

## Mr. Russell Mehta elected as Vice Chairperson of GJEPC

On 16th October, Mr. Russell Mehta, Managing Director of Rosy Blue India Pvt. Ltd, has been elected unopposed as Vice Chairperson of the Gem & Jewellery Export Promotion Council (GJEPC) for 2015-17.

### Voice of the industry

As the singular apex body of the gems and Jewellery export industry in India, the Gem & Jewellery Export Promotion Council (GJEPC) is the voice of the industry, taking its issues to the government and seeking appropriate measures for resolving them. It plays an advisory role when the Government calls upon it for information or advice on industry matters.

As a trusted industry role model, Russell Mehta's advice was frequently solicited by the trade body, the GJEPC, and he was repeatedly asked to take an active leadership role in its administration.

### Promotional activities

Another crucial aspect of the GJEPC's functioning relates to various measures undertaken to upgrade, up skill and generally improve the industry's standards and products.

The GJEPC's promotional activities include organizing a number of important trade shows held in the country like the India International Jewellery Show (IIJS), Signature IIJS, and India Gem & Jewellery Machinery Expo (IGJME).



The GJEPC also organizes India Pavilions at various leading international shows like JCK Las Vegas, Basel, Vicenzaoro, the Hong Kong Show and several others.

The Council was set up by the Ministry of Commerce, Government of India (GoI) in 1966. It was one of several Export Promotion Councils (EPCs) launched by the Indian Government, to boost the country's export thrust, during Liberalization. Today it represents close to 6,000 exporters in the sector, and has grown to be one of the most active EPCs.

The Council is credited with establishing institutes across the country, foremost among them the Indian Institute of Gems & Jewellery (IIGJ) imparting international quality courses for training artisans and designers for this industry.

### Building relationships

We are very proud of Mr. Russell Mehta being elected as vice chairperson of this Council. Success in the diamond trade is not only about access to roughs and polishing – building customer relationships is equally vital.

Russell Mehta joined the industry at the age of 21 years after graduating from university. He mastered the art of how Rosy Blue graded stones, and then went on to Antwerp where he learnt the art of building productive relationships.

Today Rosy Blue (India) can trace back its history to over fifty years and multiple generations. This journey has been built on a foundation of solid values and traditions that remain true to despite changing times.

