

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

LOK SABHA
UNSTARRED QUESTION NO. 2559
TO BE ANSWERED ON 07.08.2024

HALLMARKING OF GOLD JEWELLERY

2559. SHRI RAJESH VERMA:

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 and if so, the details thereof; and
- (c) whether there are any plans to extend mandatory hallmarking to other precious metals or types of jewellery and if so, the details thereof?

ANSWER

उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण राज्य मंत्री
(श्री बी.एल. वर्मा)

THE MINISTER OF STATE
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI B.L.VERMA)

(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.

The implementation of mandatory hallmarking of gold jewellery and artefacts has been rolled out in phases. The first phase began on June 23, 2021, covering 256 districts for 14, 18, and 22 karat gold. The second phase started on June 1, 2022, expanding to 288 districts and including 14, 18, 20, 22, 23, and 24 karat gold. The third phase, effective from September 6, 2023, further extended to 343 districts with the same range of karat gold. The list of 343 districts is available at the link [https://egazette.gov.in/\(S\(rxsbdckfdyyz3loydcjpvv2h\)\)/ViewPDF.aspx](https://egazette.gov.in/(S(rxsbdckfdyyz3loydcjpvv2h))/ViewPDF.aspx)

(b) : Bureau of Indian Standards is actively working in generating awareness about the benefit of hallmarking scheme among the Consumers and stakeholders by interacting with them through extensive outreach programmes.

- BIS utilizes a wide variety of channels available to reach out to consumers and consumer groups in both rural and urban areas. BIS has been engaging with stakeholders by carrying out Awareness Programmes throughout the country through its network of 5 regional offices and 36 branch offices spread across 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 spreading awareness about buying only hallmarked jewellery:
 - A 30 days' pan India campaign through AIR was executed in the years 2021-22 and 2022-2023.
 - Hallmarking HUID promotion through BIS Care App.
 - BIS Talks on Youtube/ Print advertisements/ IRCTC website/DD conclave.
 - Hoardings in Post Offices & LED displays inside Post Offices in Rural Areas/Hoardings in Mofussil 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 through Regional Offices/Branch Offices
 - Audio Visual videos (AVs)on hallmarking were publicized through BIS Social Media handles and on YouTube during the year 2023-24.
 - 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	2300	227

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