GOVERNMENT OF INDIA
MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
DEPARTMENT OF CONSUMER AFFAIRS

RAJYA SABHA
UNSTARRED QUESTION No. 71
TO BE ANSWERED ON 02.02.2024

HALLMARKING OF GOLD JEWELLERY

71.   SHRI BIPLAB KUMAR DEB

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

(a)   the status of the mandatory hallmarking of gold jewellery and artifacts which has been implemented in each State and district since its launch in 2020;
(b)   the details of steps taken to educate consumers about this initiative; and
(c)   whether there are any plans to extend mandatory hallmarking to other precious metals or types of jewellery, if so, the details thereof?

ANSWER

THE MINISTER OF STATE, CONSUMER AFFAIRS,
FOOD AND PUBLIC DISTRIBUTION
(SHRI ASHWINI KUMAR CHOUBEY)

(a) : The BIS Act, 2016 has enabling provisions for making hallmarking of precious metal articles mandatory by Central Government. The mandatory hallmarking relating to Gold Jewellery and Gold Artefacts was implemented w.e.f. 23 June 2021 by issuing a Quality Control Order.

i) First phase of the mandatory hallmarking was implemented w.e.f 23 June 2021 in 256 districts for 14, 18 and 22 karats of gold jewellery/artefacts.

ii) Second phase of mandatory hallmarking was implemented wef 01 June 2022 in 288 (additional 32 districts) districts for 14, 18, 20, 22, 23 and 24 karats of gold jewellery/artefacts.

(iii) Third phase of mandatory hallmarking was implemented wef 06 September 2023 in 343 (additional 55 districts) districts for 14, 18, 20, 22, 23 and 24 karats of gold jewellery/artefacts (A list of 343 districts is given at **Annexure**).

(b) : Bureau of Indian Standards is actively working in generating awareness among the Consumers and stakeholders about the benefits of hallmarking scheme. BIS interacts with its stakeholders through extensive outreach programmes communicating about benefits of hallmarking to all.
* BIS utilizes a wide variety of channels available to reach out to consumers and consumer groups in both rural as well as urban areas. BIS has been engaging with stakeholders by carrying out Awareness Programmes throughout the country through its network of 5 regional offices and 38 branch offices spread evenly across all the states of the country.

- Each branch office has been actively involved in carrying out such programmes for Consumers, Jewellers, Artisans, Hallmarking Centres in the areas under their jurisdiction. These programmes focus on informing consumer about BIS hallmarking scheme, advantages of buying hallmarked gold jewellery. BIS also informs all stakeholders on the system of identifying hallmark jewellery through BIS CARE software application and on registration of grievances through its app and website.
- The following publicity/outreach initiatives have been undertaken by BIS for generating awareness about buying only hallmarked gold jewellery:
    - A 30 days pan India campaign through AIR was executed in the years 2021-22 and 2022-2023 on 29 FM Stations, 42 Vividh Bharati National stations and Mann ki Baat highlighting Hallmarking and use of Hallmarking Unique Identification (HUID) on each precious jewellery item.
    - Extensive Hallmarking and HUID promotion is undertaken through BIS Care App.
    - BIS Talks on Hallmarking (June 2021) on YouTube are available for consumer awareness and information.
    - Print advertisements on benefits of hallmarking to make consumers aware about how they can check the purity of gold (2021 -2022).
    - IRCTC website was utilized for promoting BIS Care App and its features (including Verify HUID Code) (2022 -2023).
    - Hallmarking Publicity Campaign through "DD Conclave" was executed. The telecast of this conclave was on DD News daily from 6pm to 8pm from 03.06.2022 to 11.06.2022.
    - Hallmarking publicity campaign was executed through Cycle Stand Outdoor Display media, located in front of BIS Main Building at ITO, New Delhi, for a duration of 1 month.
- Along with the Headquarter, the following publicity activities have been executed through BIS Regional and Branch offices to ensure awareness on gold hallmarking reaches in all parts of the country.

    - A Hallmarking Print Advertisement on the eve of Akshay Tritiya was released on 3 May 2022.
    - A print campaign on second phase of mandatory hallmarking scheme was released on 14 May 2022 and 27 May 2022.
    - Hoardings in Post Offices & LED displays inside Post Offices in Rural Areas.
    - Hoardings in Rural & Mofussil Bus Terminals
    - Metro Train inside Coach Branding
    - LED Screens in Cinema Malls
    - Select Metro Train Stations
    - Display Screens at Railway Stations.
    - Standards Clubs in Educational institutions, Door - to -Door Campaigns.
    - Additionally, Department of Consumer Affairs (DoCA) has developed Audio Visual videos (AVs) on Hallmarking (2023 -2024) which were further publicized through BIS Social Media handles and on YouTube.
    - Hallmarking and HUID publicized through static/Gif/Reel Posts through BIS social media platforms.

Consumer and Jeweller Awareness Programme carried out in the last three years and current year are as under:

Year	Consumer Awareness Programmes	Jeweller Awareness Programmes
2020-21	213	74
2021-22	821	717
2022-23	454	293
2023-24 (as on 29.01.2024)	243	159

(c):   Hallmarking is presently applicable to Gold Jewellery and Gold Artefacts only.

*****

List of 343 districts covered under the mandatory hallmarking Vide Hallmarking of Gold Jewellery and Gold Artefacts (Third Amendment) Order, 2023, dated,6th September, 2023

S. No	State/Union Territory	District
(1)	(2)	(3)
1	Andhra Pradesh	1. Anantapur
		2. Annamayya
		3. Dr. B. R. Ambedkar Konaseema
		4. East Godavari
		5. Eluru
		6. Guntur
		7. Kadapa
		8. Krishna
		9. Kurnool
		10. N.T.R
		11. Nandyal
		12. Nellore
		13. Prakasham
		14. Srikakulam
		15. Visakhapatnam
		16. Vizianagaram
		17. West Godavari
2	Assam	1. Barpeta
		2. Bongaigaon
		3. Cachar
		4. Jorhat
		5. Kamrup Metro
		6. Nagaon
		7. Tinsukia
		8. Siva Sagar
3	Bihar	1. Begusarai
		2. Bhagalpur
		3. Bhojpur
		4. Buxar
		5. Darbhanga
		6. East Champaran
		7. Gaya
		8. Khagaria
		9. Kishanganj
		10. Madhubani
		11. Munger
		12. Muzaffarpur
		13. Nalanda
		14. Nawada
		15. Patna
		16. Rohtas
		17. Samastipur
		18. Saran
		19. Sitamarhi

		20.	Saharsa
		21.	Siwan
		22.	Madhepura
		23.	Purnea
4	Chandigarh	1.	Chandigarh
5	Chhattisgarh	1.	Bilaspur
		2.	Durg
		3.	Raipur
		4.	Rajnandagaon
6	Delhi	1.	Central Delhi
		2.	East Delhi
		3.	New Delhi
		4.	North Delhi
		5.	North West Delhi
		6.	South Delhi
		7.	South east Delhi
		8.	West Delhi
7	Goa	1.	North Goa
		2.	South Goa
8	Gujarat	1.	Ahmedabad
		2.	Amreli
		3.	Anand
		4.	Banaskantha
		5.	Bharuch
		6.	Bhavnagar
		7.	Botad
		8.	Devbhoomi Dwarka
		9.	Gir Somnath
		10.	Jamnagar
		11.	Junagadh
		12.	Kheda
		13.	Kutch
		14.	Mehsana
		15.	Morbi
		16.	Navsari
		17.	Patan
		18.	Porbandar
		19.	Rajkot
		20.	Sabarkantha
		21.	Surat
		22.	Surendranagar
		23.	Tapi
		24.	Vadodara
		25.	Valsad
9	Haryana	1.	Ambala
		2.	Bhiwani
		3.	Charkhi Dadri
		4.	Faridabad
		5.	Fatehabad
		6.	Gurugram
		7.	Hissar
		8.	Jind
		9.	Kaithal
		10.	Karnal
		11.	Kurukshetra

		12. Mahendragarh
		13. Palwal
		14. Rewari
		15. Rohtak
		16. Sirsa
		17. Sonipat
		18. Yamuna Nagar
10	Himachal Pradesh	1. Hamirpur
		2. Kangra
		3. Mandi
11	Jammu & Kashmir	1. Jammu
		2. Kathua
		3. Samba
		4. Srinagar
		5. Udhampur
12	Jharkhand	1. Bokaro
		2. Dhanbad
		3. East Singhbhum
		4. Garhwa
		5. Ranchi
		6. Deoghar
13	Karnataka	1. Bagalkot
		2. Belagavi
		3. Bengaluru urban
		4. Dakshina kannada
		5. Davanagere
		6. Dharwad
		7. Gadag
		8. Gulbarga
		9. Hassan
		10. Kolar
		11. Mandya
		12. Mysore
		13. Raichur
		14. Shimoga
		15. Tumkur
		16. Uduppi
		17. Uttara kannada
		18. Vijaypura (Bijapur)
		19. Chikkamagaluru
		20. Bellary
14	Kerala	1. Alappuzha
		2. Ernakulam
		3. Kannur
		4. Kasaragod
		5. Kollam
		6. Kottayam
		7. Kozhikode
		8. Malappuram
		9. Palakkad
		10. Pathanamthitta
		11. Thiruvananthapuram
		12. Thrissur
		13. Wayanad

15	Madhya Pradesh	1. Balaghat
		2. Bhopal
		3. Chhatarpur
		4. Chhindwara
		5. Dewas
		6. Gwalior
		7. Indore
		8. Jabalpur
		9. Katni
		10. Morena
		11. Ratlam
		12. Rewa
		13. Satna
		14. Ujjain
16	Maharashtra	1. Ahmednagar
		2. Akola
		3. Amravati
		4. Aurangabad
		5. Chandrapur
		6. Dhule
		7. Jalgaon
		8. Jalna
		9. Kolhapur
		10. Latur
		11. Mumbai city
		12. Mumbai suburban
		13. Nagpur
		14. Nanded
		15. Nandurbar
		16. Nashik
		17. Palghar
		18. Parbhani
		19. Pune
		20. Raigad
		21. Ratnagiri
		22. Sangli
		23. Satara
		24. Sindhudurg
		25. Solapur
		26. Thane
		27. Wardha
		28. Yavatmal
17	Odisha	1. Balasore
		2. Bhadrak
		3. Cuttack
		4. Ganjam
		5. Jajpur
		6. Khordha
		7. Mayurbhanj
		8. Puri
		9. Sambalpur
18	Puducherry	1. Puducherry

19	Punjab	1. Amritsar
		2. Barnala
		3. Bathinda
		4. Fatehgarh Sahib
		5. Fazilka
		6. Ferozepur
		7. Gurdaspur
		8. Hoshiarpur
		9. Jalandhar
		10. Kapurthala
		11. Ludhiana
		12. Malerkotla
		13. Mansa
		14. Moga
		15. Pathankot
		16. Patiala
		17. Sangrur
		18. Shaheed Bhagat Singh Nagar
		19. Sri Muktsar Sahib
20	Rajasthan	1. Ajmer
		2. Alwar
		3. Banswara
		4. Bhilwara
		5. Bikaner
		6. Churu
		7. Hanumangarh
		8. Jaipur
		9. Jhunjhunu
		10. Jodhpur
		11. Kota
		12. Nagaur
		13. Pali
		14. Sawai Madhopur
		15. Sikar
		16. Sirohi
		17. Sriganganagar
		18. Udaipur
		19. Jalore
21	Tamil Nadu	1. Chennai
		2. Coimbatore
		3. Cuddalore
		4. Dharmapuri
		5. Dindigul
		6. Erode
		7. Kallakuruchi
		8. Kanyakumari
		9. Karur
		10. Krishnagiri
		11. Madurai
		12. Nagapattinam
		13. Namakkal
		14. Pudukkottai
		15. Ramanathapuram
		16. Salem
		17. Sivaganga

		18. Tenkasi
		19. Thanjavur
		20. Theni
		21. Thoothukudi
		22. Tiruchirappalli
		23. Tirunelveli
		24. Tirupathur
		25. Tirupur
		26. Tiruvannamalai
		27. Tiruvarur
		28. Vellore
		29. Viluppuram
22	Telangana	1. Hyderabad
		2. Khammam
		3. Mancherial
		4. Medchal-Malkajgiri
		5. Nalgonda
		6. Nizamabad
		7. Peddapalli
		8. Rangareddy
		9. Warangal (Rural)
		10. Warangal (Urban)
		11. Karimnagar
		12. Mahabubnagar
23	Tripura	1. North Tripura
		2. West Tripura
24	Uttar Pradesh	1. Agra
		2. Prayagraj
		3. Ambedkar Nagar
		4. Auraiya
		5. Azamgarh
		6. Ballia
		7. Barabanki
		8. Bareilly
		9. Bhadohi
		10. Budaun
		11. Deoria
		12. Etawah
		13. Faizabad
		14. Gautam Buddha Nagar
		15. Ghaziabad
		16. Gorakhpur
		17. Jaunpur District
		18. Jhansi
		19. Kanpur Nagar
		20. Lucknow
		21. Mathura
		22. Meerut
		23. Mirzapur
		24. Moradabad
		25. Muzaffarnagar
		26. Pratapgarh
		27. Raebareli
		28. Saharanpur
		29. Shahjahanpur

		30. Varanasi
		31. Basti
25	Uttarakhand	1. Dehradun
		2. Haridwar
		3. Nainital
		4. Pauri Garhwal
		5. Pithoragarh
26	West Bengal	1. Alipurduar
		2. Bankura
		3. Birbhum
		4. Dakshin Dinajpur
		5. Darjeeling
		6. Hooghly
		7. Howrah
		8. Jalpaiguri
		9. Coochbehar
		10. Kolkata
		11. Malda
		12. Murshidabad
		13. Nadia
		14. North 24 Parganas
		15. Paschim Bardhaman
		16. Paschim Medinipur
		17. Purba Bardhaman
		18. Purba Medinipur
		19. Purulia
		20. South 24 Parganas
		21. Uttar Dinajpur

*****