



SPONSORED BY THE MINISTRY OF COMMERCE & INDUSTRY

PRESS RELEASE

AN INDUSTRY WITH A HEART !

**The Gem & Jewellery Export Promotion Council Contributes
Rupees 50 Crores from its Reserves**

**To Fund livelihood of Daily Wage Workers of the Gems &
Jewellery Industry**

To Fund the Government Initiatives to fight Covid-19

Mumbai, 26th March: The Gem & Jewellery Export Promotion Council, the apex body of the Gem and Jewellery industry in India, has come forward to contribute a **Fund of Rs. 50 Crores** from its own reserves to help the needy workers of the industry impacted by Covid-19. The Fund allocated by GJEPC will also be utilized to support the Government in undertaking several initiatives to fight the current crisis in India.

Mr. Pramod Agrawal, Chairman, GJEPC said, "In our endeavour to combat the situation caused by Covid-19, GJEPC, from its own reserves, has decided to contribute **Rs. 50 crores** towards several welfare initiatives to be undertaken in the current scenario. The economic situation of our country and that of our industry has taken a severe beating. Our businesses are impacted but the most affected is our Daily wage worker community. This is an industry that contributes 7% to India's total GDP and employs more than 5 million work force. It becomes important and mandatory at such distressing times to take adequate care of our employees and support them wholeheartedly. We have braved many turmoils and this time will be no different. This is the time to show solidarity

towards our Nation and our Industry. It's time for us to reveal our philanthropic side once again."

Under the strong and able leadership of our **Honourable Prime Minister Shri Narendra Modi** , Govt of India has initiated proactively every possible measure to contain the spread of this virus in the country.

GJEPC has pledged to serve the Nation and in particular the Indian Gem & Jewellery Industry in every possible manner. Following steps have been undertaken by the apex body towards the Relief Measures

1. **GJEPC has appealed to all its Members to take care of their employees during the lockdown period as also stated by the Govt. and demonstrate a united and humane approach at these unprecedented times.**
2. **GJEPC has contributed a sum of Rs. 50 Crores from it's own reserves to mitigate the impact of Covid 19 on the Industry and Nation at large**
 - a. The fund allocated by GJEPC will be utilised to aid the Daily Wage Workers employed in the Gems & Jewellery Industry whose livelihood is directly impacted by Covid 19
 - b. The contributed fund will also be used for funding specific initiatives undertaken by Govt. for the public at large in India to fight Covid 19, such as creation of medical facility, health related needs or any other.
 - c. The Council has formed a Task Force to decide on modalities of utilisation of Rs 50 crores donated by GJEPC by identifying the Industry needs and initiatives of Government to support in the current scenario
 - d. GJEPC urges all sections of the industry , the trade bodies, organisations associated with Gems & Jewellery sector to come forward and replicate GJEPC's efforts by also generously donating towards support of the needy workers of the trade and fund initiatives of Government to tackle the COVID 19 crisis.

Colin Shah, Vice Chairman, GJEPC said, "We at GJEPC will leave no stone unturned when it comes to protecting and taking care of the Industry workers as they are the backbone of the trade."

"We are thankful to the Govt. for announcing certain waiver in compliance and tax filings to mitigate the woes of all industries. We have also represented to the Honourable Finance Minister and to Hon' Commerce Minister with measures that need to be implemented to revive the Indian gem & jewellery industry from this crisis. Daily wage job workers are rendered job less due to cancellation of export orders. In order to ensure minimum livelihood to these job workers, we have proposed to the Govt. that the G&J sector be included in the list of job works covered under the MNREGA scheme so that these workers are able to sustain themselves during this difficult time"

The entire gem and jewellery industry have come together and expressed their solidarity to the Hon'ble Prime Minister's as well as Government's tireless efforts to contain the epidemic in the country

About GJEPC

GJEPC is the Apex body of Gem & Jewellery Trade in India sponsored by Ministry of Commerce Govt of India , with 7000 Members across the country. The Council has offices across Mumbai, Delhi, Chennai, Kolkatta, Jaipur and Surat. The Council spearheads USD40 Billion Gems & Jewellery Industry and plays pivotal role in Promoting sectoral exports, Policy Recommendations to the Govt on behalf of the trade, Provide sustainable Development through infrastructure development and CSR, promote Self Regulation through MyKYC and is the Nodal Agency for Kimberley Process in India. Education and Research is provided through 5 IIGJs and Laboratories across India. For more information log on to www.gjepc.org

For more information on the Release , contact Ms. Dolly Choudhary, Director , Promotions & Marketing, GJEPC: dolly@gjepcindia.com/[9987753823](tel:9987753823)