



20th JJS begins at the Jaipur Exhibition & Convention Centre (JECC)

Rajasthan Government Pledges Support to Gem Bourse as Huge Crowds Turn Out on Opening Day

The Gems and Jewellery Industry contributes significantly to the State's economy, accounting for 17% of Rajasthan's GDP. The Jaipur Jewellery Show (JJS) plays a pivotal role in skill development among the youth, inspiring them to uphold and advance the rich legacy of gems and jewellery. The world's largest gem bourse should be established in Jaipur and the State Government will support this initiative. This was stated by Rajasthan Minister of Industry and Commerce, Rajyavardhan Singh Rathore today at the inauguration of the 20th Jaipur Jewellery Show where he was addressing as the Chief Guest.

Mr. Rathore also proposed the development

of a convention facility similar to Delhi's Bharat Mandapam on a 100-acre site near Jaipur Airport. He further highlighted the need to focus on international markets alongside domestic opportunities. He stressed the importance of leveraging technology to anticipate global market demands and align production accordingly. Furthermore, he emphasised the value of storytelling and showcasing the authenticity of each product to build trust and enhance global appeal.

Chairman of National Gems and Jewellery Council of India (NGJCI), Pramod Derewala, highlighting the infrastructure of Jaipur, informed that within the 4 kilometers radius in Jaipur, there are two



Special Economic Zones (SEZs), one Export Promotion Industrial Park (EPIP), Gems and Jewellery institute, training institute, world-class laboratory and gem bourse coming up.

Chairman of All India Gem and Jewellery Domestic Council, Saiyam Mehra, said that there is an exceptional display of jewellery here and JJS is giving a tough fight to all international shows. JJS has now become the 'Kundan Meena capital' of the country. GJC – All India Gem And Jewellery Domestic Council is working closely with JJS to promote gems and jewellery. He informed that this year, the Zonal Council Meeting

(ZCM) will be attended by over 45 GJC members.

Regional Chairman of the Gem and Jewellery Export Promotion Council (GJEPC), Nirmal Kumar Bardiya, announced that the upcoming Gem Bourse will span an impressive 43,828 square meters, with a total construction area of 30 Lakh square feet. Once operational, it is expected to generate employment opportunities for over 60,000 persons.

JJS Honorary Secretary, Rajiv Jain recapitulated the highlights and traditions of this year's JJS. He said that from a mere 67 booths in 2003, there are over 1200 booths this year. JJS brings everything under one roof, offering a showroom-like experience to visitors while providing a platform for jewellery students and designers to showcase their talent. With 95% of exhibitors returning year after year, JJS stands as a testament to their trust and commitment. The theme of JJS 2024 centres around the 'Ruby' gemstone, as it is the central stone of the 'Navratna', he informed.



Earlier, the Chairman of JJS, Vimal Chand Surana in his welcome address said that Gemfields, as the prime promotion partner along with 15 esteemed partners, brings unparalleled prestige to JJS. Rising Rajasthan, rooted in the same soil and sharing the same grand venue as JJS, is a testament to our shared legacy of excellence. This year's JJS promises to be as spectacular as ever, and I am confident that these four days will be immensely fruitful for traders and visitors alike, further cementing JJS as the crown jewel of the gem and jewellery industry, he said.

The opening ceremony of the show was moderated by the Spokesperson of JJS, Ajay Kala. In his address, he emphasised that

JJS is a comprehensive showcase, bringing together an exquisite range of precious and vibrant colour gemtones. He highlighted how the extensive promotion of Jaipur's gems and jewellery across India has significantly strengthened the city's brand image. Additionally, he lauded the remarkable adoption of Jaipur jewellers' trends, which continues to set new benchmarks in the industry.

The inaugural function began with the lighting of the lamp by the Chief Guest Rajyavardhan Singh Rathore and Guests of Honour, Pramod Derewala, Saiyam Mehra and Nirmal Kumar Bardiya. Later, the JJS Show Guide was released by the dignitaries on the dais.



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