

Appeal to the Jewellery Trade Associations

Hallmarking Federation of India

Jewellery exports have come down by 15%. GJEPC has demanded budgetary support from the Govt to promote Indian jewellery exports. Finance & Commerce ministries are worried about the fall in export volumes of jewellery and the CAD rising to 3.8% of the GDP. Consumer Affairs secretary has spoken of other countries not accepting/ lack of mutual respect, on the quality hallmarks of Indian jewellery. GJC chairman says - Indian hallmarks on jewellery are erased abroad, taking days, before being accepted in foreign countries.

All the above points to the same problem-lack of a quality platform for our export jewellery

The only solution is - Indian jewellery exported shall carry an international hallmarking certification (by India joining the International Vienna Convention on Hallmarking)

For the past 15 years, we have been realising that for Indian jewellery to be accepted abroad without further retesting, the ornaments shall also have a global hallmark i.e. the 5th mark-CCM (common control mark of the Vienna Convention on hallmarking). The 5th mark CCM can be affixed in India at select hallmarking centres, if and when these HM centres are further certified by the Vienna Convention, to be of international standards

Such Vienna Convention approved hallmarking centres shall come up near jewellery manufacturing hubs or the jewellery exporting airports. India joining the Vienna Convention on hallmarking is a long process, spanning several years. BIS in India had initiated the process in 2012 and in the subsequent years attended various VC meetings as an observer. However when the VC guidelines stipulated that the joining country shall have strict legal regulations to prevent the misuse of the 5th mark CCM, India had to wait for a while. Now that the new BIS act 2016, hallmarking regulations 2018 and the Consumer protection act 2019 are in place with necessary legal frame work, the country is now technically eligible to join the Vienna Convention in 2015, BIS had identified a few select hallmarking centres in India that are technically competent to join the Vienna Convention

In the recent years, GJEPC and HFI have been requesting the Consumer Affairs ministry and the BIS to initiate the process of India joining the Vienna Convention, so as to upgrade benchmark the quality standards of our export jewellery to international levels. But the response was not positive, without realizing that benchmarking a product to world class standards is always essential to highlight the quality parameters/ acceptance of a product in the global market. For import of bullion, the govt of India has stipulated that bullion bars imported shall be from LBMA accredited gold refineries. The CE mark on products coming from the European Union gives them an international acceptance for quality. For meat exports from India to specified countries, the CAS scheme (India conformity assessment) is mandatory, same shall be the case of Indian jewellery exported to the quality conscious markets of the Middle East, Europe, America etc, where the 5 CCM of Vienna Convention. Affixed on India made jewellery, shall be highlighting its quality standards, enabling it to be accepted without further retesting, even when many of these countries are not members of Vienna Convention.

We look forward to the support of all the trade associations of the Gem and Jewellery industry in India, to take forward our long pending demand to the Consumer Affairs ministry and BIS, for India joining the Vienna Convention on hallmarking, so that Indian jewellery manufacturers and exporters shall get greater acceptance the world over.

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