

Government of India
Ministry of Consumer Affairs, Food and Public Distribution
Department of Consumer Affairs

LOK SABHA
UNSTARRED QUESTION NO. 1770
TO BE ANSWERED ON 13.12.2023

MANDATORY HALLMARKING

1770. SHRI TAPIR GAO:

Will the Minister of **CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION** उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्री 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) whether any steps have been taken to educate consumers about this initiative, if so, the details thereof; and
- (c) whether there are any plans to extend mandatory hallmarking to other precious metals or types of jewellery, if so, the details of the said plan?

ANSWER

उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण राज्य मंत्री
(श्री अश्विनी कुमार चौबे)

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 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 w.e.f 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 w.e.f 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) : Yes Sir, Bureau of Indian Standards (BIS) is working relentlessly towards generating awareness among the Consumers and other stakeholders about the benefit of hallmarking scheme. It is the endeavour of BIS to interact with all of its stakeholders through extensive outreach programmes.

- 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 jewellers, Benefits of Standardization, promotion of BIS Standard Mark, and educating them on the misuse of BIS Standard mark & Complaint Redressal System for products with BIS Standard Mark.
- The following publicity/outreach initiatives have been undertaken by BIS for awareness about buying only hallmarked jewellery:
 - A 30 days pan India campaign through AIR was executed on air on 29 FM Stations, 42 Vividh Bharati National stations and Mann ki Baat in which Hallmarking HUID was also highlighted. Campaign was run for two years i.e. 2021-2022 and 2022- 2023.
 - Hallmarking HUID promotion through BIS Care App print ad. (2020-2021) 206847/2023/HMD 687
 - BIS Talks on Hallmarking (June 2021) <https://www.youtube.com/watch?v=YWFj4qQq4Jw>
 - Print ad on 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 publicity activities are being executed through Regional and Branch offices to ensure reaching each and every corner of the country. In RO/BOs, Publicity on Hallmarking -HUID has been undertaken.
 - 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 on 14 May 2022 and 27 May 2022.
 - Hoardings in Post Offices & LED displays inside Post Offices in Rural Areas
 - Hoardings in select Bus Terminus
 - Metro Train Inside Branding
 - LED Screens in Cinema Malls

- Select Metro Train Stations
- Display Screens at Railway Stations.
- Standards Clubs in Educational institutions, Door - to -Door Campaigns etc.,
- Additionally, Department of Consumer Affairs (DoCA) has developed AVs on Hallmarking (2023 - 2024) which were further publicised through BIS Social Media handles - <https://youtu.be/ihUwdIzAHpo> - https://youtu.be/YzQHf7_Y044
- Hallmarking HUID is also regularly 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 is as under:

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

(c) : There is no plan in the Government at present to extend mandatory hallmarking to other precious metals or types of jewellery.

ANNEXURE REFERRED IN REPLY TO PARTS (a) TO (c) OF LOK SABHA UNSTARRED QUESTION NO.1770 FOR 13.12.2023 BY SHRI TAPIR GAO REGARDING MANDATORY HALLMARKING.

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. Vijayapura (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
