

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

UNSTARRED QUESTION NO:489
ANSWERED ON:07.07.2009
MARKETING OF IMPURE GOLD JEWELLERY
Ram Shri Purnmasi

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

- (a) whether all the samples of gold and gold jewellery collected from Delhi failed the test for purity; and
- (b) if so, the action taken/proposed to be taken against the jewellers for manufacturing/marketing impure/inferior gold jewellery and cheating consumers?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND THE MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(PROF. K. V. THOMAS)

(a) : Two surveys on non hallmarked jewellery were got conducted in Delhi by the Bureau of Indian Standards in 2001 and 2006. While in the first survey, 12 out of the 15 samples collected failed the test of purity, in the second survey, all the 10 samples collected failed the test.

(b) : Cases were filed in the Monopolies and Restrictive Trade Practices Commission against all the 12 jewellers of Delhi whose jewellery was found to be of lesser purity than declared during the first survey. No action was taken against the concerned jewellers on the basis of the second survey since that survey was conducted mainly, to assess the purity and creating awareness among consumers.