

**GOVERNMENT OF INDIA  
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION  
LOK SABHA**

UNSTARRED QUESTION NO:1752  
ANSWERED ON:01.08.2003  
SAFEGUARDING CONSUMERS INTERESTS  
ADHIR RANJAN CHOWDHURY

**Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:**

(a) whether the Government, keeping in view the interests of the consumers, are deliberating over framing any rules for preventing harassment of consumers by gold and silver jewellers; and

(b) if so, the details thereof alongwith the measures taken in this regard?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD & PUBLIC DISTRIBUTION (SHRI V. SREENIVASA PRASAD)

(a) & (b): In order to protect consumers from being cheated while purchasing gold jewellery the 'Hallmarking Scheme of Gold Jewellery' was launched by BIS in April, 2000 under the BIS Act, 1986. The principal objectives of the scheme are to ensure that the common consumer is assured of the purity of gold jewellery purchased by him, to protect the public against adulteration and to guide manufacturers to maintain standards of fineness. On demand of consumers and the silver trade, BIS is considering to introduce "Hallmarking of Silver Articles". The details in this regard are under finalisation.