like Hallmarking)
70. analysis of current and potential market trends and Mapping of adequate products for specific market leading to increase in export.
71. Initiate Favourable Trade Agreements in Key Markets, to facilitate Export Growth.
72. work on advance analytics to understand consumer preferences and have tailor products accordingly.
73. Converting MSMEs manufacturers in to Exporters
74. E-Commerce – Awareness of e-commerce opportunities and process to MSMEs
75. Awareness session on Design Knowledge, design awards, PR/ patenting of jewellery
76. Identification of members Domestic trader having potential and convert them as exporter
77. Increasing Membership – in B and C class Cities

KEY HIGHLIGHTS STRATEGY MEET 2024

78. Develop a package for top 20% exporters and create program to engage them.
79. Special membership service packages to provide specific service to corporates in term of regulatory compliance, market entry strategies, and supply chain management.
80. Conduct a Retailer Connect Programs to offer a bouquet of services i.e. Sales Training, Product Training, Overall Business / IIJS/ Membership)
81. onboard Gem & Jewellery trade associations in the GJEPC Umbrella
82. Creation of specific recognition for 9 and 10 carat Jewellery (like Hallmarking)
83. Identify resident officers in potential cities/ States
84. create Machinery pavilion in all our shows
85. Drive Alliances with smaller shows and make it a business model which is win-win for both parties and make our inroads in smaller markets. Gjepec to plan 2 such shows in the segment
86. Invite International Pavilion Participation at IIJS.
87. Identify and organise India Pavilion/Participation in New International Markets around the World.
88. Organise Buyer-Seller Meets in emerging markets.
89. Increase international footprints through increased BSMs/Trade fairs/international collaborations for Brand India Shows
90. To create a link between the international designers and manufacturers
91. Increase the number of BSM's work on revenue model to make it self sustainable
92. Be the sole selling agent in trade for international exhibitions
93. Appoint GSA in the international market
94. Create a database of international retailers
95. Having IJEX in US and HK
96. Create Resident Officers and have year long participation from international markets
97. Increase revenue from international events by expanding geographies presence and sponsorship opportunity
98. have a Strategic Location in all International Fairs as per the product category.
99. Bring more International Machinery/Modern Technology participation to IIJS for Technological Advancement, Global Designs
100. Trade Missions and Market Visits: Organize trade missions and market visits to target countries identified through research. Facilitate meetings with local stakeholders, distributors, and potential buyers to promote GJEPC membership and facilitate market entry.
101. Engage with International trainers from technically advanced countries to train our members to meet the international design needs for increasing exports and development of new designs and product lines.
102. International Pavilions in IIJS Shows (Turkey, Thailand, Sri Lanka) (Make in India-Sell in India / Franchise/ Luxury Watches)
103. Organise 1 Brand India Show in Potential Market Country
104. Create an India Experience lounge through Revamp of GJEPC booth at India pavilions at International Pavilions



KEY HIGHLIGHTS STRATEGY MEET 2024

105. Getting a Buyer delegation and create a revenue model.
106. Reach out to Global Design brands for Joint Collaboration.
107. Constant outreach and Networking program with Foreign Embassies in India and close involvement with our Indian Mission abroad to enhance and facilitate trade in existing as well as new markets.
108. Advocate for industry interests and regulatory reforms on behalf of members, promoting ease of doing business in collaboration with different government bodies.
109. Leverage government support to secure more funding and favorable policies.
110. To identify schemes / initiatives / subsidies launched by govt and leverage this for potential foreexisting & new International shows, etc
111. Maximise grantst for participating in exhibitions and BSM's, so that more members can participate.
112. Guarantee Scheme for Micro and Small Enterprises (CGTMSE) aims to facilitate access to credit for the un-served and under-served MSE segment of the MSME sector
113. Converting MSMEs manufacturers in to Exporters
114. E-Commerce – Awareness of e-commerce opportunities and process to MSMEs
115. Awareness session on Design Knowledge, design awards, PR/ patenting of jewellery
116. Identification of members Domestic trader having potential and convert them as exporter
117. Increasing Membership – in B and C class Cities
118. Develop a package for top 20% exporters and create program to engage them.
119. Special membership service packages to provide specific service to corporates in term of regulatory compliance, market entry strategies, and supply chain management.
120. Conduct a Retailer Connect Programs to offer a buoquet of services i.e. Sales Training, Product Training, Overall Business / IJS/ Membership)
121. onboard Gem & Jewellery trade associations in the GJEPC Umbrella
122. Creation of specific recognition for 9 and 10 carrat Jewellery (like Hallmarking)
123. Bring in more awards categories in GJEPC awardsz

Strategy Meet 2024



SHORT-MID-LONG TERM STRATEGY SNAPSHOT

The Gem and Jewellery Export Promotion Council (GJEPC) has developed a comprehensive three-tiered strategy for short, mid, and long-term objectives to bolster India's gem and jewellery exports. In the short term, the focus is on increasing market presence through initiatives like the India Jewellery Exposition Centre (IJEX) in Dubai, capitalizing on FTAs, and revitalizing Special Economic Zones (SEZs). The mid-term strategy involves the development of MSMEs, incorporating advanced technologies like Artificial Intelligence, Nano Technology, and Robotics, and creating a strong brand identity for Indian jewellery. Concurrently, the focus is on dedicated infrastructure development and attracting Foreign Direct Investment (FDI). In the long term, the strategy emphasizes market penetration and sustainability, establishing India as a hub for Lab Grown Diamonds, Platinum, and Silver Jewellery, addressing policy impediments, and fostering retail export promotion through e-commerce. The overarching goal is to enhance India's global standing in the gem and jewellery sector by embracing innovation, strengthening infrastructure, and navigating market dynamics. The details are as shown in Table 20.

Table 20 : Short, Mid-term, Long Term Strategy

Short Terms Strategy Components	Mid Term Strategy Components	Long Term Strategy Components
Increasing India's presence in the potential markets & in the established markets	Capitalising benefits of signed and forthcoming FTAs to increase exports	Increasing exports from the clusters especially in line with DEH and ODOP programs of the Govt
IJEX India Jewellery Exposition Centre- Dubai Gateway to untapped Middle East countries	Developing MSMEs sector– Jewellery Park, Mega CFC, CFCs	Technology Development <ul style="list-style-type: none"> Artificial Intelligence Nano Technology Robotics Centre of Excellence
Brand India Promotion CREATION OF BRAND ALONG WITH CREATION OF JEWELLERY PRODUCTS Replacing China as USA key trade partner	Revamping SEZ Model Attracting FDI in G&J sector	DEDICATED INFRASTRUCTURE <ul style="list-style-type: none"> World class Testing facilities Research & Dev Centres Convention centres MARKET PENETRATION AND SUSTAINABILITY <ul style="list-style-type: none"> Unexplored markets to explore/tap Deeper penetration in existing markets
<ul style="list-style-type: none"> Targeting Indian Diaspora Selling Indian Jewellery to Foreign Tourists NRI Sourcing Policy from India 	Focus on Thrust Areas - Establishing Lab Grown Diamonds, Platinum Jewellery and Silver Jewellery Industry and making India an export hub	<ul style="list-style-type: none"> Gold Mining policy Gold Refining & Exports.
Conversion of GJEPC Non exporters members especially MSMEs into Exporters.	IJEX Hong Kong, IJEX NY, USA	
Addressing major policy issues hindering exports of G&J	Focus on Value added/couture jewellery Focus on gem stone studded jewellery ONDC Platform for Jewellers	
Retail Export promotion and Increasing retail exports through E-Commerce-		

CONCLUSIONS

Gem and Jewellery Export Promotion Council (GJEPC) has outlined a comprehensive and ambitious set of strategies to enhance India's presence in global markets and boost the country's Gem and Jewellery exports. GJEPC aims achieve an ambitious Export target of US\$75 billion till 2030 and US\$100 billion by 2047 from current US\$39.4 billion). The strategies outlined to bridge this gap and generate an additional US\$37 billion and US\$40 billion in exports are diverse and well-conceived as below:

1. FTA Capitalization:
 - Capitalizing on signed and forthcoming Free Trade Agreements (FTAs) is projected to contribute US\$15 billion, showcasing the potential benefits of international trade agreements.
2. MSMEs Development:
 - Developing the MSME sector through key projects like Jewellery Park and Mega Common Facility Center (CFC) is estimated to generate an additional US\$2 billion, emphasizing the importance of fostering small and medium enterprises in the industry.
3. SEZ Model Revamp:
 - Revamping the Special Economic Zone (SEZ) model is expected to contribute US\$8 billion, highlighting the importance of creating conducive business environments for exports.
4. Conversion of non-exporters:
 - Converting non-exporters, especially MSMEs, into exporters is targeted to contribute US\$35 million, underscoring the significance of expanding the base of exporting entities.
5. E-Commerce for Retail Exports:
 - Increasing retail exports through e-commerce is projected to add US\$4 billion, acknowledging the growing role of digital platforms in facilitating international trade.

The balance is expected to add from actions such as expansion in LGD, Platinum and Silver Jewellery products, Market Presence Enhancement, from IJEX Dubai Impact, Diaspora Targeting, Replacing China's Exports to USA.

Additional strategies, such as cluster development, Foreign Direct Investment (FDI), marketing focus, and policy resolutions for long term are outlined which will add approx. US\$40 billion of exports, with comprehensive nature of the proposed initiatives.

ANNEXURE-A

Process Flow proposed for Refund of Duty & GST component in Jewellery purchased by Foreign tourist while on visit to India

1. Jewellery Exporter who is a Company/Firm (partnership/proprietorship) or any Juristic person having a legal entity and Registered in GSTN shall create login by registering on ATITHI @ Indian Customs as a Registered Seller on submission of KYC Documents, bank details, GST No. etc.
2. Foreign tourist buying jewellery from registered seller while on visit to India shall also register on ATITHI @ Indian Customs.
3. Registered seller shall upload invoice having mention of content of Gold/ Silver/ Platinum in 995 fineness and product picture on ATITHI @ Indian Customs.
4. The Value addition and wastage as prescribed in FTP shall also be applicable on such sales.
5. Registered seller will approach the Customs port or the Range GST office where appraiser is posted for appraisal/ examination of goods sold to tourist.
6. Appraisal/ Examination of jewellery by Customs Appraiser based on invoice shall be uploaded on ATITHI @ Indian Customs.
7. Customs shall affix a tamper proof seal on the packet containing Jewellery.
8. Packet shall be handed over to the registered seller once appraised for delivering the same to foreign tourist.
9. Foreign tourist will present the goods at the designated Tax Refund to Tourist counter [TRTC] at the airport while leaving India. Such counter to be set up after the immigration area.
10. Tax Refund to Tourist Counter [TRTC] at airports can be managed through an agency who will refund tax after verifying the seal on the packet found to be intact and not tampered with.
11. Foreign tourist will mark his preference in ATITHI @ Indian Customs for mode of refund i.e. cash or Bank transfer and provide details thereof.
12. Cash refund option shall attract a deduction of small percentage however same shall not be applicable on bank transfer.
13. The foreign tourist shall be given refund of GST paid by him on the invoice along with the duty drawback at the rate applicable on gold/ silver/ platinum content used in the jewellery by the agency managing TRTC.
14. The TRTC managing Agency will raise electronic claim to Customs against the refund of GST & Duty given to the foreign tourist.

ANNEXURE-B

Mechanism to handle payments received against sales made to foreign tourists

1. Applicability

The registered Jewellery exporter/ seller making a sale to foreign tourist against convertible foreign exchange under any one or mixed modes i.e. Cash or Card or Wire Transfer as the case may be.

2. Mechanism Proposed

- i) The Registered seller to surrender the cash/ cheque to Authorised Dealer [AD] along with the Print of transaction reported under his login at ATITHI @ Indian Customs having unique reference number (URN).
- ii) The AD can access the following data through his login on ATITHI portal by entering the URN of transaction.
 - a. Invoice Copy,
 - b. Passport of tourist,
 - c. Immigration details of the tourist evidencing entry into India which data will be pushed on real time basis from Immigration Portal to ATITHI portal.

The AD will verify the credentials and give credit against cash surrendered/ cheque realized/ card payment/ wire transfer in the bank account of Registered seller.

AD will report the forex transaction in the purpose code as prescribed by RBI for reporting of such receipt transactions.

Recommendation:

Requirement of NEW purpose code for reporting with clear guidelines by RBI

OR

RBI to Provide clear guidelines for the usage of most suitable purpose code presently for reporting such transactions i.e. "P0104" having description "Receipts against export of goods not covered by GR/PP/SOFTEX/EC Copy of Shipping Bill etc.". Hence, issuing clearing guidelines will also solve the difficulty presently being faced by AD.

ANNEXURE- C

Background: Exports on consignment is permitted as per India's Foreign Trade Policy, 2023 (including exports to exhibitions/ export promotion tour/ display of branded jewellery) vide Para 4.45, para 4.46 of policy (read with para 4.79 of HBoP) and para 4.53 of policy (read with para 4.92 of HBoP). The extract of relevant provisions are reproduced as under:-

4.45 Export Promotion Tours/ Export of Branded Jewellery

- (i) Nominated Agencies and their associates, with approval of Department of Commerce and with approval of Gem & Jewellery Export Promotion Council (GJEPC) may export gold / silver / platinum jewellery and articles thereof for exhibitions abroad.
- (ii) Personal carriage of gold / silver / platinum jewellery, precious, semi-precious stones, beads and articles and export of branded jewellery is also permitted, subject to conditions as in Handbook of Procedures.

4.46 Personal Carriage of Export /Import Parcels

Personal carriage of gems and jewellery export parcels by foreign bound passengers and import parcels by an Indian importer/foreign national may be permitted as per the Handbook of Procedures

4.53 Export and import on consignment basis

Gems & Jewellery exporters shall be allowed to export and import diamond, gemstones & jewellery on consignment basis as per Handbook of Procedures and Customs Rules and Regulations.

Handbook of Procedures.

4.79 Export through Exhibitions/Export Promotion Tours/ Export of Branded Jewellery

- (a) Nominated Agencies shall produce to Customs Authorities letter in original or its certified copy, containing Government's approval for holding exhibition/export of branded jewellery. Any other person shall produce to the Asst. Commissioner, customs letter in original or its certified copy containing GJEPC's approval for holding exhibitions/export promotion tour/export of branded jewellery.
- (i) In case of re-import, such items, on arrival, shall be verified along with export documents before clearance.

(a) Exports under this scheme shall be subject to following conditions for following modes of export:

- (i) Export of Gems and Jewellery for holding/participating in overseas exhibition.

a) Items not sold abroad shall be re- imported within 60 days of close of exhibition. However in case exporter is participating in more than one exhibition within 45 days of close of first exhibition, then 60 days shall be counted from date of close of last exhibition. In case of exhibition in USA, the time period shall be 90 days instead of 60 days mentioned above. In case of personal carriage of gems and jewellery for holding /participating in overseas exhibitions, value of such gems and jewellery shall not exceed US \$ 5 million. Gold/ silver/ platinum content on items sold in such exhibitions may be imported as replenishment.

b) Exporter shall take replenishment from nominated agency within 120 days from the close of the exhibition gold /silver / platinum for replenishment content against items sold abroad in exhibition.

d) Personal Carriage of gems & jewellery or export through airfreight/post parcel route for Export Promotion Tours/photoshoots/fashion shows overseas. Personal carriage/export through airfreight/post parcel route of gold/silver/ platinum jewellery, cut and polished diamonds, precious, semi-precious stones, beads and articles as samples upto US \$ 1 Million for export promotion tours/photo shoots/fashion shows and temporary display/ sale abroad is also permitted with approval of Gem & Jewellery EPC subject to the condition that promoter would bring back jewellery/goods or repatriate sale proceeds within 45 days from date of departure through normal banking channel. In case of personal carriage for export promotion tours, exporter shall declare personal carriage of such samples to Customs while leaving country and obtain necessary endorsement on Export Certificate issued by Jewellery Appraiser of Customs. In such case, exporters shall book with nominated agency, within 120 days after export promotion tour or expiry of stipulated period of 45 days, whichever is earlier, gold/silver/ platinum for replenishment content against items sold abroad.

e) Export of branded jewellery.

- (i) Export of branded jewellery is also permitted with approval of Gem & Jewellery EPC for display/sale in permitted shops setup abroad or in showroom of their distributors/ agents. Items not sold abroad within 365 days shall be re-imported. Exporter shall book with nominated agency within 120 days after the end of stipulated period of 365 days, gold/silver/platinum for replenishment content against items sold abroad.
- (ii) Following documents shall be submitted for claiming such replenishment:
 - (a) LEO copy of Shipping Bill with Tax invoice for exports supplies;
 - (b) Copy of the approval letter issued by Government/GJEPC;
 - (c) Certificate from Nominated Agency/GJEPC in Appendix 4-O.In case of exhibitions organised by nominated agencies, gold/silver/platinum shall be imported as replenishment by nominated agencies within 60 days from close of exhibition.
- (f) Nominated Agencies shall maintain a complete account of exports made, goods sold abroad, goods re-imported, and metals purchased abroad and imported into India. Such account shall be maintained for a minimum period of three years from date of close of exhibition.

4.92 Export and import of Diamond, Gemstone & Jewellery on consignment basis

- (a) Policy for export and import of diamond, gem stone and jewellery on consignment basis is given in paragraph 4.53 of FTP.
- (b) Detailed procedure in this regard shall be governed as per the relevant Customs Rules & Regulations. Re-import of these items (either in complete or partial lot) exported on consignment basis shall be subject to condition that exporter follows prescribed provisions of relevant customs notification to establish that goods are the same which were exported.
- No procedure has been earmarked to issue CoO for consignment exports out of India to UAE.: It is notable that a large quantity of jewellery to UAE is exported on consignment basis. However, no procedure has been earmarked to issue CoO for such exports out of India to UAE. It is noted that India-UAE CEPA agreement, article

2.6 permits preferential treatment to be given to temporary exports too from India.

“As per ARTICLE 2.6 Temporary Admission under India UAE CEPA agreement each party shall in accordance with its laws and regulations, grant temporary admission free of customs duties for the goods intended for display or use at playgrounds, theatres, exhibitions, fairs or other similar events, including commercial samples, advertising materials including printed materials, films and recordings.”

The consignment exports in effect are temporary exports. As per the procedure if the products sent on consignment are sold in the UAE market, then exhibitor must pay the applicable duty. However, there is nil duty if the goods are sent under India UAE CEPA.

Recommendations

- In order to encourage more exports, procedures for issuing COO for exports as per Para 4.53, 4.45 and 4.46 on consignment basis from India to UAE may be issued by EIA/DGFT so that there won't be any duty to be paid by the importer.
- As mentioned earlier, Gems and Jewelry Export Promotion Council (GJEPC) has established the India Jewellery Exposition Centre (IJEX) in Dubai in March 2022 immediately post the announcement of India-UAE CEPA. It is urged that the goods sent to IJEX for display to be treated as eligible for availing the benefits of CEPA. In case of such consignment exports to UAE under India UAE CEPA, the name and address of the venue as a consignee (in this case IJEX) may be permitted to be quoted in application by exporter for issuance of COO.

Inclusion of HSN Code 7112 under India UAE CEPA Agreement

HS code 7112 which allows import of waste and scrap, we propose that allowing import of gold scrap from overseas countries as it is available at cheaper rates and India could refine that and use the same for Jewellery making, which will reduce our import bills and generate employment within our countries. Therefore, we again reiterate that the HS code 7112 may be allowed under India UAE CEPA.

ANNEXURE-D

Duty Drawback Scheme introduced on precious metals in the year 2009

- Both the import duty and the announced duty drawback rates were in value terms
- Calculation of import duty was based on quantity and purity of metal, which were appraised and certified by Customs
- In 2012, the basis of calculation of import duty was changed to percentage term from fixed value
- All Industry rates for Duty Drawback are still being announced in fixed value terms
- The import duty on gold and silver @ 2% and 6% in 2012 has now been increased to 15% on both the metals
- Current Drawback Rates are ₹ 704.1 per gram of net gold content (.995 or more purity) in the jewellery and ₹ 8949 per kg of net silver content (.999 purity) in the jewellery
- Difference in paying current import duty on metals in % terms and getting drawback rates in fixed value has become economically unviable for small and medium exporters

STUDY TEAM

Dr. Rashmi Arora, Economist, GJEPC,

Email : rashmi.arora@gjepcindia.com

Mr. Alfred Cyril, Statistician ,GJEPC,

Email : cyril@gjepcindia.com

Ms. Reema Thakkar, Asst. Research, Manager, GJEPC,

Email : reema.thakkar@gjepcindia.com



DISCLAIMER

A Report titled Unleashing the Export Potential of Indian Gem and Jewellery Sector - Statergy report is prepared by Gems and Jewellery Export Promotion Council (GJEPC) for general guidance and information purposes only and should not be reproduced or disseminated to others without the permission of Gems and Jewellery Export Promotion Council.

This message including any attachments may contain information that is privileged and/or confidential and is the property of GJEPC. It is intended solely for the person to whom it is addressed. If you are not the intended recipient, you are hereby notified that you are not authorized to read, print, retain copy, disseminate, distribute, or use this message and any attachments or any part thereof. If you have received this message in error, please notify the sender immediately and delete the message and attachments from your system. WARNING: Computer viruses can be transmitted via email. The recipient should check this email and any attachments for the presence of viruses. The company accepts no liability for any damage caused by any virus transmitted through this email.

ABOUT GJEPC

The Gem & Jewellery Export Promotion Council is the apex body set up by the Ministry of Commerce, Government of India, driving India's export-led growth in the gem and jewellery sector, since 1966. The GJEPC has been continuously working for the development of the sector. The council's major focus areas include promoting Brand INDIA through participation in International Jewellery shows; facilitating better interaction on trade-related issues between the industry and the Government of India via various ministries, regulatory authorities, and agencies; spreading education by running training institutes that impart manufacturing skills, technical and design excellence training, working on innovation and infrastructure by providing MSMEs with affordable modern machines and tools at Common Facility Centres and setting up Jewellery Parks across the country. For more information about GJEPC, visit <https://gjecp.org>.

March, 2024.







The Gem & Jewellery Export Promotion Council
Sponsored by the Ministry of Commerce & Industry

THE GEM & JEWELLERY EXPORT PROMOTION COUNCIL

D2B, D Tower, West Core, Bharat Diamond Bourse, Bandra Kurla Complex,
Bandra (East), Mumbai 400 051. INDIA.