

Interview with GJC Chairman Mr Saiyam Mehra

M Saiyam Mehra has recently been elected as the Chairman, GJC. A young and visionary leader, Mr Mehra, shares his plans for GJC in 2023 and beyond along with his aspirations for the Indian gem and jewellery industry. Read on...

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Mr Saiyam Mehra

Congratulations on being elected as Chairman of GJC. To begin with, can you share some details on the profile of GJC? (How many members, presence in how many states, core activities)

It is an honour to become the chairman of the domestic council GJC and I am thankful to my board, past chairmen and our valued members who have given me the opportunity to lead this prestigious organization for the next two years. GJC was incepted in 2005 during the excise crisis in the Gems & Jewellery Industry and over the past almost 2 decades, GJC family has grown to around 2800 members comprising all segments of the G&J Industry. We are affiliated with around 300 associations, thus

expanding our reach to almost 4,00,000 jeweller communities. GJC has a PAN India presence and has always been actively working on its motto of Promoting, Progressing, and Protecting.

Working with governments: The government is working on formalizing the gem and jewellery sector, facilitating employment generation and exports of gems and jewellery. What are the ways GJC works with governments in these areas?

We are thankful to the Government for their constant support and guidance. Our relationship with Government has always been very fruitful and our every representation is focused on 'Nation first', with an approach on ease of doing business. GJC over the past many years, has been actively working with the Government on various policy matters such as GST, wherein a separate GST slab of 3% was allotted to the G&J sector. Similarly, we are actively representing other various concerns such as Hallmarking, reduction in Import Duty, and many more and we are hopeful that the Industry will get a favourable response from the Government.

Knowledge and awareness initiatives: Can you share the various initiatives planned for karigars, manufacturers, and retailers for 2023 by GJC?

There are many initiatives planned in 2023 by GJC. We have our large-scale B2B expo India Gem & Jewellery Show (GJS), scheduled from 7th to 10th April 2023 at Mumbai. We are also doing Labham an educational seminar focused on compliance and best business practices across India, including tier 2 and tier 3 cities. Apart from this, we have also partnered with Goldcraft, which is a special manufacturing zone in JuiNagar, which is approx. 25 km from Mumbai. We also planning to relaunch our long-awaited B2C initiative 'Lucky Lakshmi' during Diwali this year. We shall also be doing PMI, National Jewellery Awards, Manthan, GJC Nite, Abhushanam, and National Conference this year.

B2B reach-out: There are too many jewellery shows in almost every part of the country. How will GJC differentiate, and what is the value proposition in GJC B2B initiatives?

GJS is built on the principles of Humara Apna Show, wherein

every jeweller is a stakeholder of this show and has a role to play towards its success. From offering complimentary stays and meals for hosted buyers to an attractive corporate travel option through flight, everything is available at GJS. We will be taking utmost care of our valued exhibitors and visitors and give them a memorable experience for our upcoming GJS scheduled from 7th to 10th April at Bombay Exhibition Centre, Nesco, Mumbai.

B2C initiatives: Do you have any plans for the B2C segment? If so, please share it.

This year we would be launching our most awaited B2C initiative Lucky

Lakshmi, which is rebranded as India Jewellery Shopping Festival (IJSF). The magnitude of this program is very huge and this is coming back to the industry after a gap of a decade, thus the expectation and excitement is huge. The scheme will be activated during Diwali and there are many unique surprises along with this initiative.

Export facilitation: Please share some of the programs meant to augment exports of jewellery from India.

For GJS 2023, we are focusing on international buyers as well. This will boost export opportunities for our exhibitors and play an important

aspect in promoting 'Make in India'.

On policy reforms needed in the gem and jewellery sector: In your opinion, what areas are urgently needed?

Most urgent is the reduction in Import Duty, which is very critical as this has encouraged the grey market. Also in Hallmarking, there are a few pending critical concerns, which should be addressed by the BIS. We have also recommended for revamped Gold Monetisation Scheme for the Gems & Jewellery Industry and have also submitted a detailed roadmap for its successful execution. ■■■

FORM IV

Statement about ownership and other particulars about newspaper (Bullion World) to be published in the first issue every year after the last day of February

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- 6. Names and addresses of individuals who own the newspaper and partners or shareholders holding

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Ramaiah Street, HAL Airport Road,
Kodihalli, Bangalore 560008

More than one per cent of the total capital

I, Mr G Srivatsava, hereby declare that the particulars given above are true to the best of my knowledge and belief.

G Srivatsava

Signature of Publisher

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