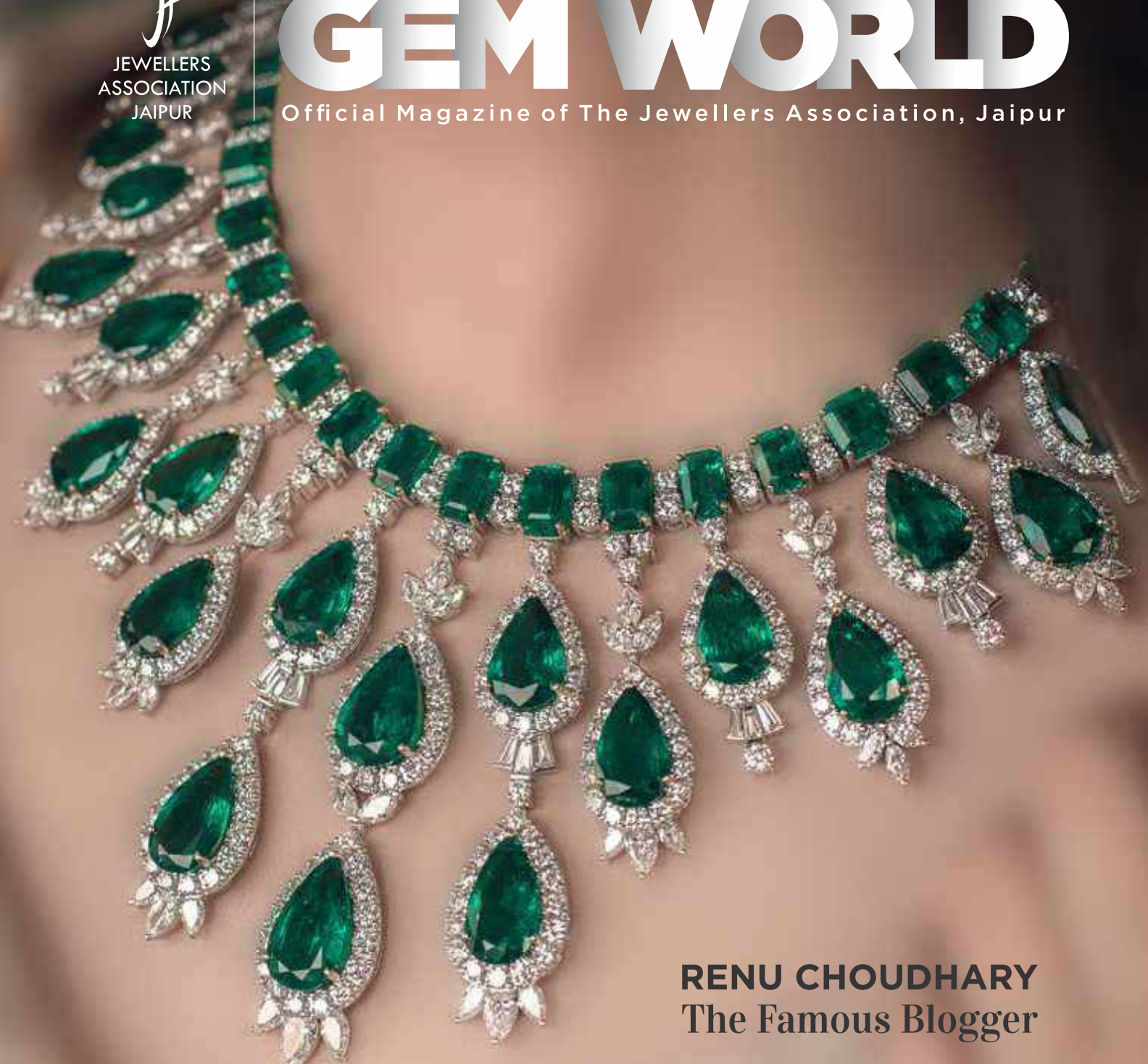


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The views in the various articles are of the authors and not necessarily of the Jewellers Association Jaipur. While every effort is made to avoid errors, mistakes do occur for which no liabilities accepted.

MESSAGES



RAM SHARAN GUPTA
President
Jewellers Association, Jaipur

Dear Readers! It gives me immense joy to share this magazine in a digital and bilingual version with you. The purpose of our Association is to boost trade, create and foster opportunities for all and to serve our society and government in our best capacity. Through this magazine, we bring to you trade updates and other relevant trivia. This issue onwards, the Hindi edition will cater to a wider audience and we look forward to our association with you.



ASHOK MAHESHWARI
Hony. Secretary
Jewellers Association, Jaipur

Greetings to all! I take pride and privilege to present the first digital edition of the official magazine of the Jewellers Association, Jaipur. This magazine enjoys a huge readership and reaches to people of the trade world over. We bring to you trade news and updates, market trends and special features through this magazine to keep you abreast with the happenings. Our aim is to not only share information but also to effectively promote our sponsors who park their faith in us. Happy Reading!

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MESSAGE



NEERAJ LUNAWAT
Convenor, Gem World Magazine
Hony. Joint Secretary

Gem World, the official magazine of the Jewellers Association of Jaipur, has been connecting the jewellers community since 1974. With a wide reader base in India and the world, the 47 year old magazine is set to issue its first digital edition. The digital issue will have a wider reach and readership. We hope you enjoy this issue and we look forward to your continued support.



**L-R: Naresh Agroya, Sudhir Kumar Tholia, Neeraj Lunawat,
Alok Sonkhia, Mahesh Khandelwal, Abhishek Sand**



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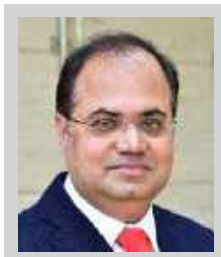
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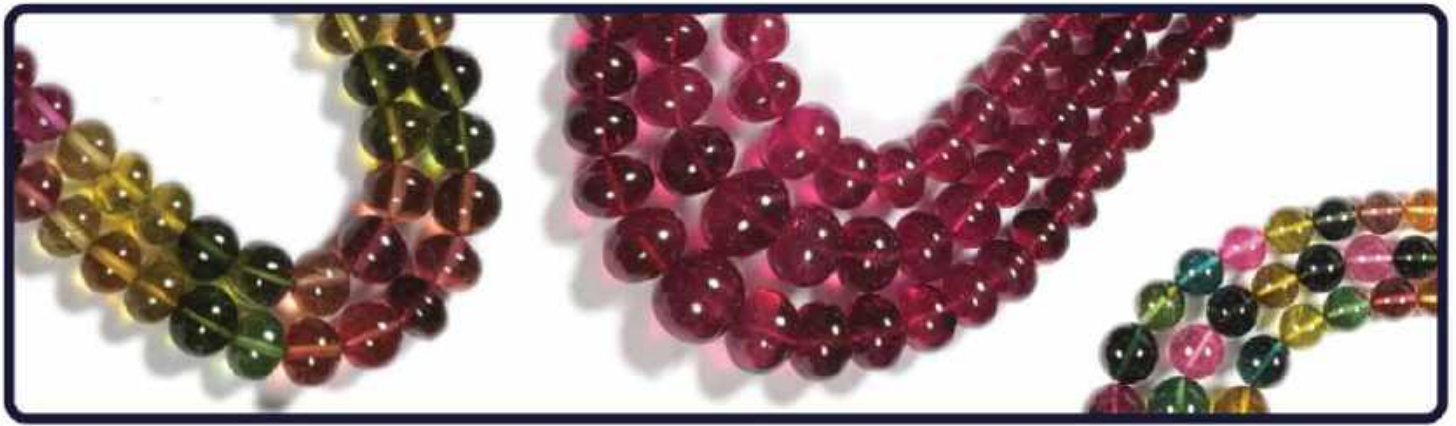
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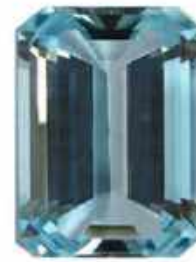
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jas

ACHIEVES MILESTONE LIKE NONE OTHER

The Jewellers Association Show has created a benchmark for the entire jewellery industry to see. The Show was organised from 18th to 20th August at JECC Sitapura, Jaipur. JAS was organised as a premium business-to-business show to boost trade and elevate the spirits, post pandemic. The theme of the show was '**connect to source**' to mark Jaipur on the national map as the most appropriate destination for B2B growth in gems and jewellery. More than 500 registered buyers turned up at the show and engaged with exhibitors spread across 100 booths. JAS was the first physical show organised in India after a gap of 18 months and received overwhelming response from the buyers and the exhibitors. All three days of the show saw active business happening at all booths and good interactions took place between exhibitors and buyers. Events like fashion show and gala musical show were planned in the evenings and they too saw enthusiastic participation.



JAS – The Premium B2B Show concluded amidst smiling faces and positivity galore. We walked up to some buyers and exhibitors during the Show to gauge the pulse and here's what they had to say.



MEGHALI GUPTA

Shriram Hariram Jewellers, Delhi

I have visited JAS earlier but this time it is different and has an international appeal to it. There are filtered buyers and filtered exhibitors that make it a more concentrated group. I really like this change.



JAS being a B2B show this year, the interaction with exhibitors is really great. Earlier, there was always a distraction due to the show being B2C.



KAILASH KABRA

KK Jewels, Ahmedabad



RIDHI SOHIL GALA

Kashi Jewellers, Kanpur

JAS is an extremely well organised show. From receiving us to being here at the show, everything is meticulously planned and I am really glad to be here.



GOPAL & BHAWANA SINGHLA

Jagan Jewellers, Chandigarh

The arrangements of the show are excellent. The micro-detailing in planning and execution are commendable. All precautions have been taken for safety. As always, the collections are amazing too.

BUYERS SPEAK



VARSHA SINGH & ABHAV JAIN

Vitrag Jewels, Bangalore

The Kundan jewellery in this show is extremely beautiful and we have seen gorgeous displays of a lot of heavy sets in stunning designs. The overall experience at this show has been absolutely delightful.

DEEPAK KHER
TT Gems, Mumbai



This time, we're attending the B-2-B show and we're really enjoying being here. The entire show is very well planned and organised in a short span of 20 days. It is very nicely designed and has an international feel. This is really going to boost the trade in times ahead.



PUNEET JAIN
Nanak Jewellers, Patiala

Jaipur is Mecca for jewellery enthusiasts. I love coming here for exquisite designs in Kundan Meena and hand crafted jewellery. I really like how this Show is not crowded and all safety protocols are being followed.



RAJ MAHTANI
Couture Jewels, Kolkata

JAS has arranged a beautiful show which is so convenient for buyers. The entire organisation of the Show is nothing less than that of the leading shows of the world. The hospitality extended by JAS is fantastic.



ANANYA
Russia

Despite the pandemic, there has been a wide range of variety in gemstones and jewellery. We didn't expect a show at this level but we are excited and happy to be here.



ABHISHEK SAND
SAVIO JEWELLERY

I've never seen JAS in this grandeur. It is an excellent B2B show with 7-8 customers walking in every day. Diamonds and coloured stones have received an overwhelming response. There has been a great response from retailers regarding coloured stones. We've launched our new collection inspired by the Zambian emeralds called 'Emeralda'.



ABHISHEK RANIWALA
RANIWALA 1881

There has been a substantial growth in the bridal sector in last three months. The markets seem to have picked up well and being here at the show is overwhelming. People have worked tirelessly and the showcasing of the collections is truly state-of-the-art, be it stock presentation or displays.



VIKAS MEHTA
ACHAL JEWELS

We've been seeing serious buyers in this edition of the show and are really glad to be here after the pandemic. Our new bridal collection has innovative designs and combinations of coloured stones that will be well-received. The timing of JAS could not have been better as the wedding season is about to begin.



We are getting to meet quality buyers and wholesale buyers and JAS has been a perfect premium platform. We are known for our spectacular statement earrings and this year too, our theme of 'Cacti' has uniquely transcended into our signature pieces. We're hoping for a good season ahead.



NAMAN KALA
KALAJEE JEWELLERY



NIRMAL BARDIYA

RMC

The most favourable aspect of exhibiting at a B2B show is that it directly increases business through repeat orders and continued business associations. This Show will keep Jaipur gems and jewellery trade busy for at least six months with the kind of work that is happening.



KARAN RAWAT

RAWAT JEWELS

We have exhibited in JAS for the first time because they changed the outlook of the show and made it B2B. This format looks like a promising one for future too. We have exhibited our collection of jewellery in open setting, Polki and coloured gemstones.



SHUBHANG MITTAL

SHREE JEE JEWELLERS

The arrangements of the show are much better than what we expected. We have with us our Jadau, Kundan and Antique collections and there is a good response in the show. We are optimistic about future and expect a rising market.



SUNIL AGARWAL

SUNIL JEWELLERS

To ensure precautions and to follow safety protocols, we had to limit the number of buyers participating in the event. Despite of that, the show has been a mega success for all and we are being asked to organise more of such shows.



EXHIBITORS EXPRESS



RAGHAV KHANDELWAL

JAIPUR RATNA

This year, we bring with us our beautiful bridal collection in three segments – open setting, Kundan Meena Jadau, and Gold Nakshi, to this B2B show. This show is happening before the wedding season begins and we are hopeful for good business. Also, more than 500 buyers are visiting the show.



We were expecting a good show and it has been better than our expectations. We have been meeting serious retailers and doing good business. It is exciting to reunite with business associates and members of the fraternity. The entire atmosphere here is really charged up.



MUKESH RELU

VALENTINE JADAU



RAM NARAYAN NANGALIA

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Since morning, we've been attending to so many customers that we've had no free time. It is most encouraging and we really appreciate this pattern of organising the show. Rekindling the magic of the royal era, we have created a beautiful Kilangi studded with emeralds.



PRATEEK SHAH

UMRAO BY SHAH GEMS

The B2B is a game-changer for Jaipur gems and jewellery market. We are happy to be here and exhibit our collection inspired by Mughal architecture. From booth design to over all logistics of the show, everything makes it a wholesome experience to be here. Kudos JAS!



JEA CREATES HISTORY

India's First Ever Virtual Jewellery Award Night

Jewellery Eminence Awards (JEA), a platform that celebrates the essence of jewellery design and recognises the design talent of the jewellery industry, created history by virtually hosting India's first ever jewellery award ceremony. Owing to the farsightedness of the Jewellers Association Jaipur, India's most prestigious jewellery trade association, JEA, in partnership with Gemfields, was organised. These awards recognize and honour inspiring jewellery designers, students, artisans, professionals and jewellers from the entire country. The first-ever virtual jewellery award ceremony was a live event and the viewers revelled in the live telecast on Facebook and YouTube channel on 4th December 2020.

The theme of the competition was 'Colours of Royalty- Emerald and Ruby' spread across 22 categories. The virtual event was a power-packed online award ceremony where distinguished jewellery brands were honoured for their excellence in jewellery designing.



The entries in various categories were judged by an eminent panel of jury consisting of top-line jewellery connoisseurs. JEA brought a new revolution by hosting the first-ever virtual jewellery awards. Popular film actress Ms Fatima Sana Sheikh and Ms Shweta Tripathi Sharma were the guests of honour for the evening.

Honouring the Art of Designing Jewellery

List of Winners

- | | |
|---|--|
| 1. Best Diamond Ring of the Year | Birdhichand Ghanshyamdas, Jaipur |
| 2. Best Emerald Ring of the Year | Sanskriti Jewels, Mumbai |
| 3. Best Ruby Ring of the Year | Canarys Jewellery, Jaipur |
| 4. Best Polki Ring of the Year | Sparsh Jewellers, Mumbai |
| 5. Best Accessory Jewellery of the Year | Enshine, Surat |
| 6. Best Diamond Bangle/Bracelet of the Year | OPH Jeweller, Delhi |
| | Awesome Sparklers, Surat |
| | Canarys Jewellery, Jaipur |
| 7. Best Emerald Bangle / Bracelet of the Year | Sanskriti Jewels, Mumbai |
| 8. Best Ruby Bangle/Bracelet of the Year | MRK Jewels Pvt. Ltd., Jaipur |
| | Canarys Jewellery, Jaipur |
| 9. Best Polki Bangle/Bracelet of the Year | Motisons Jewellers, Jaipur |
| 10. Best Diamond Earrings of the Year | Birdhichand Ghanshyamdas, Jaipur |
| | Canarys Jewellery, Jaipur |
| 11. Best Emerald Earrings of the Year | Angel Gems, Jaipur |
| | Jewel Saga, Jaipur |
| 12. Best Ruby Earrings of the Year | Angel Gems, Jaipur |
| 13. Best Polki Earrings of the Year | Charu Jewels, Surat |
| 14. Best Gold Necklace of the Year | Heeralaxmi Jewellers, Mumbai |
| | C. Krishniah Chetty & Sons Pvt. Ltd., Bengaluru |
| 15. Best Diamond Necklace of the Year (Below Rs. 5 Lac) | Motisons Jewellers, Jaipur |
| 16. Best Diamond Necklace of The Year (Above Rs. 5 Lac) | Charu Jewels, Surat |
| 17. Best Emerald Necklace of The Year (Below Rs. 5 Lac) | Jewel Palace, Jaipur |
| 18. Best Emerald Necklace of The Year (Above Rs. 5 Lac) | Umrao Jewels, Jaipur |
| 19. Best Ruby Necklace of The Year (Below Rs. 5 Lac) | Raniwala 1881, Jaipur |
| 20. Best Ruby Necklace of The Year (Above Rs. 5 Lac) | Tara Fine Jewels, Mumbai |
| 21. Best Polki Necklace of The Year (Below Rs. 5 Lac) | Umrao Jewels, Jaipur |
| 22. Best Polki Necklace of The Year (Above Rs. 5 Lac) | Birdhichand Ghanshyamdas, Jaipur |





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Raniwala 1881



RUBY EARRINGS
Angel Gems



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Q&A

WE REACHED OUT TO THE FAMOUS DIGITAL CREATOR OF THE DIAMOND TALK, TO KNOW MORE ABOUT THE NUANCES OF BLOGGING...WHO BETTER THAN THE **FAMOUS BLOGGER, MS RENU CHOUDHARY!**

RENU CHOUDHARY

Q How did your journey start?

A When passion meets dedication, something beautiful is born. So is the reason behind initiating 'The Diamond Talk' on Instagram and as a website to create a digital platform to promote gems and jewellery. Backed by my roots in diamond business for over four generations, I have always been fascinated and inspired by the rich heritage of my ancestral city, Jaipur.

I went on to pursue a graduate program in diamonds from the Gemmological Institute of America (New York) and eventually began my professional journey with diamond manufacturing companies, and handled the sales and marketing of 1cts certified and non-certified loose diamonds. I have had the opportunity of being a part jury at prestigious jewellery design awards, visiting multiple trade shows and the De Beers Diamonds Mines in Botswana, and got invited as a guest speaker at



A design by David Morris



several seminars and events.

I hold profound passion and belief in creating informative, valuable, and educative content for my global digital family. I have created a range of Instagram Live conversations with renowned designers, and jewellery and auction houses from across the globe since I began in 2018.

Q How effective do you feel these online marketing ways are for the jewellery sector?

A When it comes to investing in gems and jewellery, the clients prefer to try and feel the product; but since travelling is restricted, different online social media marketing channels have served as great assistance for the sellers to showcase their products to the potential clients in the form of images, videos and use them as virtual storytelling platforms to talk about their design's aesthetics, inspiration and the journey that goes in the making of a product, resulting in more meaningful human connection with the clients.

For example, my Instagram Live talks with auctions houses such a Christies, Sotheby's, Bonham's, and Fortuna Auction have served

as a great platform for the

auction houses to talk about their

upcoming sale and showcase the

jewels, resulting in

building interest and diverting the

prospective buyers to visit their website for

further inquiry.



Design by Mikimoto

Q What is the role of an Influencer in increasing business or affecting the decision making of a customer?

A To begin with, let's understand what is Influencer marketing. Influencer marketing is about establishing an individual as a trusted specialist in their area of knowledge and defining the conversations that centre on a given topic.

To have your product featured on social media channels of Influencers who are respected and trusted by the audience for their unique voice along with honest, informative and valuable content shared on their social media pages is of great advantage. This allows your product to be seen by diverse audiences, helps in brand building and reach a specific target audience.

Additionally, running a giveaway contest with an influencer helps in getting the attention of different audiences that leads to business opportunities.

A study in Mediakix revealed that 89% of marketers get comparable or better ROI from influencer marketing compared to other marketing channels.



De Beers

Q How has your experience been so far?

A In last three years, I have worked very hard to curate informative and valuable content for my digital family, visited international trade shows, Christie's auction house in New York, a diamond mine in Botswana and made a range of Instagram Live conversations with Indian royal members HH Radhikaraje of Baroda and HH Sukhjit Singh of Kapurthala who spoke about the royal family collections. Additionally, I have also worked with Giampaolo of Bulgari, Tom Heyman of Oscar Heyman, Jacob & Co, to name few.



Chopard
Cannes Red Carpet Jewels 2021

TRADE TALK

with



MR ANIL BINDRANI & MR NIKHIL JAIN

AN INSIGHT INTO THE CURRENT TRENDS OF TRADE AS WELL AS EXPERT OPINIONS OF LEADERS IN THEIR FIELDS GIVE US A PEEK INTO WHAT'S COOKING AND WHAT'S NEEDED. WE ASKED MR ANIL BINDRANI AND MR NIKHIL JAIN FROM VINAYAK JEWELS TO DRAW SOME LIGHT.

Q Please draw some light on your company, area of specialisation and your role in it?

A. Defined by the ability to produce jewellery for high-end designers and brands from around the world, to manufacturing jewellery for the masses at affordable prices, we at Vinayak Jewels operate on the principles of quality, consistency and commitment. 100% socially audited, we are proud to share that the company has achieved various certificates like the RJC, Sadex, ISO and Star export house. We are the captains on this ship who lead the crew with a clear vision, whether it's rough storms or calm waters.

Q. Your factory is in Sitapura Industrial Area. How is the work environment there?

A. During the first wave of Corona Virus, Sitapura Industrial Area (SIA) was the first industrial area to open and start its operations and in the second wave, the Zone had full permissions to operate the factories. Resultantly, we were able to cater to all our export orders.

Manpower availability is the biggest advantage at SIA. Work force for all sectors is easily available here.

- Manpower of over 400 people diligently

guard and monitor the entire Zone, making it a safe environment to work.

- During our international customer audits, the auditors are very happy to see that the factories in SIA follow proper industrial norms and guidelines.

Q. What are the upcoming trends in silver/gold jewellery?

A. One of the biggest trends this year has been layering jewellery. From chunkier to delicate chains, along with charms, has really made a mark this year. In addition to the value of jewellery, a greater emphasis is being paid on trends, styles, and designs. For the same reason, base metal jewellery is now getting key recognition along with silver and gold. All brands that have been able to keep up with these new preferences are doing extremely well.

Q. Has the demand for gold jewellery increased post pandemic? Please share your views.

A. There was a significant drop in the sale of gold jewellery during the pandemic. However,

now the demand has increased by 37%. Festive period and ensuing wedding season have reawakened hopes and revived the want for jewellery.

Q. Do you see big growth in overall business by this year end in jewellery sector in Jaipur?

A. We anticipate huge growth in the jewellery sector this year. Newer generations see jewellery as a form of self-expression and are not plainly influenced by the value of jewellery and/or its usefulness as an accessory. We have a market persuaded by Influencers who want to buy more, wear more and feel good. Jewellery is an accessory rather than an asset.

Q. What suggestions or advice would you like to share with jewellers in Jaipur seeing the current market scenario?

A. The most important thing is to stay relevant. As an industry, we need to keep evolving, look around and create more so the world can follow us. Also, we should keep looking for partnerships and acquisitions especially in the areas where one is not skilled enough.

Vinayak Jewels Factory in
Sitapura, Jaipur



GEMFIELDS

Trade Building GEMFIELDS VISITS JAIPUR

Gemfields, one of the most reputed names in mining and marketing of responsibly sourced coloured gemstones, specialising in Zambian Emeralds and Mozambican rubies, is a market leader in organising exhibitions-cum-auctions of these gemstones.

Mr Adrian Banks, Managing Director Product & Sales, Gemfields, was in town for an exclusive exhibition-cum-auction of commercial quality emerald rough mined from the Kagem emerald mine in Zambia. This exhibition-cum-auction was held from July 28th to August 10th 2021 and approximately forty five leading cutters, traders and manufacturers of commercial quality emeralds were invited to see a whopping 718Kgs of emeralds.



Due to travel, quarantine and congregating restrictions put in place internationally to mitigate the Covid-19 contagion, Gemfields has been unable to hold traditional auctions so the Company has developed an 'adapted' auction model. This enables its customers from different geographies of the world such as India, Israel, Thailand, etc to attend local viewing which Gemfields conducts across multiple cities. During the last exhibition-cum-auction held in March-April 2021 in Jaipur, high quality emeralds and mixed grade rubies were displayed for viewing before bids were placed online using Gemfields online bidding platform.

Mr Banks expressed how Gemfields has always enjoyed visiting Jaipur over the past decade, for emerald and ruby auctions. This was their third visit in last nine months and the company is very impressed with the demands for all qualities of emeralds, be it premium or commercial. Jaipur is a hub for cutting and polishing of gemstones and the techniques of craftsmanship have been fine-tuned over the years. The Pink City is also a huge centre for rubies and emeralds and Gemfields is looking forward to a continued association with this city.

With over twenty years of relations with Jaipur, Mr Banks warmly expressed that he has seen business houses in Jaipur grow and become increasingly professional. Jaipur is undoubtedly a world leader in cutting and polishing of Zambian emeralds.



CRITERIA FOR APPLICATION/PARTICIPATION



Gemfields is a publicly listed company (JSE and AIM) and invitations to attend its auctions are extended to applicants of good standing that have undergone the necessary due diligence. Gemfields runs transparent auctions and previous auction details, and results can be accessed by visiting: www.gemfieldsgroup.com.

Gemfields' criteria for enlisting new auction partners for its rough emerald and ruby auctions is as follows:

- The applicant should be registered with a reputable gems & jewellery industry organisation/council such as Jewellers Association Jaipur, Gems and Jewellery Export Promotion Council, International Colored Gemstone Association.
- The applicant should be an active cutter and polisher of gemstones, operating from a facility of high standard, which will be inspected by Gemfields for accreditation.
- The applicant should preferably have participated as a coloured gemstone manufacturer at an international gems & jewellery show of repute.
- The applicant will be required to demonstrate sound financial standing and proof of historical rough gemstone purchases.

FURA

WE DISCOVER THE GEM

EMERALD AUCTIONS

Insights & Information



To know about the auctions of emeralds, we spoke to Mr Dev Shetty of FURA Gems.



Q. Sir, could you please draw some light on items that recently got auctioned?

A. FURA Gems conducted its inaugural auction of Colombian emeralds this year in Dubai, UAE, between March 2-7 and in Bogota, Colombia between March 15-19. We exhibited a spread of 115,000 carats of emeralds including four rare emeralds weighing 104 carats in total. A total of over 65 companies participated, from Jaipur, New York, Germany, Hong Kong and Bogota. We sold 33 of the 34 parcels which were put out for auction.

Q. What are the criteria to be eligible for auction and how can jewellers connect with you?

A. All companies which are into emerald cutting and distribution can participate in the auction. We work with leading diamond broking company Bonas, who do a complete KYC on the potential client. The 4 key things that we look for are, cutting and polishing facilities, distribution network, market reputation and financial ability. FURA Gems auctions the rough stones to gemstone manufacturing companies and not retailers, who directly sell jewellery to consumers. Any company who wants to participate in our future auctions can write to us at info@furagems.com and we will send them the details.

Q. Are there any offers that can be availed by Jewellers to sell or buy?

A. FURA has set up the FURA Marketing Council (FMC) which helps the entire gem pipeline from rough to retail. FMC will make its official debut in the JCK show in Vegas at the

end of August. FMC is currently working with trade members, in the USA, India, Middle East and Australia. Jewellers can look up the FMC website (www.fmcgems.com) for all details of our various initiatives.



FURA organised an auction of ruby in Jaipur from August 16-20.

The Tale *of* Two Cities

Hyderabad & Jaipur

The aristocracy of royalty and the grandeur of gems and jewellery were two striking resemblances between the Jaipur Estate and the Hyderabad Estate. Two cities, two kingdoms and infinite tales of eloquence have woven a magical fabric of history that stands today as a splendid heritage. Hyderabad and Jaipur are on the global map not just for their eloquence but also for the scrumptious cuisines that these majestic cities serve on the table, be it Hyderabadi Biryani or Dal Bati Churma.

The culturally rich heritages of these cities have intrigued travellers and explorers over centuries and made them go back with a grand bouquet of memories.

We tried to dive in and learn more about the leading jeweller counterparts of Hyderabad and tried to know a little more about them and their association with Jaipur.

NITIN KRISHNADAS

Krishnadas & Co.



Sitting: Krishnadas

Left: Prashant Krishnadas

Right: Nitin Krishnadas

Q. About your company...

A family of jewellers, Krishnadas & Co have been in this trade for over 145 years now. I am now the 4th generation jeweller who is taking the legacy ahead. My father Mr Krishnadas and my brother, Mr Prashant Krishnadas are the driving forces behind the company. Our Company has exemplified the singular refinement of rare, original and exclusive jewellery. Maintaining

a rock-like consistency, our jewellery house has metamorphosed into a respected patronage that continues to come for our select clientele.

Q. What is your area of speciality?

We pride in the fact that none of our pieces are ever replicated simply because design for us begins with gem and its rarity. A piece from Krishnadas & Co. is

distinctly recognised for its rooted design and gem quality, two attributes we strive to preserve. We are known for our coloured stone jewellery as well as Jadau jewellery all the way to down south. Our Jadau jewellery is inspired by the Nizam's jewellery and Deccan style.

Q. Since how long have you been associated with Jaipur?

Our association with Jaipur goes back over 70 years. My father used to visit Jaipur to buy fine gem stones. Our association with our counterparts in Jaipur has been transitioning through generations. For Jadau and Kundan jewellery, I still interact with jewellery houses my father was dealing with. We

continue to source our emeralds only from Jaipur.



MANTHAN DEV CHAND SHAH

Shri Raj Jewellery



Q. About your company...

Our firm Shri Raj Jewellery was established in 2004, our journey in this sector started in the year 1996 as Shri Raj Pearls. Our goodwill and reputation stands tall for nearly 23 years.

Q. What is your area of speciality?

We are recognised for our emeralds and diamonds. Ever since our inception, we have earned the reputation of a



trusted name in high-end gemstones and gemstone studded jewellery.

Q. Since how long have you been associated with Jaipur?

Our association with Jaipur goes back to almost two decades now.

We started sourcing quality semi-precious stones for our jewellery from Jaipur since 2002. Now, we source all our Zambian emeralds from Jaipur.

VIJAY KUMAR VITTHALDAS

Vitthaldas Zaveri

Q. About your company...

Vitthaldas Zaveri is a name that's been synonymous with the world of gems and jewellery since 1864. We're a brand that not only safeguards the age-old tradition of handcrafted creations, but also the one that stays in step with the evolving sensibilities of the modern consumer. To this end, we also offer exquisite jewellery that's machine crafted with spellbindingly swift precision. Our founder, Vitthaldas Zaveri, was a true visionary. His unshakable integrity, invaluable

experience as a personal advisor to the Nizams and Rajas, and keen ability to create timelessly elegant symbols of grace, were second to none. Over the years, his legacy has been successfully carried forth and transformed into a rich heritage. Today, we are harnessing computer technology to infuse a contemporary, new age vibe into the brand's design aesthetic, whilst staying true to the



foundation of traditions and trust built by my founders.

Q2. What is your area of speciality?

Vitthaldas Zaveri creations epitomize the awe-inspiring brilliance of Indian craftsmanship. Our fine jewellery pieces are individually handcrafted with great attention to detail and are a testament to the brand's penchant to curate one-of-a-kind designs that embellish our customers' present and also become an indelible part of their future as heirlooms for generations to cherish.

Q3. Since how long have you been associated with Jaipur?

Vitthaldas Zaveri's association with the pink city began over a century and a half ago, when we first ventured into the gems and jewellery business, hence our Jaipur connection can truly be called 'historic'! It's a major trading centre for varied types of jewellery - from traditional



Kundan and Meenakari designs to fusion creations that amalgamate myriad eras and styles. Over the years we've built a strong business relationship with

Jaipur's traders who visit Hyderabad seeking a mutually enriching experience. Presently, Jaipur is not only our jewellery manufacturing centre, but also a hub for gemstone cutting.

SANJAY GUPTA

Tibarumals Jewellers



immaculate quality, and creativity. We put constant efforts into creating new and elegant designs that fuse timeless traditions as well as contemporary designs that complement young and old people alike. Our dedication to perfection helps us handpick the best gems for our jewellery. Every single piece we create is like our baby. Our company was established in 1925 by our grandfather Mr. Tibarumalji.

the diamond and Kundan jewellery. We believe in creating a complete collection in-house, from imagining, handpicking to crafting and finishing, under our meticulous and creative eyes.

Q. Since how long have you been associated with Jaipur?

As we hail from Mahindergadh, we are culturally intertwined with Jaipur since the very beginning. We try to relive our culture as often as we can by visiting the beautiful city of Jaipur.

Q. About your company...

Our brand Sanjay Gupta's Tibarumals, is synonymous with expert craftsmanship,

Q. What is your area of speciality?

I would say it is almost poetic and is inspired by the beauty of nature. Our bestsellers have to be



NAVEEN SANGHI

L. Bajrang Pershad Jewellers

Q. About your company...

With a heritage of almost a century, L. Bajrang Pershad Jewellers is a well recognised name in the jewellery trade. Known for its exclusive designs in diamond, gold and ethnic Jadau jewellery, our firm has carved its own niche in the market with a loyal clientele of a host of royals and celebrities. Successfully running the show for four generations, today my brother, Mr Rajesh Sanghi, and I have been responsibly carrying forward our legacy of creating bespoke jewels.



Sitting: Naveen Sanghi

Standing: Rajesh Sanghi

almost a hundred years in the main market. Our clients have truly been our pillars of strength all the way from accepting our concept store to our offbeat designer jewelled pieces.

Q. Since how long have you been associated with Jaipur?

Hyderabad and Jaipur can definitely be stated as the Jewellery hubs in India among a few others. Our connect with Jaipur started almost two decades back while exploring various trends, designs and cities in the jewellery trade. The forte of our store has been the ability to capture, adapt, design and create a fusion of the varied forms in jewellery to produce a final outstanding piece of desire.

Jaipur has been one of the cities that we found enriched in remarkable aesthetic values in jewellery, culture and heritage.



The award winning, one of its kind designed store — L. Bajrang Pershad Jewellers, Banjara Hills, Hyderabad

Q. What is your area of speciality?

The highlight of our firm is the fusion created by giving a fine handcrafted expression to every collection, while maintaining outstanding quality.

Our firm specialises in customising bejewelled ornaments in diamond, Kundan, Jadau, gold and Pachi work. We have relocated ourselves with a totally unconventional jewellery store in the niche area of Banjara Hills after operating for



AKHILESH AGARWAL

Sri Krishna Jewellers, Hyderabad

Q. About your company...

Sri Krishna Group (SKG), Hyderabad has clearly demonstrated its expertise in jewellery manufacturing, trading, real-estate, construction, infrastructure development, other infrastructure, SEZ operations, environment care, etc. Jewellery is the core business of the Group and the Group has a global foothold with presence in over 15 countries in five continents. It has retail jewellery stores in Hyderabad and in Michigan and Texas, USA with over 70,000 customers. It also has its manufacturing units in India, Hong Kong and Thailand. As an international brand, SKJ is well known for high quality workmanship, pristine gem stones and unparalleled designs. The jewellery business operates under the entity Sri Krishna Jewellers Pvt Ltd. – the flagship company that runs the jewellery stores in India. In the recent years, SKJ has set-up and successfully-running a unit in Hyderabad Gems and Jewellery SEZ.

Q. What is your area of speciality?

Being a family owned business, the family has the honour of being appointed



as the Official Jeweller to His Exalted Highness the Nizam of Hyderabad, Nawab Mir Osman Ali Khan. The Group's Chairman has a credit of being 'appointed jewellery valuer by

Government of India'.

Sri Krishna Jewellers was also accorded with Award for 'Best Export performance' in jewellery owing to its outstanding value delivery and its vast customer base

spanning the World by the then Government of Andhra Pradesh. It also has been honoured with many prominent awards for its quality and exclusivity in cut of Diamonds, Intricate craftsmanship and 100% transparency in business.

Q. Since how long have you been associated with Jaipur?

SKJ's association with JAIPUR is more than thirty years. It has been in business association with Jaipur for Kundan and Polki jewellery job works for decades, encouraging industry and thus contributing to the employment generation and creation of economic activity.



NEW GEMSTONES TO LOOK OUT FOR

The GJEPC-Gem Testing Laboratory often receives unusual and less-known gemstones for testing. Presented here are two such unusual gemstones, namely, transparent rhodonite and heterosite-purpurite, which have the potential to become well-known and popular gemstones for the Jaipur gem trade to offer.

Gagan Choudhary
FGA

TRANSPARENT RHODONITE

Rhodonite is popularly known as an ornamental gem material with black veins of manganese oxide against a pink body colour. Being commonly found in massive or granular forms, Rhodonite is usually fashioned as beads or cabochons or other decorative items.

Transparent gem-quality specimens are rarely found, and when found, large sizes are even rarer. Due to the challenges of cutting and polishing, faceted Rhodonite is much rarer and qualifies as a museum specimen. This is suggested by the fact that a 10.91 ct faceted Rhodonite was on display at Toronto's Royal Ontario Museum.

The name Rhodonite is derived from Greek 'rhodos', meaning 'rose', after its pink-to-rose red colour.



Figure 1. An exceptional 14.50 ct rose-red Rhodonite

Figure 1 shows example of an exceptionally transparent, bright red to orange-red faceted specimen of Rhodonite, weighing 14.50 ct, seen at the GJEPC-Gem Testing Laboratory. Interestingly, the depositor was unaware about the existence of such transparent Rhodonite and believed it to be Spinel. However, based on the gemmological properties, Spinel and Rhodonite can easily be separated from each other.

Although transparent, Rhodonite is never eye clean and often displays inclusions of various types, including tubes filled with foreign substance, liquid feathers, and impurities of other minerals. The most obvious feature as well as challenging feature of Rhodonite is its easy three directions of cleavage (i.e., plane of weakness). These cleavage directions pose problem while faceting, and hence special care of pressure as well as directions of polishing is required.

PROPERTIES

| | |
|------------------|--------------------------------|
| Lustre | Vitreous |
| Hardness | 5.5-6.5 |
| Specific Gravity | 3.57-3.76 |
| Optic Character | Doubly Refractive |
| Refractive Index | 1.711-1.748 |
| Birefringence | 0.013 |
| Pleochroism | Orange to yellowish red to red |

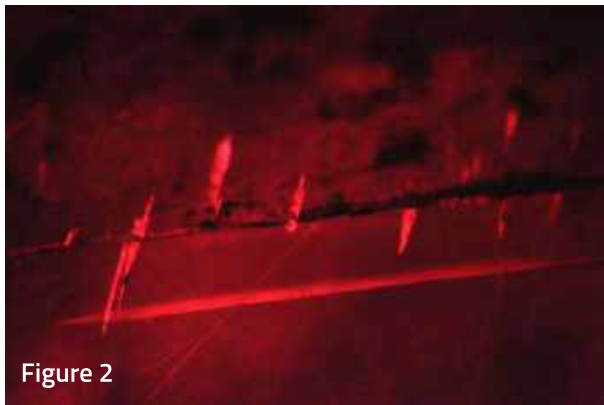


Figure 2

Incipient cleavages in Rhodonite. Visible here are two directions, while the third direction is parallel to plane of viewing.

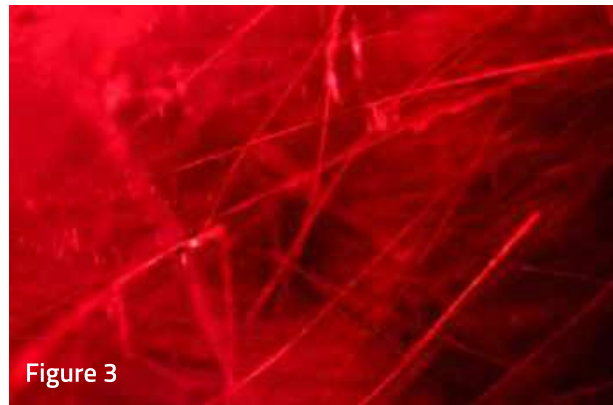


Figure 3

Numerous hollow tubes, filled with foreign substance in a transparent Rhodonite.

Gem quality crystals of Rhodonite are found in Australia, Brazil, Peru, Sweden and the United States.



Figure 4. This 44.31 ct cabochon of Heterosite-Purpurite was striking for its purple colour and appearance.

PURPURITE

An Interesting Ornamental Gem

Purpurite, as it suggests is named after Latin “purpura”, meaning purple, referring to its colour. Purpurite, due to its striking colour and appearance would gain a lot of popularity, if it is easily available. In addition to the striking purple colour, Purpurite also displays sheen effect, similar to that seen on satin fabric. Specimen displayed in figure 4, recently seen at the GJEPC-Gem Testing Laboratory is an example of such striking colour and 'satiny' appearance, along with its large size, weighing, 44.31 ct.

Having close resemblance, Purpurite can easily be mistaken for two known materials – charoite and sugilite. However, the typical wavy streaks associated with charoite are missing in Purpurite, while sugilite doesn't display any optical effect as such. Therefore, 'satiny' appearance of Purpurite is an important feature to separate it from charoite and sugilite, although all Purpurite do not display satiny lustre. In such cases, thorough gemmological and spectroscopic analyses are required to establish the identity.

The cabochon in figure 4 studied at the GJEP-GTL revealed fine layered and flaky structure, along with scattered metallic crystals. These layers also displayed iridescent colours under oblique illumination (figure 5). In addition, un-oriented metallic brown veins were also present throughout the sample (figure 6). The flaky and layered structure of the sample appeared to be the cause of sheen or 'satiny' appearance. The overall structural pattern is neither observed in charoite nor sugilite.



Figure 5
Fine layered structure, responsible for strong sheen and iridescence in Heterosite-Purpurite specimen. Black intermittent areas are mineral grains (also Heterosite).

For more information, write at gtl@gjepcindia.com

ABOUT THE AUTHOR

Gagan Choudhary, FGA is the Director at the GJEP-Gem Testing Laboratory, Jaipur. Choudhary has a Masters' Diploma in Gem Identification from Gem Testing Laboratory, Jaipur, India, a Diploma in Gemmology from Gem-A, UK and has completed the Scientific Gemmology Course from SSEF, Basel.

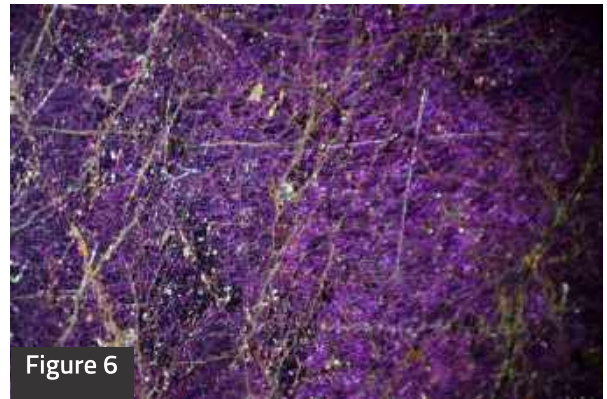


Figure 6

The Heterosite-Purpurite cabochon also displayed brown veins throughout the surface, whose Raman features were also consistent with Heterosite.

PROPERTIES

| | |
|------------------|---|
| Lustre | Silky to Sub-metallic |
| Hardness | 4 - 4.5 |
| Specific Gravity | 3.20-3.40 |
| Optic Character | Doubly Refractive |
| Refractive Index | 1.85-1.92 |
| Birefringence | 0.07 |
| Pleochroism | Strong (Not visible in massive variety) |

Purpurite ($MnPO_4$) forms an isomorphous series with Heterosite, $(Fe,Mn)PO_4$, belonging to triphylite group of minerals, and hence, a clear separation between the two species may be challenging without in-depth chemical analyses. The purple cabochon tested at the GJEP-GTL however revealed iron (Fe) to manganese (Mn) ratio of 2:1, suggesting that the tested sample belonged to the Heterosite end member. As a result, the laboratory qualifies such material as Heterosite-Purpurite, although the trade commonly refers it only 'Purpurite'.

Portugal, Brazil, USA, Germany and Namibia are important sources for Purpurite-Heterosite.

Although, Heterosite-Purpurite, due to its striking colour and appearance is gaining popularity as a healing stone, but majority of gem dealers are unaware about this material.

GEM BOURSE

TARGET SEEMS CLOSER THAN BEFORE

GJEPC and Jewellers Association Jaipur have created an SPV to take forward the gem bourse project. The State Government has been informed of this development and the SPV has already submitted

a proposal to State level Empowered Committee (EC) to consider land allotment at concessional rates and also provide various relaxations for ease of work. A land of more than 43000 sq mts has already been identified in the Sitapura Industrial Area, behind Hotel Crowne Plaza. On June 25th 2021, the case was again present by Mr Pramod Kumar Agarwal, Chairman, SPV, to the EC of the State Government for land allotment. Mr Nirmal Bardiya, Regional Chairman, GJEPC, shared the aforesaid information with Gem World.

Mr Vijay Kedia, Convener, Coloured Gemstones Panel, GJEPC, also informed that the land allotment awaits the approval from the Government of Rajasthan and the D-day will soon arrive.



ECCS BREAKTHROUGH FOR TRADE IN JAIPUR FOR E-COMMERCE EXPORTS

In a big move to boost trade, the Government has agreed to set up an Express Cargo Clearance Terminal (ECCS) in Jaipur. GJEPC had been tirelessly pursuing the government to create an e-Commerce policy for Gems and Jewellery, offering ease of doing business and speed of delivery at less cost.

The ECCS being set up as custom clearance hub for Courier mode clearances in Jaipur is one of the demands of the trade which will help the trade to undertake retail exports opportunities through e-Commerce route. The Customs, under the leadership of Shri Subhash Chandra Agarwal, Commissioner of Customs, Jaipur, took lead to notify ECCS at Jaipur.

- The consignments up to a value of ₹5 Lacs can go in courier mode and undergo minimal customs inspection which will certainly reduce the dwell time for customs clearance and ensure speed of delivery
- Jewellers in Jaipur will be able to grow e-commerce businesses as the cost of shipping will be cheaper because of lesser compliances through a robust technological platform at ECCS.

GJEPC STRONGLY REPRESENTS INDIAN INDUSTRY TO REVOKE **25% IMPORT DUTY** ON INDIAN GEMS & JEWELLERY ITEMS PROPOSED BY US ADMINISTRATION

GJEPC, along with other major trade bodies and leading exporters from the gems & jewellery sector, represented Indian industry's case

very strongly over a proposed 25% import duty on 17 Indian jewellery items before the United States Trade Representative (USTR) multi-jurisdictional hearing held virtually on 10th May. GJEPC has been proactively engaging with all the stakeholders and conveying the implications of this move.



Coloured gemstones and silver jewellery components are exported to United States of America which is then converted into finished jewellery and re-exported to other countries. All this business will be affected by imposition of further duty.

Rajiv Jain

Rajiv Jain of Sitapura Gems & Jewellery Industry Association warned USTR of possible supply chain disruptions,

Due to concerted and united approach of the industry, lead by GJEPC the USTR has put the decision on hold.



GEM WORLD

Official Magazine Of The Jewellers Association, Jaipur

Know • Connect • Grow

The 47 year old magazine has always enjoyed a huge reader base in India as well as across the globe. We invite you to use this platform to advertise in the magazine and expand your access to a global audience in different parts of the world. Come forth and showcase your business in one of the most read jewellery magazines of the trade. This e-magazine will be circulated amongst a wide reader-base, hence your brand-reach is unlimited.

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ACHIEVING FREE REGISTRATION FOR JEWELLERS

**GJC STRIVING TO CREATE
HALLMARKING A WIN-WIN LAW FOR ALL**

Relentless efforts by the All India Task Force and GJC have compelled the government to relax some hallmarking norms. This news comes as a huge relief for the industry. A very important meeting was held with the Honourable Minister of Consumer Affairs, Mr Piyush Goyal, Additional Secretary Consumer Affairs, BIS team and the members of Expert Committee and the Advisory Committee of Hallmarking. The following are the key points discussed and agreed upon:

1. Jewellery with a lot of Upto 10 pieces shall get 1st priority in hallmarking in order to help small jewellers. Such jewellery will be tested using only XRF method. A "First In First Out" (FIFO) method will be used for marking the Jewellery at AHC.
2. The BIS portal servers speed and capacity to be increased to more than 3 times in order to avoid delay in hallmarking. An external audit agency will be employed to assess the current software and network capabilities.
3. It has been confirmed and reassured that HUID shall only be applicable and be confined to Hallmarking centres. The transfer of data on jewellers account on the BIS portal shall be deactivated very soon. The instructions have been issued for the same.
4. An expert committee is proposed to be setup with the inclusion of legal consultant, to fine tune and restructure all the things that have been decided,



“The industry can finally breathe a sigh of relief, as many pending concerns and issues were addressed by the Honourable Minister in the stakeholders meeting held on 28th August in Delhi. One of the biggest concerns, i.e HUID has been reassured that it will be confined only to hallmarking centres and the transfer of data on BIS portal shall be deactivated soon. We have also proposed to form an expert committee, with the inclusion of legal experts to fine tune and amend the BIS Act, thus countering all the fears our industry had, especially the amendment required in Section 14, 15 and 17. Very soon an official announcement of the same shall also be made by the Government. We are fortunate to have such a business friendly Government and it is also time for the Industry to become more compliant, organised and play an active role in nation building.

**ASHISH PETHE
Chairman, GJC**





agreed upon to be amended in the BIS act and rules/regulations.

5. Post introduction of mandatory hallmarking and HUID, multiple errors like double marking on same piece, weight difference, wrong marking of purity, etc. have taken place. A corrective process will be formed soon and an amnesty may be provided to jewellery against such errors made during these early days.

6. Amendments in Section 14, 15 and 17, on aspects of 'Storage', 'Exhibit to sale', 'Distribute' and issues of responsibility, cancellation shall be done after consultation of the proposed legal committee.

7. Jewellers can put their house mark at Hallmarking centre at the time of Hallmarking at a proposed additional charge of Rs. 5/-

8. Large manufacturers may be allowed to have their own marking centres.

9. No action will be taken on jewellers till 30th November provided there is no wilful misconduct or malafide intention of the jeweller. The meeting was extremely fruitful. The official announcement from the Government is expected to arrive very soon.

There are many other legal and practical issues yet to be resolved which we have represented through Advisory Committee and await response from the ministry.

However, such an important legislation demands similar seriousness in the national retail sector's approach in accepting the spirit of mandatory hallmarking wholeheartedly. The law has been implemented and the government is cooperating by engaging with the industry helping it to adapt and resolve the teething issues in past two months. Thus, the retail

sector must treat hallmarking as an opportunity to assure purity to end-customers. Our focus should be to increase the appeal of jewellery among customers, especially the youth. The BIS has the most important role to play now. The compliances should essentially be simplified for faster execution with reasonable charges. Also, the rate of Indian jewellers getting under the ambit of hallmarking will directly be proportional to the rate at which new hallmarking centres and infrastructure comes up across the country.

Salient Features of Relief Received

01

Free and one-time registration facility for every jeweller.



02

Conceding to GJC demand, BIS has agreed to restrict HUID activation to hallmark centres only.



03

Representation made by GJC has resulted in 20, 23 and 24K jewellery being allowed to be hallmarked.



04

Issues raised by us about lack of infrastructure have resulted in implementation of mandatory hallmarking only in 256 districts where hallmarking infrastructure is present.



05

With our representation, the BIS have exempted domestic B-2-B exhibitions from mandatory hallmarking regime.





DESIGN CONNECT

This year, the Design Connect event, conceptualized by GJSCI and powered by GIA, will be held online on September 28, 2021. It is a one day event, which is being organized at an all India level. Design Connect is the second edition of its series, the first one being held on 26th June 2019 at Hotel Sahara Star, Mumbai.

Often, talented designers are unable to approach jewellery manufacturers and retailers. On the other hand, manufacturers and retailers who recognize the importance of great design to capture the attention of consumers are not sure about reaching the talent pool of aspiring jewellery designers who can fulfil their requirement.

To bridge this gap, this edition of Design Connect will once again provide a platform for jewellery makers and retailers as well as jewellery designers to understand and meet each other's needs.

The candidate participants this year are Handsketch Designers and CAD Designers.

Recruiters - Jewellery manufacturers who are looking for employees full time, part time or on project basis.

Design Connect is a unique online initiative, where recruiters can meet multiple candidates on a single platform and interview them through their portfolio. Similarly, candidates can also appear for interviews across multiple industries on a single platform and avoid the long and cumbersome process of waiting to send their portfolios.

The event will also hold interactions with renowned designers from across the industry, who can inform about new dimensions and trends to come in the future.

GJSCI is the nodal unit for skill development of the Indian gems and jewellery industry. Formed

in 2012 under the aegis of National Skill Development Corporation (NSDC), GJSCI currently functions under the Ministry of Skill Development and Entrepreneurship (MSDE).

The founding member organizations of GJSCI include Gem and Jewellery Export Promotion Council (GJEPC), All India Gem and Jewellery Domestic Council (GJC), SEEPZ Gems and

Jewellery Manufacturers Association (SGJMA) and Jewellers Association, Jaipur.

Jewellery designers and companies interested to participate in Design Connect can contact

Mr. Kiran Padture | Ms. Rini Fernandes
+91 99306 84522 | +91 91675 21328

For press inquiries, please contact
Ms. Rini Fernandes: ea@gjsci.org



**Last Date for Registration:
15th September 2021 for Recruiters & Candidates**



WELCOME TO SGJIA SITAPURA

SGJIA
SITAPURA

Sitapura Gems and Jewellery Industry Association

BUILDING A VALUE-DRIVEN WORLD



Sitapura Gems and Jewellery Industry Association (SGJIA) have been tirelessly working towards building a healthy business environment that fosters sustainable development of the gems and jewellery industry along with the upkeep of social responsibilities. Founded in August 2006, SGJIA has more than 150 operational units and all units work under strict guidelines laid down by the Factories Act of 1948. The Association diligently works towards building a value-driven world by carrying out extensive CSR activities that strengthen the fabric of society. SGJIA has undertaken various projects for employment generation, women empowerment, blood donation drives, tree plantation, etc and works towards creating more opportunities for the community.

RTE WITH GOVERNMENT



To initiate employability, SGJIA, along with the government's RSLDC (Rajasthan Skill & Livelihood Development Corporation), started a Recruitment, Training and Employ (RTE) program, wherein, a trainee is recruited on contract; he is trained with necessary skills and information over a monitored period and then is given a job. For this, SGJIA signed a MoU with the government to set up a training facility in the factory itself to provide hands-on learning. This is a first-of-its-kind initiative taken towards creating a pool of skilled talent and increase the availability of skilled manpower to boost overall trade. More than 200 people have already been trained under this program at 4 demarked centres in three processes of jewellery, ie filing, setting and polishing. More courses like CAD, stone processing, etc will be added in future to increase skilled manpower in the trade.

For ease of business and improved communication between members and clients, SGJIA have recently launched their first ever association website based on a newly developed algorithm. The website www.sgjia.in is a platform where clients can connect with members and view the entire portfolio in a glance.

WOMEN EMPOWERMENT

BY SGJIA

SGJIA strongly believes that role of women should be more in the gems and jewellery industry but unfortunately, their numbers have always been low. Towards this, they initiated a women empowerment program, where women have been trained in various departments of gems and jewellery processing, be it sorting, manufacturing, etc. Through a centralised system operated by the Association, women

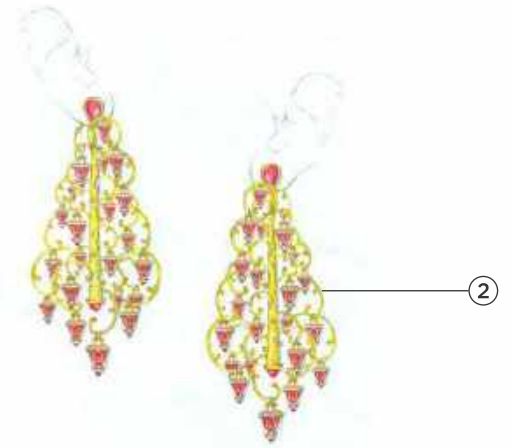


join factories in different departments and undergo hands-on training. More than 500 women have already been trained by the efforts of SGJIA and this number is on a rise.

With support from GJEPC, SGJIA has been running an active vaccination camp and in the last one and a half months, more than 7000 labours have been vaccinated and this number is steadily on a rise. Additionally, the Association also initiated a 'One Labour-One Plant', under which the labour has been asked to plant trees in the campuses and towards the end of the duration, an approximation of 8000 tree will be planted. A combination of big and small steps towards building a better world have always been central to SGJIA and their efforts are not only ushering skilled manpower and women equality in the industry but are also creating a facilitating environment for growth and progress for all.

DESIGN SPEAK

The king of an ornament is not its owner but the designer who envisions it and puts in on paper. Enjoy the glimpses of some outstanding artworks!



| S.no | Designer | Theme | Email |
|------|-------------------|-------------------------------|------------------------------|
| 1. | Sonal Soni | Colors | 99sonalsoni@gmail.com |
| 2. | Ritika Goyal | The Enchanted Palace | ritikagoyal.30@gmail.com |
| 3. | Isha Gupta | Ukiyo (The Floating World) | isha.work47@gmail.com |
| 4. | Rukmani R | The Royal Falcon Ring | rukmanirathinam97@gmail.com |
| 5. | Vishnu Kumar Soni | The Charioteer | vishnuusoni@gmail.com |
| 6. | Swati Soni | Beauty of the source | soniswati046@gmail.com |
| 7. | Ekta Kaushik | Shades Green - Polki Necklace | ektakaushikdesigns@gmail.com |



| S.no | Designer | Theme | Email |
|------|-----------------------|--------------------------------|--------------------------|
| 8. | Shivani | The Imperial Ginni Necklace | iamshivani2019@gmail.com |
| 9. | Raman Preet Kaur | The Royal Signatore Dagger | raman_rpk631@gmail.com |
| 10. | Hemant Chaturvedi | Collar Necklace | chaturvedih09@gmail.com |
| 11. | Shubhangi Dangayach | The royal Highness | sdangayach@yahoo.in |
| 12. | Pragati Meena | Blossom Harbinger | pragatimeena58@gmail.com |
| 13. | Viral Panchal | Maharaja for Maharaj (Tie pin) | panchalv111@yahoo.com |
| 14. | Arti Pawan Kumar Soni | Nature Beauty | arti95soni@gmail.com |



| S.no | Designer | Theme | Email |
|------|--------------------|----------------------|------------------------------|
| 15. | Viral Panchal | Dome of Emeralds | panchalv111@yahoo.com |
| 16. | Swati Soni | Bouquet of Blessings | soniswati046@gmail.com |
| 17. | Priyanshu Soni | Allure of Wild Life | soni.priyanshu06@gmail.com |
| 18. | Darshika Bhargava | Music-O-Phile | bhargavadarshika07@gmail.com |
| 19. | Renu Ankit Malpani | Heaven's Garden | rasomani@gmail.com |
| 20. | Shilpa Ladha | Queen's Desire | vivekladha@gmail.com |

MASTER OF THE GAME

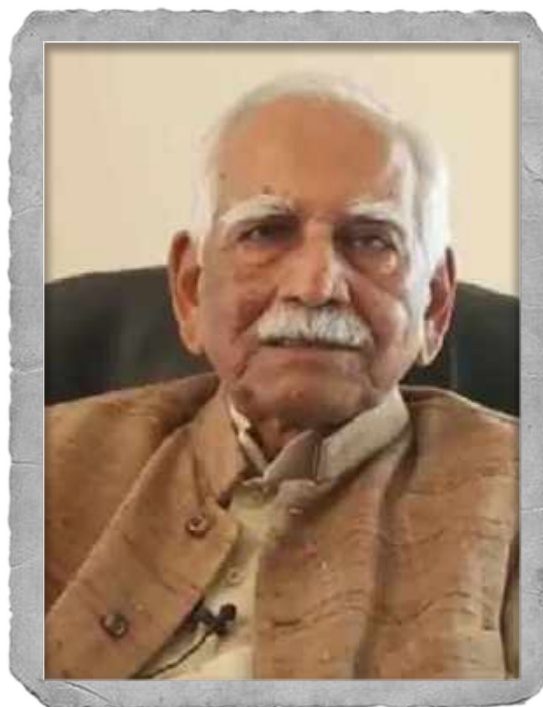
Shri Shiv Shankar Gupta

The generations to come will wonder if the legend of a man like Mr Shiv Shankar Gupta actually ever walked the by-lanes of Jaipur. A self-made businessman, an ardent hard-worker always in action, a risk-taker, a humanitarian, a genius at work, and so much more... Mr Gupta had a life which cannot be measured in adjectives from the dictionary. His passing away has left a lacuna that cannot ever be filled by anyone.

The history and economy of Jaipur, known for its gems and jewellery, cannot ever be written without a sizeable mention of a stalwart like Mr Gupta. Born to a humble household on August 15, 1927, he rose and found his terrain with an unyielding spirit to do more and an urge to create opportunities for others. He always believed and often said, "Generating employment is the best gift that a man could give to his country". And true to his words, he explored and dived deep into the jungles and mines of Africa and South America and created a pool of reserves that became prospects of business for others. He was conscientious and wanted to create lucrative business opportunities so that there could be a horizontal as well as vertical growth in society. A forever visionary, Mr Gupta was a true patriot and his love for his countrymen and his affection for Jaipur was always exemplary. Jewellers Association, Jaipur salutes this pioneer and offers sincere regards to his indomitable spirit and gregariousness.

"Generating employment is the best gift that a man could give to his country."

Shri S S Gupta



'Yugpurush, Respected Gupta Ji'

I remember Gupta Ji as a 'Pioneer and a Millennium Man' who transformed the landscape of gems and jewellery industry in Jaipur. Our association goes back to 1967 and our memories together are full of wonderful stories of commitment, sincerity and hard work. Gupta Ji created a market for emeralds in Jaipur to trade with the rest of the world. Amongst so many things that set him apart from others was a striking trait to never get bogged down by failures and/or too excited about profits. He was a true 'Karmyogi' who has left this world with a vacuum that cannot be filled.

Mr Shyam Sunder Khatoria
Partner, Sumangal Gems, Jaipur

2020-21

NEWS & UPDATES

**JEWELLERS
ASSOCIATION
JAIPUR
(JA)**



Jewellers Association Jaipur has always been an active contributor to social development. Lately, the Covid-crisis created a huge disparity and shortage of resources for everyone but particularly for the marginalised sections of society. In an endeavour to support them, various initiatives and drives were undertaken all year round. Here is a gist of those events.

2020

COVID CARE FUND

To join the Honourable Prime Minister in his mission, the Jewellers Association Jaipur contributed a sum of Rs21 lakh to the Chief Minister's Covid Care fund in the month of March 2020. The cheque was received by Mr Kuldeep Ranka, Principal Secretary, on behalf of Hon. Chief Minister.



CONTRIBUTIONS

A wholesome contribution amounting to Rs30 lakh was made by the Association to provide food, water, Ration kits, etc to migrant labours and other people affected by the crisis.

- 200 high quality PPE kits were provided to the doctors of SMS Hospital for their safety. These kits were handed over to Dr Sudhir Bhandari.
- 2000 ration kits to suffice for four people in a family were prepared and distributed. These kits included 10kgs of atta, rice, cooking oil, sugar, spices, etc.
- 4000 packed food kits were distributed to migrant workers to ease their distress.
- 2000 sanitizer kits along with 4 masks were distributed.
- 10 sacks of bird food were distributed to feed the tiny creatures.



'KOHINOORS OF INDIA'



The Jewellers Association, Jaipur was felicitated with the 'Kohinoors of India' award by the GJEPC to acknowledge and appreciate the outstanding work done by the Association in first Covid crisis.

2020-21

NEWS & UPDATES

**JEWELLERS
ASSOCIATION
JAIPUR
(JA)**



2020

FOR MEMBERS

During the course of lockdown, members needed to visit their offices located in the curfew-impacted walled city to check their stock and overall safety of their premises. With help from the government, the Jewellers Association Jaipur arranged for commute for its members free of cost. More than 700 members benefitted from this initiative.

The Association volunteered to offer Janopyogi Bhawan to doctors from SMS Hospital for isolation and quarantine.

2020

HOPE & POSITIVITY



The pandemic caused an overall gloom and sadness all over. The trade was also under duress and there was a need felt for some hope and positivity. A film was made by the Association to cheer up and motivate jewellers and businessmen world-over. The film was shared on social media and was received very well by everyone.

2020

JA ORGANISED 5-DAY FREE VACCINATION DRIVE

The Jewellers Association organised a 5-day free vaccination camp at Rajasthan Hospital situated on JLN Marg for the members of the Association aged over 45 years. The camp was organised between 9th-13th April and more than 600 people got themselves vaccinated in the camp.



It is noteworthy to mention that this was the first ever camp of its kind organised by any association in Rajasthan for public welfare. This figure marked the success of the camp. Vaccination and following the safety protocols is the only way forward and the members understood the importance of it.

2020-21

NEWS & UPDATES

JEWELLERS
ASSOCIATION
JAIPUR
(JA)



2020

JEWELLERS ASSOCIATION AND FORTI JOIN HANDS Open Free Covid Care Centre

Jewellers Association Jaipur and Federation of Rajasthan Trade & Industry (FORTI) were deeply moved by the Covid crisis. With quick planning and implementation, they set up a free Covid care centre at the Janopyogi Bhavan on Govind Marg. The Centre was operated by CMHO and Satellite Hospital, Sethi Colony.



The Centre was inaugurated by Mr Rafik Khan, MLA, Adarsh Nagar and Dr Sudhir Bhandari, Principal, Medical College. The Jewellers Association also provided PPE kits, masks and oxygen concentrators to people.

FREE VACCINATION CAMPS FOR MEMBERS AGED BETWEEN 18-44



The Jewellers Association Jaipur organised various free vaccination camps at the Janopyogi Bhawan for the members of the Association.

Mr Rafik Khan, MLA, helped the Association in organising these camps. More than 2000 members got vaccinated during these camps above the age of 18.

Jewellers Association President, Ramsharan Gupta, Honorary Secretary, Ashok Maheshwari, Past Secretary, D P Khandelwal, Vice President, Alok Sonkhiya, Treasurer, Raju Agarwal Mangodiwala, Joint Secretary, Neeraj Lunawat, and other members of the Association were present at these camps.

2020-21

NEWS & UPDATES

JEWELLERS
ASSOCIATION
JAIPUR
(JA)



2021

WEBINARS

THE NEW MEETINGS



Owing to the social restrictions put in place due to Covid, a big part of interactions have taken place via online platforms and webinars. The Seminar Committee organised various webinars for the members on a variety of issues, from business development to health management.

1. **On 24th April** - Sky-rocket your sales. Grow your sales by 50% in 6 months
2. **On 28th April** – Root Cure

Homeopathy regarding Health Issues with Dr Anamika Jalandra

3. **On 26th June** – Webinar on Legal Wellness
4. **On 1st July** – About Family Business
5. **On July 1st** – Dharti Ke Bhagwan
6. **On 1st August** – Monsoon: Diseases & Disorders

JEWELLERS ASSOCIATION ELECTIONS

2021

NEW EXECUTIVE COMMITTEE ELECTED



The election of Executive Committee of Jewellers Association Jaipur, was held on 27th February, 2021 for the 2021-22 term. The election was conducted under the directions of Mr S R Sharma, CA, Election Officer, at the Janopyogi Bhawan. A 15-member committee was elected and a total of 3603 votes were cast by the members of the Association.

2020-21

NEWS & UPDATES

JEWELLERS
ASSOCIATION
JAIPUR
(JA)



EXECUTIVE COMMITTEE 2021-22

| NAME | DESIGNATION |
|--------------------------|---------------------|
| RAM SHARAN GUPTA | President |
| ALOK SONKHIA | Vice-President |
| ASHOK MAHESHWARI | Hony. Secretary |
| NEERAJ LUNAWAT | Hony. Jt. Secretary |
| RAJU AGARWAL MANGODIWALA | Treasurer |
| ABHISHEK SAND | Member |
| AJAY GODHA | Member |
| D P KHANDELWAL | Member |
| GOVIND PRAKASH AGARWAL | Member |
| MAHESH KHANDELWAL | Member |
| MUKESH VIJAY | Member |
| NARESH AGROYA | Member |
| RAJESH JAIN | Member |
| RAJESH DHAMANI | Member |
| SUNIL BATWARA | Member |

**Apart from these, three members were
co-opted in the Committee.**

| | |
|----------------------|--------|
| NIRMAL KUMAR BARDIYA | Member |
| SANJAY KALA | Member |
| VIJAY KEDIA | Member |

2020-21

NEWS & UPDATES

JEWELLERS
ASSOCIATION
JAIPUR
(JA)



TRADE ACTIVITIES

2021

GEMBOURSE

Jewellers Association Jaipur and GJEPC have pushed the issue of Gem Bourse further with the Government for the ease of gems and jewellery business in Jaipur.

2021

Jewellers Association
writes to GOI for
**EXTENSION ON
HALLMARKING**

Taking a big step towards the larger interests of tradesmen, the Jewellers Association wrote an earnest letter to the Honourable Prime Minister, requesting to grant an extension of six months for hallmarking of current inventory. The first announcement for compulsory jewellery hallmarking was made on January 15, 2020 and the timeline given to sellers was for one year. But owing to Covid induced closings and lockdown, this period was extended to another six months. But the markets were still closed in 2021 due to the second wave of Covid, thereby not giving adequate time to hallmark the inventory. Also, the letter requested the GoI to consider the recommendations made by the Niti Ayog Gold report which is the singular demand of the industry.

2020

JA Meets Finance Minister
for
**REMOVAL OF
IMPORT DUTY ON
GEMSTONE ROUGH**



A delegation of representatives of the Jewellers Association Jaipur, lead by Mr Ramcharan Bohra, Member of Parliament from Jaipur, met the Finance Minister, GoI, Ms Nirmala Sitharaman, and Mr Anurag Thakur, Union Minister of State for Finance & Corporate Affairs, on 5th March, 2020, to put forth the demand to remove the duty on import of gemstone rough. Jewellers Association President, Sanjay Kala, Honorary Secretary, D P Khandelwal, Joint Secretary, Neeraj Lunawat, and Treasurer, Raju Mangodiwala, along with Working Committee Member, Naresh Agroya, explained the problems faced by people in the trade. They also said that in the central budget, a 0.5% import duty on rough of gemstones has been levied. After cutting and polishing of the rough, only 10% of the material is useable and the rest 90% is a discarded. In such a scenario, a duty

2020-21

NEWS & UPDATES

**JEWELLERS
ASSOCIATION
JAIPUR
(JA)**



on imports will have extreme consequences on the trade that is already facing a low period and is severely affected by the pandemic. Honourable Ministers assured that they would look into the matter.

2021

VISIT TO THE HON'BLE GOVERNOR OF RAJASTHAN



The newly elected committee of the Jewellers Association paid a courtesy visit to the Hon'ble Governor of Rajasthan. The committee also shared the problems faced by the trade members and the Hon Governor assured to look into the matter.



In March 2021, a meeting was organised between the working committee of the Jewellers Association and the CEO of Tech Mahindra.

Jewellers Association's Path-breaking ENDEAVOUR FOR EMPLOYMENT

'Change is the only constant', they say and it's true. Times keep changing and unforeseen things happen. This pandemic was unimaginable for all across the globe. Such occurrences render people jobless due to economic crunch. Jewellers Association Jaipur understands the gravity of the problem and has come up with an Employment Generation plan that will create a pool of talent that can be hired from.

To explain this further, Mr Ashok Maheshwari, Honorary Secretary, Jewellers Association Jaipur, elucidated on how it will work. Data of trained, skilled and fresh man-

force will be available at the office of the Association. When a requirement arises, the recruiter can contact the office and share their details. The office team at the Jewellers Association will narrow down people on the basis of demand and share resume. This will facilitate a cycle of job-creation and will help people find employment. This setting-up will also help people who have worked in the trade and have been ousted from their jobs due to downsizing and retrenchment. This is a one-of-a-kind endeavour initiated by Jewellers Association Jaipur and is sure to set a trend in times to come.

Remembrance



SHRI UMRAO MAL JI CHORDIA
Hony. Secretary
(1966-67, 1972)

Umrao Mal Ji Chordia left for heavenly abode on May 19, 2021 and left a lacuna that cannot be filled. He was a distinguished jeweller and a fine human being who will be remembered for his business acumen and insights. He was the honorary secretary of the Jewellers Association in 1971-72. His work and contribution to the Association and trade has been tremendous. Apart from this, he was actively involved in various other associations and held different posts in them. Some of these institutions were Amar Jain Medical Relief Society, Subodh Education Society, FORTI, Shri Vardhman Sthanakvasi Jain Shrivak Sangh, and many more.



SHRI JAMNA DAS JI AJMERA
President
(1984-85)

Jamna Das ji Ajmera left for heavenly abode on May 06, 2021. He is known for his contribution in the field of social service and his selfless spirit was one of his most endearing qualities. He was the Vice President of the Jewellers Association in 1980 and went on to become the President of the Association in 1984-85. He held various posts in different institutions of social relevance like Maheshwari Education Committee, Governing Council of Schools, Jewellers Cultural Society, etc. Jamna Das ji received award for export by the Finance Minister of India in 1979 and was felicitated as Rajasthan Shri on Rajasthan Day in 1982.

Jewellers Association pays its utmost respect and tribute to the departed souls.



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NAKSHATRA GEMS

ASHOK MAHESHWARI (BAGLA)

Secretary

Jewellers Association, Jaipur

NAVEEN SHARDA

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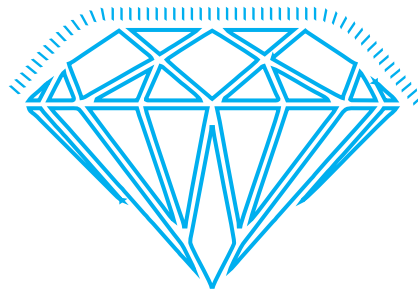
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