

GJEPC Unveils Bold New Initiatives to Power India's Jewellery Industry into the Future

GJEPC announced major initiatives that reflect the Council's commitment to innovation, digital transformation, and national pride. Nirav Bhansali, Convener – National Exhibitions, GJEPC, and Sabyasachi Ray, Executive Director, GJEPC, gave a lowdown on the new projects aimed at elevating India's position in the global gem and jewellery industry.

IGJME to Become India's Largest Independent Machinery Show

Starting 2026, the India Gem & Jewellery Machinery Expo (IGJME) will no longer run concurrently with IIJS Premiere. Instead, it will be held one month earlier with an

expanded footprint. This change, Bhansali explained, addresses long-standing feedback from participants who felt that the overlap diluted attention from both events.

The revamped IGJME will not only spotlight jewellery-making machinery but also offer a robust platform for advanced technologies such as artificial intelligence (AI), machine learning, ERP software, and digital process improvement tools. Alongside, GJEPC plans to host technology-driven symposiums focusing on productivity, product enhancement, and business growth—turning IGJME into a central hub for manufacturing excellence.

Launch of an AI-Enabled Industry Directory and App

Within the next three months, GJEPC will launch an AI-powered website and mobile app that serves as a one-stop digital directory for the entire industry ecosystem. Designed to function like an intelligent version of Yellow Pages, the platform will allow



users to browse and compare suppliers, service providers, designers, ERP systems, and more—with detailed catalogues and quotation comparisons.

This tool will be free for all GJEPC members to view and use, and businesses across the value chain will be encouraged to list their products and services. The goal is to simplify how our industry connects and collaborates—digitally and efficiently.

Introducing National Jewellers' Day – 17th September

One of the evening's most rousing moments came when Bhansali unveiled the Council's proposal to mark 17th September as National Jewellers' Day. The date coincides with both Vishwakarma Jayanti and the birthday of Prime Minister Narendra Modi, making it a symbolic tribute to craftsmanship and leadership.

To mark the inaugural celebration this year, GJEPC will attempt to break two world records:

- Collect 1,00,000 units of blood across India in 24 hours, making it the largest blood donation drive by any industry worldwide.
- Gather 75,000 video messages from jewellers and citizens across India, wishing the Prime Minister on his 75th birthday.

Both initiatives will be executed in collaboration with trade associations nationwide. Bhansali emphasised that GJEPC will lead from the front in making this a permanent fixture on the national calendar, much like other celebrated days such as Akshaya Tritiya or Valentine's Day.

The Council also introduced a new start-up incubation initiative, Jewel Start to support jewellery entrepreneurs, from market access and funding to mentorship. In collaboration with institutes like NID and featuring top CEOs, the programme aims to build the first-of-its-kind jewellery start-up ecosystem.

With these bold announcements, GJEPC has positioned the industry not just as a pillar of the economy—but as a progressive, tech-forward, and socially responsible force in India's growth story.

