

# WHY BE A MEMBER OF GJF ?

With gaps narrowing between markets at not only domestic levels, but also on global scale, there is a constant exchange of information, concepts and business best practices; allowing for market expansion, healthy competition and setting of new benchmarks and higher standards in terms of products and services offered to the consumers.

A membership with GJF, allows members to extend their reach across business segments and explore mutually beneficial relationships.

Be a part of India's leading and eminent trade representative body of the gems and jewellery industry:

- Develop the road map for success. GJF provides members numerous programmes and services to increase networking opportunities and connect with the best in the trade at domestic and international levels.
- GJF Undertakes various issues that affect the trade with the Central & State Government offices and departments in a persuasive and unified manner.
- Develop solutions and plans to address the various issues related to the jewellery community; protecting the industry against socio-economic downturns & conditions.
- Be a part of meetings, programmes and annual conventions that encourage exposure to new ideas, trends, policies and trade related development. Obtain trade oriented reports.
- Leverage the training and development programs for your businesses and staff to enhance your business practices and upgrade your skill set and talent pool.

Be a part of India's leading and eminent trade representative body of the gems and jewellery industry today!

by VIAVistas.co.in



For Membership Enrollment or more information,  
Contact Us Today !

## ALL INDIA GEMS & JEWELLERY TRADE FEDERATION

P & S Corporate House, Plot No. A-56,  
Road No. 1, 5<sup>th</sup> Floor, Near Tunga International,  
MIDC, Andheri (East), Mumbai - 400 093.

Tel.: +91 22 6738 2727 | Email: [infodesk@gjf.in](mailto:infodesk@gjf.in)

[www.gjf.in](http://www.gjf.in)

Cover Image : Design by Anand Shah

## ALL INDIA GEMS & JEWELLERY TRADE FEDERATION



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## ABOUT GJF

All India Gems & Jewellery Trade Federation a national trade body for the promotion and growth of trade in gems and jewellery across India was established in 2005 with the mission to support and promote the progress and prosperity of all members in the Gems and Jewellery industry across India. Since its inception, GJF has played a vital role in accelerating the process of transformation of the industry to be more organised and professional, generating much respect and confidence amongst consumers at large.

Representing over 300,000 members of the domestic gem and jewellery industry, GJF serves as an interface between the Government and the industry, actively engaging in dialogue, meetings and making presentations to various Ministries and Parliamentary Committees addressing industry issues, proposing and collaborating on initiatives for the growth of this sector. As a responsible trade body, GJF continues its efforts in promoting best business practices, setting up of quality standards as well as skill development for growth of career opportunities and entrepreneurship within the industry.

### Industry Partnerships

GJF associates with industry bodies such as Gem and Jewellery Export Promotion Council (GJEPC) and as a Founding member of the Gem & Jewellery Sector Council of India (GJSCI), set up by the Government under National Skill Development Corporation (NSDC), reaffirms its commitment towards holistic development of the industry segment in the country. GJF also collaborates with numerous other industry bodies and associations to promote trade across the different regions and business constituents in the country.

### National Presence

Boasting of a strong national presence across 24 states and over 300 cities, GJF members include Manufacturers, Retailers – Single & Multi-stores, Wholesalers, Allied Services, Machinery Manufacturers & Bullion dealers, representing the entire industry segment from gold, silver, platinum, diamonds, Gem stones, etc.



The success of the jewellery industry depends on the confidence and trust of jewellery consumers and GJF continues to encourage integrity, transparency, quality and value across the industry value chain.

Based on the sole the objective to address industry issues, facilitate development, entrepreneurship and nurture talent to progress its growth trajectory, GJF has been undertaking various initiatives on behalf of and for the industry.



**Labham:** Is an educational programme on Best Business Practices and Compliance tailor made for the jewellers. Labham helps participants understand regulatory framework for conducting business in numerous ways as it provides an overview of Finance, Banking, Accounting, Direct/ Indirect

Taxation, Regulatory Compliance, Operations Management, Standardization, Certification, etc.

**Trustmark:** Is a Systems and Process Certification Programme developed by the international organization ISOQAR from UK for the trade and is based on the principle of continuous improvement to help jewellery businesses to strategize, plan and grow both top line and bottom line. The programme is built with the objective to promote transparency between the industry and end-consumers, enhance credibility of the jewellery businesses as well as enable fund-raising for the industry.



**National Jewellery Awards:** Every year GJF recognizes jewellers for their creativity and excellence in the jewellery business by presenting them with the top most jewellery awards in India. GJF's NJA features various award categories covering all the segments of the jewellery industry. Ever since its introduction in 2011, NJA has become the industry's most prestigious award.

### Preferred Manufacturer Of India

**(PMI):** Envisaged by GJF as a 360o marketing programme, PMI provides manufacturers, wholesalers and retailers of the country a unique and dedicated platform to interact and reinforce business relationships. This holistically planned programme aims to fulfill numerous business objectives of the participants and visitors alike, with a focus on increasing profitability, offering competitive advantage, promoting service excellence and reduce marketing and promotional costs.



### Gems & Jewellery Times:

GJF publishes the bi-monthly Gems & Jewellery Times, a B2B magazine that serves as the industry's mouthpiece. It provides members with regular news, updates, features

and stories of the diverse segments and components of the industry. The magazine also shares design trends and advice, both international and domestic, which is most popular amongst industry members.



GJF also undertakes various retail sales training programmes for Skill upgrade, student sponsorship for eligible students in jewellery design to encourage and create a talent pool of world class jewellery designers, numerous B2B programmes to promote the business sector at regional levels, as well as undertaking PR & promotional campaigns for promotion of the trade.