



IBJA's Initiatives on Silver: Shaping the Next Chapter of India's White Metal Story

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Silver has always held a special place in India's cultural, investment, and industrial landscape. From auspicious gifting and traditional jewellery to coins, utensils, and a growing role in modern technology, silver is no longer just a precious metal of sentiment—it is a strategic metal of the future. In this evolving ecosystem, the India Bullion and Jewellers Association Ltd (IBJA) is playing an increasingly important role in giving silver the recognition, structure, and policy attention it deserves.

As India's bullion and jewellery trade moves toward greater transparency, stronger standards, and wider global engagement, IBJA's initiatives on silver are helping position the metal not only as a legacy asset, but as a growth engine for the industry.



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A Stronger Voice for Silver

For many years, gold naturally occupied the center of industry discussions. Silver, despite its huge domestic demand and deep-rooted presence across Indian households and trade channels, often remained underrepresented in formal policy dialogue. IBJA's silver-focused efforts are helping change that equation.

By bringing silver into mainstream industry conversation, IBJA is creating a more balanced precious metals narrative—one that recognizes silver's dual identity as both a store of value and an industrial commodity. This approach is especially relevant at a time when global demand for silver is rising due to solar energy, electronics, electric mobility, and new-age manufacturing.

India, with its vast consumption base and active bullion market, is uniquely placed to become a more influential player in the global silver value chain. IBJA's initiatives are helping build that roadmap.

Building a Silver Ecosystem, Not Just a Market

What makes IBJA's approach important is that it goes beyond trade advocacy. The focus is increasingly on ecosystem-building. That means encouraging dialogue among importers, refiners, bullion dealers, jewellers, manufacturers, policymakers, and consumers, while also creating platforms where silver can be discussed with the seriousness it deserves.

This broader ecosystem vision includes market development, product innovation, policy representation, quality assurance, and consumer confidence. In many ways, silver is now emerging from the shadow of gold and being recognized on its own merit—and IBJA is among the institutions helping drive that transition.

The Need for a World Silver Council

One of the most forward-looking ideas around the silver sector is the creation or strengthening of a dedicated global platform—often envisioned in industry discussions as a “World Silver Council.”

For a country like India—one of the world’s most significant silver markets—such memberships carry both symbolic and practical value. They reflect the industry’s intent to engage with the global silver ecosystem in a more structured way. They also create opportunities for greater access to international perspectives on silver demand, trade flows, industrial applications, investment trends, and market development.

In this context, World Silver Council Memberships represent more than institutional association. They point toward a larger vision of integrating India’s silver trade with broader global thinking. Such engagement can help strengthen India’s position in the international silver landscape while also supporting domestic stakeholders with better insights, broader networks, and deeper market understanding.

For IBSA, the relevance of this connection is clear. As silver gains importance across both traditional and modern sectors, international engagement becomes a valuable part of building a stronger and more future-oriented silver ecosystem in India.

A stronger silver industry at home becomes even more powerful when it is connected to the wider world. IBSA’s silver initiatives align naturally with this vision. By advocating structured engagement and better data visibility IBSA is helping create the foundation for India to contribute more meaningfully to global silver conversations. Whether through formal partnerships, industry forums, or collaborative representation, the time has come for silver to have a stronger worldwide institutional identity—and India should be at the center of that movement.

Silver Panels at India International Bullion Summit (IIBS): Giving Silver the Spotlight It Deserves

A major step in this journey has been the inclusion of dedicated silver panels at India International Bullion Summit (IIBS). These discussions are significant because they bring silver out of the sidelines and place it firmly within mainstream bullion and jewellery discourse.

At IIBS, silver panels serve as more than just discussion forums. They are platforms for thought leadership. They allow industry experts, traders, jewellers, analysts, refiners, and policymakers to examine key issues such as price trends, import dynamics, investor behavior, industrial applications, retail opportunities, and the future of silver branding in India.

The value of such panels lies in their ability to connect different parts of the supply chain. Silver is a market where traditional retail demand coexists with modern industrial demand.

Bringing these perspectives together helps the industry think more strategically. It also creates a stronger knowledge base for businesses looking to expand their silver portfolios.

By institutionalizing silver-focused conversations at a major platform like IIBS, IBSA is sending a clear message: silver is not a secondary category; it is a major pillar of the precious metals economy.

The Silver Show of India: Creating a Dedicated Identity

Another important concept in the development of the sector is the idea and positioning of the Silver Show of India presented by India Bullion and Jewellers Association Ltd. A dedicated silver showcase has the potential to transform how the market sees the metal.

India has long had the craftsmanship, consumption, and cultural affinity needed to support a world-class silver platform. What has often been missing is a distinct identity for silver as a category in its own right. A Silver Show of India helps address exactly that gap.

Such a show can become a convergence point for bullion players, manufacturers, wholesalers, retailers, designers, artisans, exporters, technology providers, and even industrial users. It can celebrate the diversity of silver—from investment bars and coins to temple offerings, gifting segments, wedding collections, lifestyle products, and contemporary design.

More importantly, a dedicated silver show can inspire innovation. It can encourage brands to think beyond conventional offerings and create products tailored to younger consumers, investors, and global buyers. It can also help educate the market on purity, pricing, design differentiation, and responsible sourcing.

Approaching BIS for Silver Hallmarking: Building Trust Through Standards

As the silver market grows in scale and importance, one of the most significant steps forward is the industry's effort toward approaching Bureau of Indian Standards (BIS) for silver hallmarking. This is a crucial development because hallmarking is not just about regulation—it is about reinforcing consumer trust, strengthening transparency, and bringing greater uniformity to the market.

For a metal as widely purchased and gifted as silver, purity assurance has become increasingly important. Today's consumers are more aware, more quality-conscious, and more value-driven. They want confidence that the silver they buy matches the purity being promised. In this environment, a structured hallmarking framework can play a transformative role.

IBJA's engagement in approaching the Bureau of Indian Standards (BIS) for silver hallmarking reflects an important industry commitment toward formal quality assurance. It signals a progressive move toward standardization, credibility, and long-term market discipline. Such an initiative can benefit the entire value chain—from consumers and retailers to manufacturers and bullion traders.

A BIS-backed hallmarking structure for silver would help promote confidence in purchasing, reduce ambiguity around purity, and support the organized growth of the silver trade. It would also elevate silver's standing in the eyes of modern consumers, who increasingly seek certified quality along with design and value.

In many ways, this is not just a technical reform. It is a trust-building measure for the future of the silver industry. And as silver gains greater attention across retail, investment, and industrial segments, the move toward BIS hallmarking becomes both timely and necessary.

In many ways, hallmarking is the bridge between tradition and modern retail discipline. And for silver to scale meaningfully in organized trade, that bridge must be strong.

Why Silver Matters More Than Ever

Silver's future is brighter today than it has been in decades. It is one of the few metals that can claim equal relevance in ritual, retail, investment, and industry. It belongs in the home, in the marketplace, and in the technologies powering the future.

For India, this creates a unique opportunity. With strong domestic demand, a large trading network, deep artisanal skill, and expanding investor interest, the country can emerge as a major thought leader in silver. But that requires structure, advocacy, quality benchmarks, and visibility.

That is where IBJA's initiatives become particularly meaningful. By promoting silver dialogue, supporting institutional platforms, championing hallmarking discipline, enabling silver panels at IIBS, and encouraging the idea of a Silver Show of India, IBJA is contributing to a more organized and aspirational silver economy.

Conclusion:

Silver is no longer a quiet companion to gold. It is a powerful category in its own right—rich in heritage, full of commercial potential, and increasingly relevant to the world's economic future. India has every reason to lead this silver renaissance, and IBJA's initiatives are helping shape the path ahead.

The way forward is clear: stronger platforms, greater visibility, global engagement, better standards, and industry-led trust. With the right momentum, silver can move from being widely loved to being strategically championed.

And if that happens, the next great story in India's bullion and jewellery sector may well be written in silver. That is where IBJA's initiatives become particularly meaningful. By promoting silver dialogue, supporting institutional platforms, championing hallmarking discipline, enabling silver panels at IIBS, and encouraging the idea of a Silver Show of India, IBJA is contributing to a more organized and aspirational silver economy.

