

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:1025
ANSWERED ON:23.11.2001
EXPORT OF GEMS AND JEWELLERY
N.T. SHANMUGAM

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

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(a) whether due to uncertainty in the global economy, after September 11, 2001 incident in New York the gems and jewellery has been badly hit; (

(b) if so, the details thereof; and (

(c) the Government's stand towards export of gems and jewellery?

Answer

MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI RAJIV PRATAP RUDY)

(a) to (c): As per the provisional data of the Gem and Jewellery Export Promotion Council (GJEPC), Mumbai, the export of gems and jewellery at Rs. 18378.58 crores or US \$ 3916.78 million during the period April 2001 to October 2001 has shown a decline of 9.85% in Rupee terms and 14.31% in US Dollar terms over the corresponding period of the last year. The main reason for the decline in exports is due to the global economic slow down especially in the markets of the developed countries such as USA and Japan etc.

Government have identified gems and jewellery as one of the thrust sectors for exports and in order to give a boost to the exports of gems and jewellery, the Government and the GJEPC have taken several initiatives. Some of the important initiatives include: -

- Preparing of a medium-term export strategy;
- Exploring the possibilities of direct procurement of rough diamonds from diamond mining countries;
- Providing funds under Critical Infrastructure Balancing Scheme to Sardar Vallabhbhai Patel Centre of Jewellery Design and Manufacture, under the auspices of Indian Diamond Institute at Surat to give a fillip to jewellery design and manufacturing;
- Promotion of the image of India's gems and jewellery abroad through frequent advertisements/publicity campaigns in international trade journals; participation in international fairs, buyers-sellers meet, direct approach to mass retailers etc.;
- Exploring and identifying new markets by undertaking market studies through expert consultants and by deputing Indian designers to various international trade fairs and exhibitions for on-the-spot study for latest trends in designs;
- Newer markets in the Latin American Countries are also being closely analysed for evolving a strategy for promotion of gems and jewellery exports from India;
- Promoting Hall Marking of gold jewellery in India through publicity campaigns so as to create an image of quality for the made in India jewellery.
- Based on the feedback and requests received from the exporters and GJEPC, necessary amendments were carried out in the last Exim Policy with a view to facilitate exports.