

Enhancing Trust and Authenticity in the Indian Bullion and Jewellery Industry: The IBJA Verified Program

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Our primary mission at the India Bullion and Jewellers Association Ltd. (IBJA) is to bolster trust and authenticity within the Indian bullion and jewellery industry. One of our pivotal services is the IBJA Verified Program, which provides verified tags to our members. These tags ensure that our members' online accounts represent legitimate and authentic businesses or brands.



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What is the IBJA Verified Program?

The IBJA Verified Program thoroughly verifies the identity and credentials of bullion dealers, jewellers, and other industry stakeholders who are members of our association. Upon successful verification, members receive a verified tag that can be displayed on their online platforms and digital properties. This verified status acts as a digital stamp of legitimacy, assuring customers that they are dealing with reputable and trustworthy entities in the bullion and jewellery trade.

Eligibility for the IBJA Verified Tag

The IBJA Verified Tag is available to all bullion dealers and jewellers, including manufacturers, wholesalers, and retailers. Both individual jewellers and businesses can apply for the tag, ensuring wide accessibility and inclusivity within the industry.



Benefits of the IBJA Verified Tag

1. Assurance of Authenticity: The verified tag assures customers that the account represents an authentic and legitimate business, which is crucial in an industry where trust is paramount.
2. Combating Impersonators and Scams: The verified tag helps reduce the risk of customers falling victim to impersonators or scams by acting as a digital stamp of legitimacy.
3. Boosting Visibility and Credibility: Verified accounts enjoy improved visibility on various platforms, higher search rankings, and enhanced credibility, making it easier to attract and retain customers.
4. Building Customer Trust: The verified tag fosters trust, particularly important for high-value purchases, as customers feel more secure knowing they are dealing with a credible entity.

Application and Maintenance of the Verified Tag

Application Process:

- All bullion dealers and jewellers can apply for the IBJA Verified Tag.
- The verification process takes approximately 30 days after submitting the application.
- If the application is not approved, the processing fee of Rs. 21,000 will be deducted, and the remaining amount will be refunded within 30 days.

Payment Methods:

- Accepted payment methods include UPI, NEFT, and RTGS.

Renewal:

- The verified tag is valid for one year and must be renewed annually. The renewal fee is Rs. 60,000 (plus GST) per year.

Updating Information:

- Tag holders are required to keep IBJA updated about any changes in their business or management details.

Display and Usage

The verified tag can be used across various digital and physical platforms, including stationery, facades, social media, and other appropriate locations. This flexibility ensures that members can prominently showcase their verified status to their customers.

Trust and Sales

By fostering an environment of trust, the IBJA Verified Tag can potentially lead to increased sales for bullion dealers and jewellers. Customers who prioritize authenticity and reliability are more likely to make high-value purchases from verified entities, knowing they are less likely to be scammed.

Conclusion

The IBJA Verified Program is a testament to our commitment to enhancing trust and authenticity in the Indian bullion and jewellery industry. By providing a verified tag, we help our members establish a stronger online presence, improve their visibility, and build customer trust. This initiative not only combats impersonators and scams but also ensures that customers can confidently engage with legitimate and authentic businesses.

For more information on the IBJA Verified Program and to apply for the verified tag, please visit <https://www.ibja.co/> website. Together, let's build a trustworthy and credible bullion and jewellery industry.

