

Visionary Leadership: Ms Aksha Kamboj's Strategic Plans for the Indian Bullion and Jewellery Industry

Ms Aksha Kamboj, National Vice-President, IBJA

In an exclusive interview with Bullion World, Ms Aksha Kamboj, the newly elected National Vice President of the Indian Bullion and Jewelry Association (IBJA), shares her visionary plans and strategic goals for the future of the industry. With a deep commitment to fostering growth, inclusivity, and innovation, Ms. Kamboj is poised to make a significant impact in her new role.

A Gist on the roles of the National Vice President

As the newly elected National Vice President of the IBJA, I am honoured to serve in a role that carries significant responsibility and opportunity for impact. In my capacity as Vice President, I am committed to fostering growth, inclusivity, and innovation within the Indian bullion and jewelry industry. One of my key priorities is to encourage greater participation of women entrepreneurs in the sector by establishing a dedicated women's wing within IBJA. Recognizing the valuable contributions of women entrepreneurs through awards and initiatives will be a cornerstone of my approach to promoting diversity and empowerment within the industry.

Furthermore, I am deeply passionate about skill development and education awareness programs for artisans and jewellers. By investing in the training and upskilling of artisans, we can enhance the quality of craftsmanship and product offerings in the industry. Providing financial and marketing support to artisans, especially those creating handcrafted jewelry and artefacts, will be instrumental in bringing their creations to a wider audience and ensuring their continued success.

Helping the Indian Bullion and Jewellery Industry in the Next 5 Years:*

Over the next five years, I envision several strategies to support the growth and sustainability of the Indian bullion and jewellery industry. Firstly, I would advocate for policies that promote transparency, ethical practices, and compliance with international standards to enhance the industry's reputation globally. Collaborating with



Ms Aksha Kamboj

industry stakeholders, government bodies, and regulatory agencies will be crucial in achieving this goal. Secondly, I would focus on fostering innovation and technology adoption within the sector to improve manufacturing processes, product design, and customer engagement. Encouraging investments in research and development, skill development programs, and infrastructure upgrades will be pivotal in driving competitiveness and enhancing the industry's value proposition. Furthermore, I would work towards promoting sustainable practices across the entire value chain, from sourcing raw materials to retailing the final products. Embracing sustainability not only aligns with global trends but also ensures long-term viability and resilience in the face of environmental challenges.

By campaigning these initiatives, I aim to contribute to the India bullion and jewellery industry's growth, competitiveness, and reputation on the global stage over the next five years.