

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

UNSTARRED QUESTION NO:5692

ANSWERED ON:28.04.2015

ADULTERATION IN GOLD

Misra Shri Ajay (Teni)

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

- (a) whether the Gold jewellery having only 70 to 80 per cent of gold content is priced at the full weight of gold despite the presence of Hallmarking system;
- (b) if so, the details thereof and the reasons therefor;
- (c) whether the Government proposes to formulate a mechanism to ensure that jewellery is evaluated and priced only to the extent of its gold content; and
- (d) if so, the details thereof and the time by which it is likely to be implemented?

Answer

THE MINISTER OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI RAM VILAS PASWAN)

(a) to (d): Madam, The pricing of gold jewellery is done by private jewellers on the basis of many factors such as gold content, brand-name, design, making charges etc. The Hallmarking scheme introduced by the Government through Bureau of Indian Standards (BIS) ensures that the claimed purity of the products has been tested and certified by a BIS recognized laboratory.