



INDIA BULLION AND JEWELLERS ASSOCIATION LTD.

Since 1919

## **PRESS RELEASE**

IBJA acknowledges the proposed proposal of Photocard of Hallmarked Jewellery proposed by Indian Association of Hallmarking Centres.

As the Government proposes to change the voluntary hallmarking to compulsory in the near future, it is necessary that the Industry gears up to win the confidence of the Government as well as the customers.

We are sure; the proposal of Photocard Hallmark Jewellery will go a long way to streamline organised and ethical business.

Enclosed: Proposal for Photocard for Hallmarked Jewellery.

Thanking You,

Surendra Mehta  
National Secretary – IBJA

## Proposal for Photocard for Hallmarked Jewellery

The gold hallmarking scheme of the Bureau of Indian standards has been growing rapidly over the past 17 years, with 500 HM centres all over the country and more than 20000 jewellers adopting the BIS license scheme. However much more needs to be done to ensure that the end consumer is getting genuinely hallmarked jewellery, with a very transparent mechanism for the consumer to verify and ascertain the quality parameters of the jewellery purchased.

The 4 hallmark logos presently laser marked on the jewellery are very small and is difficult for a layman to decipher and verify the authenticity of these logos. To tide over this problem, the Bureau of Indian standards is proposing to introduce a photocard, along with each hallmarked jewellery, similar to the size of a credit card. This photocard shall carry all the details of the hallmarked product, including a magnified picture of the 4 hallmark logos, which will illustrate the BIS hallmark logo, the caratage of the jewellery, the name of the jewellery shop and the name of the hallmarking centre. There are 2 options for this as below:-

**Option 1 :** The A & H Centre should issue the card at the time of hallmarking, following all the parameters of the card as mentioned below.

**Option 2 :** The A & H Centre / a group of A & H Centres shall develop an online system individually / collectively and should either upload the details of the card online or issue the card following all the parameters of the card. Design and parameters of the card are as mentioned below :.

SL. NO.	Parameter	Description
1	<b>Contents of the card</b>	1) Name & Address of A&H Centre 2) <b>Certificate Number (for traceability)</b> 3) Description & photo of the article 4) Purity in carat and fineness 5) weight of jewellery article 6) Name & license number of Jeweller
2	<b>Certificate Number</b>	It will be a number as fixed and decided by the individual A & H Centre / a group of A & H Centres (for Option 2 only) which should enable traceability to the hallmarking done by the centre. It may be a numeric number or an alpha numeric number. It will be printed on the card and engraved on the jewellery article (option 2) hallmarked by the centre.
3	<b>Type of the Card</b>	<b>For Option 1 :</b> <ul style="list-style-type: none"> <li>• Credit card type plastic card</li> </ul> <b>For Option 2 :</b> <ul style="list-style-type: none"> <li>• Credit card type plastic card or</li> <li>• Paper printed card or</li> <li>• Virtual card issued online to the end user's cell phone, released at the time of sale at the jewellery shop</li> </ul>

SL. NO.	Parameter	Description
4	<b>Printing of the Card</b>	<p><b>For Option 1 :</b></p> <ul style="list-style-type: none"> <li>Printed at the A &amp; H Centre itself and issued along with the hallmarked article.</li> </ul>
		<p><b>For Option 2 :</b> It shall have three options as under :</p> <ul style="list-style-type: none"> <li>printed at the A &amp; H Centre and issued along with the hallmarked article</li> <li>printed at the jewellery shop at the time of selling jewellery to the other jeweller accessing details online</li> <li>printed at the jeweler shop at the time of selling jewellery to the end user accessing details online</li> </ul>
5	<b>Implementation Strategy</b>	This photocard is proposed to be introduced in a phased manner. Initially it shall be made applicable only to jewellery articles weighing 20 gm and above.
6	<b>Cost of card / input data</b>	The cost will be recovered by A & H Centres from the jewelers as decided by them from time to time.
7	<b>Requirements and Obligations</b>	<p><b>For Option 1 above :</b> The A &amp; H Centre will have to maintain the traceability to the testing done and will have to issue certificate number accordingly.</p> <p>The A &amp; H Centre will have option to join the online system at any time.</p>
		<p><b>For Option 2 above :</b> An agreement will be executed between A &amp; H Centre and the jeweler for those jewelers who opt for the option of printing the card at their end.</p> <p>For the wholesale jeweller who may be selling their jewellery further to other retail jeweler, one agreement will be executed between these two jewelers and the other agreement will be executed between the wholesale jeweler and the A &amp; H Centre.</p> <p>A &amp; H Centre will verify the system of card printing at the jewelers end as soon as it is installed and ready for use.</p>
8	<b>Time Line for implementation</b>	2 months after the approval of the proposal from BIS.

IAHC will demonstrate the working of online system to BIS before its implementation. BIS after verification, will then make it voluntary or mandatory for all AHCs, to adopt the online system.

This card issued by the hallmarking centre and also by online to the jewellery shop, shall contain the photo of the hallmarked jewellery article, as well as its weight at the time of hallmarking (indicative photo and weight, in case of subsequent addition of lockets, back chain etc at the jewellery shops at the time of sale to the consumer.) It shall also carry the Serial number of hallmarking thereby ensuring full traceability, serving the purpose of the consumer getting an authentic certificate of the hallmarked jewellery purchased. This photocard will be helpful for the consumer to realise better value for his investment in jewellery, when it is pledged for a bank loan or while selling it back at another jewellery shop.

**Benefits of Photocard to Jewellers are as below –**

1. Jewellers can easily trace the selling wholesaler / jewellery shop out of 3 lakhs BIS licensee jewellers across India
2. If Invoice is missing, then from the Photocard / GNR, the jeweller can trace out the details of Jewellery, purity, weight etc
3. From the photocard /GNR , jewellers can easily trace the name of HMC that has done the Hallmarking.
4. Most important is that HMC cannot give fake hallmarking logo or the logo of another HMC for counterfeiting of Hallmark on articles. .
5. For buyback of Jewellery, only the Photocard/GNR is sufficient. By giving the Photocard/GNR the jeweller can easily get the entire details of the jewellery.
6. It will be convenient and easy for pledging or mortgage of jewellery using the photocard

**Benefits of Photocard to HMC are as below –**

1. Easy traceability of the name of the HMC, out of total 500 HMC across India.
2. Easy traceability of licensee Jeweller by giving their name in Photocard/GNR
3. Marking of fake logos or logos of different HMC will not be possible.
4. At the time of picking of market sample from the jewellery shop, earlier it was difficult for BIS officer to ascertain the name of its HMC, but now they can easily give the name of HMC by checking through website.

**Benefits of Photocard to customer are as below –**

1. Before buying the jewellery, customer can check the genuinely of the jewellery by verifying the GNR on the official website, where the customer can get the entire details ie purity, weight, photo etc and after her full satisfaction, she can buy the jewellery with its proof of purity.
2. Customer get the photocard /GNR along with the jewellery, either it will be printed by HMC or by jewellers, it can be printed on plastic card or on paper card or virtual card to the customers cell phone number. For this the customer may have to pay the very nominal charge ie Rs 70/- per article, ie Rs 35/- for hallmarking & Rs 35/- for the card.
3. It will be convenient for customer for exchange/selling of the jewellery, since all the details of the jewellery can be easily available to the jeweller by giving the Photocard / GNR
4. With the help of photocard/ GNR on jewellery, customer gets full value on mortgaging.




# Indian Association of Hallmarking Centres

(Regd. under the Societies Registration Act - XXI of 1860 – No.S-54869 of 2006 / Delhi)

An all India Association of the Bureau of Indian standards recognised Assay and Hallmarking Centres

## Proposed copy of the photocard for Hallmarked jewellery

**JEWELLERY HALLMARK - CERTIFICATE OF QUALITY**



Bureau of Indian Standards



Indian Association of Hallmarking Centres

**Bureau of Indian Standards**

Certificate No. : xxx123  
 Indicative Wt of item : 24 gms  
 Indicative No of pieces : N/A  
 Gold purity : 916 - 22 K

Indicative picture



**4 Hallmark Components**



**Bureau of Indian Standards**

**22K 916**

Purity of gold



Hallmarked at  
Metro HM centre, Mumbai

**ABC**

Metro Jewellers, Mumbai  
BIS licensee Jeweller

**Assumptions & Limitations of Certification**

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**Name and address of HM centre**

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**Name and address of BIS licensed jeweller**

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Complaints on quality of hallmarked jewellery may be forwarded to :  
**Bureau of Indian Standards, Manak Bhavan,**  
 Bahadur shah Zafar Marg, New Delhi      Email ..... Website .....