

Niryat Patrika



A monthly newsletter

July 2022



Uttar Pradesh Export Promotion Council

Set up under Department of MSME & Export Promotion, Government of Uttar Pradesh
Niryat Bhawan, 8, Cantt. Road, Qaiserbagh, Lucknow, Uttar Pradesh 226001

From the Editor-in-chief's desk

Dear Readers,

The export from Uttar Pradesh has increased from INR 32,906 Crore (Q1, FY21-22) to INR 44,980 Crore (Q1, FY22-23) thus, registering a growth of 37%. Electronics & electrical machinery was the largest exporting sector from the state for the mentioned period. UP exported INR 9,472 Crore worth of products from this sector which accounted for 21% of total exports from the state, followed by Apparels, not knitted and crocheted, the export value being INR 2,788 Crore.



Editor-in-chief
Dr. Navneet Sehgal,
ACS, Deptt. of MSME &
Export Promotion

The Government of Uttar Pradesh, on regular basis, is undertaking numerous export promotion activities to improve and increase awareness of exporters, improve the visibility of exporters, craftsmen and artisans and the products manufactured by them to the international and overseas buyers. The state government is conducting meetings with Indian embassies and mission in the target markets to identify opportunities for the state's exporters. The government is conducting awareness sessions with an objective of information dissemination on market opportunities for the exporters of the state, UP's performance and capabilities and strategies for scaling up and diversification of exports for the sector, etc. The state plans to organize such awareness sessions for all the priority sectors identified for UP.

This July edition of 'Niryat Patrika' is focused on the Gems and Jewelry sector. This edition discusses on the global market profile of the gems and jewelry sector, UP's export performance, its manufacturing and exporting capabilities that can trigger the growth of the sector in the state and the districts manufacturing various jewelry products.

We look forward to your feedback and inputs. Our telephonic and email helpdesk is available at your disposal for any export related queries.

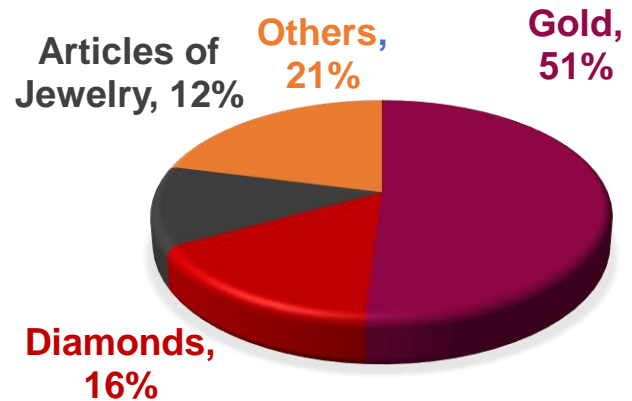
Feature article

Sector in Focus – *Gems & Jewelry*

The total market size of the Gems and Jewelry industry is estimated at USD 829 Bn in 2021. The market has grown from USD 604 in 2017 to USD 829 in 2021 at a CAGR of 8%.

Gold, including gold plated with platinum, unwrought or not further worked products are the largest contributors to imports with a total of USD 348 Bn averaged for the period of 2019-2021 and accounts for 51% of the global import of gems and jewelry products. This is followed by Diamonds and Jewelry articles, that accounts for 16% and 12% of the global imports respectively. Other key products imported globally are products of Platinum including palladium, rhodium, iridium, osmium and ruthenium (7%),

Figure 1. Key category of product accounts for 79% of global import



Waste and Scarp of precious metal (5%), Silver (3%), Article of precious stones (2%), Precious stones (1%), Imitation jewelry (1%), Coins (1%), accounts for 20% of the global imports of gems and jewelry products.

Trade data analysis for Gems & Jewelry articles

The global imports in gems and jewelry sector has shown a steady increase from 2017 to 2021. The total value of gems and jewelry articles has increased from USD 743 Bn in 2017 to USD 1,008 Bn in 2021. The global imports grew at a CAGR of 8% during the last 5 years.

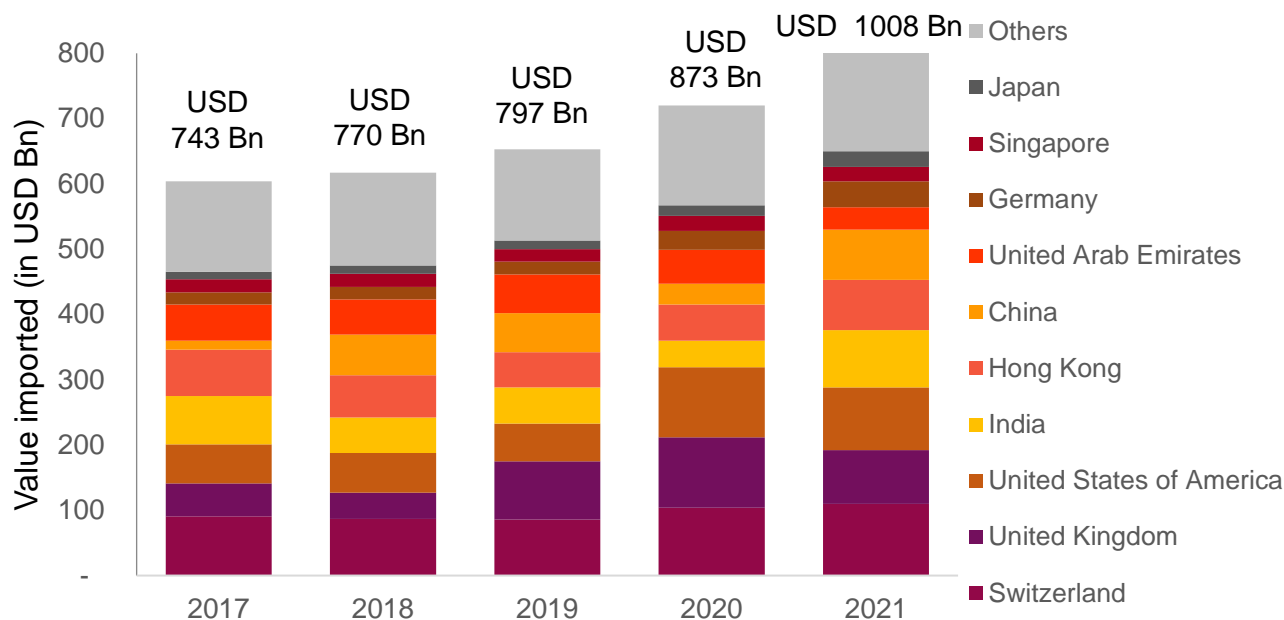
Switzerland, UK, USA, India, Hong Kong, China, UAE, Germany, Singapore and Japan are the leading

importers, accounting for more than 79% of global imports.

Switzerland, UK, USA, India and Hong Kong accounts for 55% of the global import

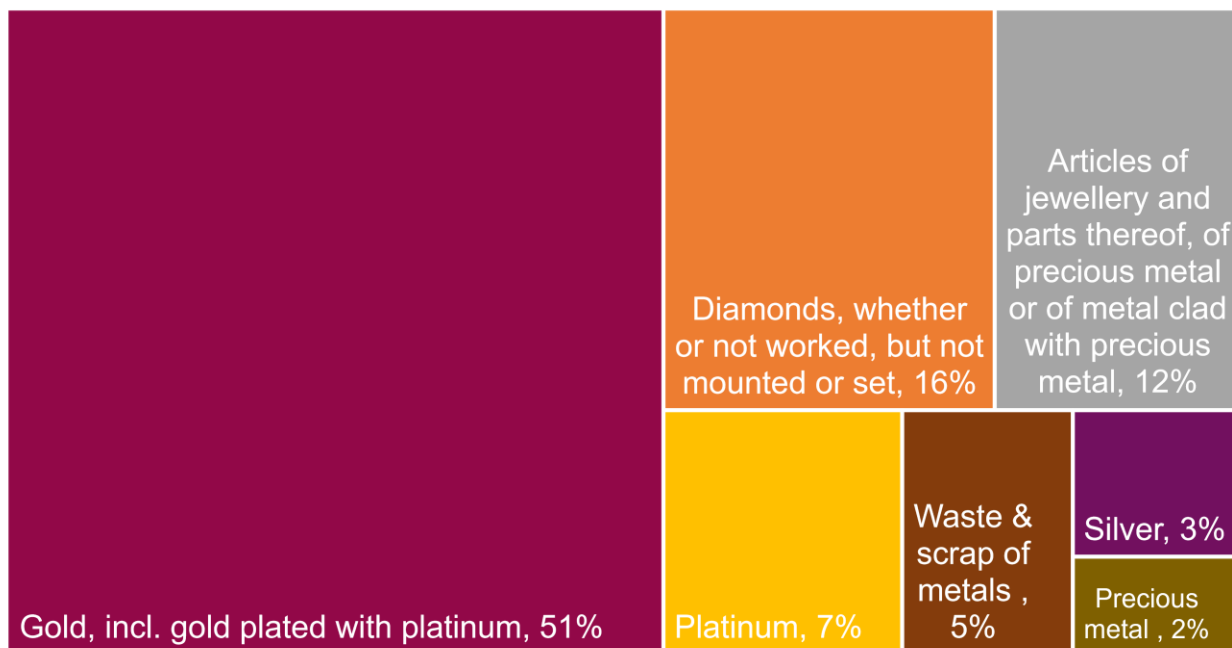
Switzerland, USA, Hong Kong, UK, UAE, India, Russia, South Africa, Canada, and China are the key exporters accounting for 62% of the global exports.

Figure 2. Top importing countries for gems and jewelry



The key product segments with a share of ~96% of gems and jewelry imports globally are gold, platinum, silver, diamonds, articles of precious metal, articles of jewelry and parts, waste and scrap of precious metals.

Figure 4. Key import segments in gems and jewelry sector



Source: Official website of ITC TradeMap

Gems and jewelry exports from Uttar Pradesh

Maharashtra and Gujarat are the largest exporter in the country in the gems and jewelry sector. Uttar Pradesh’s has exported USD 254

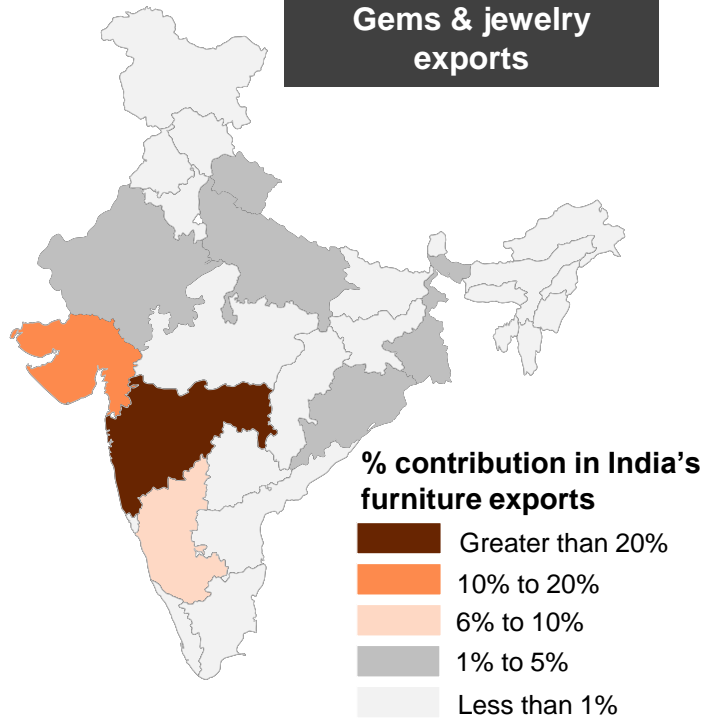
Mn of products under the sector for the year 2021. On an average the state exported USD 270 Mn worth of products for the period 2019 – 2021.

Gems and jewelry exports from Uttar Pradesh

The top 10 destination markets of exports from Uttar Pradesh are UAE, UK, USA, France, Sweden, Qatar, Canada, Australia, Germany, and Hong Kong. These top 10 markets accounts for 93% of export from the state under the gems and jewelry sector.

The key commodities exported from Uttar Pradesh under the gems and jewelry sector are Articles of jewelry and parts thereof, of precious metal other than silver, accounting for ~85% of total gems and jewelry exports from Uttar Pradesh.

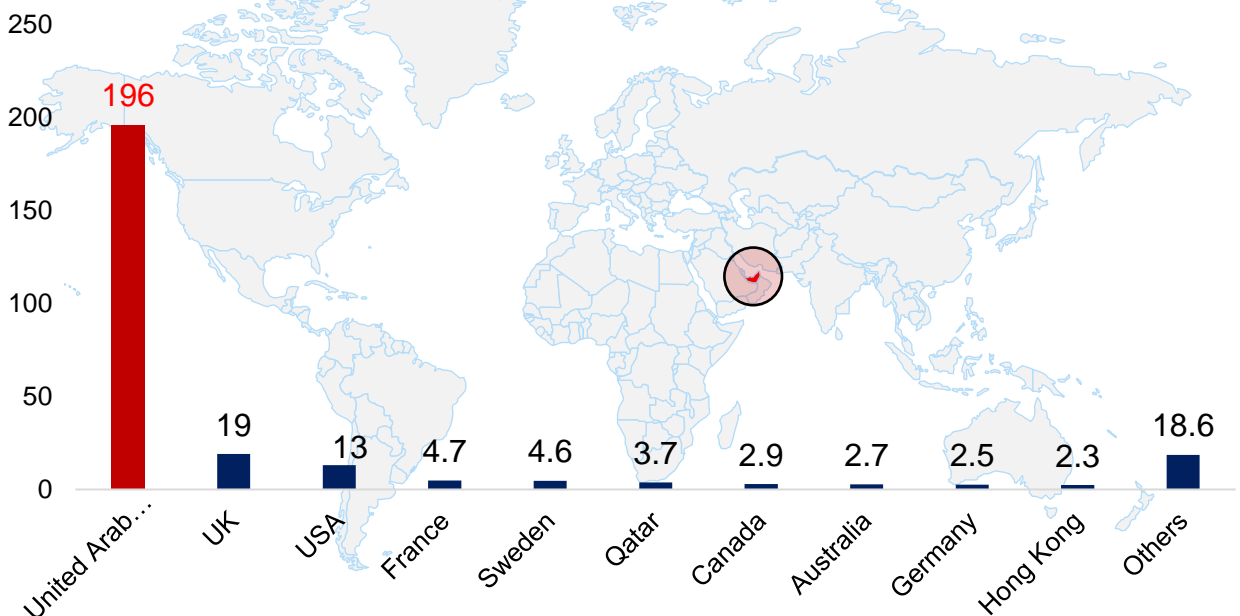
UAE is the largest importing market for the UP's exporter accounting for 73% of gems and jewelry export from the state



Source: Official website of Directorate General of Statistics & Commercial Intelligence (DGCIS)

Figure 6. Country-wise gems and jewelry exports from Uttar Pradesh

Gems and jewelry exports from UP, 3 year average (USD Mn)



Source: Official website of Directorate General of Statistics & Commercial Intelligence (DGCIS)

Other products that are being exported from the state includes Articles of jewelry and parts thereof, of silver, Imitation jewelry, Silver jewelry and Imitation jewelry, of base metal. The top

products at HS 6 level, along the average value of exports done by Uttar Pradesh for the period 2019 -2021 have been detailed in Table 1 the next page.

Table 1. Export data for gems and jewelry being exported from Uttar Pradesh

S. N.	HS Code	Description	UP's exports, 3-year av., 2019 – 2021 (USD Mn)	% Share in total exports	Top 3 markets served by UP
1	711319	Articles of jewelry and parts thereof, of precious metal other than silver, whether or not plated or clad with precious metal (excluding articles > 100 years old)	230	85%	UAE, UK, Sweden
2	711311	Articles of jewelry and parts thereof, of silver, whether or not plated or clad with other precious metal (excluding articles > 100 years old)	16	6%	UK, USA, Australia
3	711790	Imitation jewelry (excluding jewelry, of base metal, whether or not clad with silver, gold or platinum)	12	4%	USA, Spain, France
4	710692	Silver, incl. silver plated with gold or platinum, semi-manufactured	6	2%	USA, Germany, Canada
5	711719	Imitation jewelry, of base metal, whether or not plated with precious metal (excluding cuff links and studs)	3	1%	USA, Saudi Arabia, Nepal
		Others	2.8	1%	
Total			269.8	100%	

Gems & jewellery in Uttar Pradesh

The total manufacturing output of gems and jewelry products from Uttar Pradesh for ASI 2018-2019 was INR 1434 Crore, with the Gross Value added was INR 103 Crore.

The artisans of Uttar Pradesh have been manufacturing indigenous products, across different regions of the state. The various jewelries that are produced in state ranges from silver jewelry, jewelry of lac, artificial jewelry and jewelry of bead work.

Silver jewelry, specifically Gulabi Meenakari craft product from Varanasi has been identified as the G.I. Product from Uttar Pradesh. Saharanpur is another district in the state that is manufacturing silver jewelry products.

Artificial jewelry products are being manufactured in the districts of Agra, Aligarh, Bareilly, Firozabad, Etawah and Meerut, lac jewelry products are

G.I. registration of Benaras Gulabi Meenakari Craft



In picture: Registered logo for Benaras Gulabi Meenakari Craft

Meenakari, also known as enameling, is the art of fusing mineral substances on a metal surface. The decorative art was brought to India by Persian enamellists during Mughals rule around 17th century. The enamel craftsmen are called meenakars and the work is called meenakari. Meena

manufactured in Lalitpur.

Few other jewelry manufacturing districts are Jhansi, Kanpur, Lucknow, Moradabad, Siddharth Nagar and Firozabad.

For supporting the exporters for gems and jewelry manufacturers, Gems and Jewellery Export Promotion Council (GJEPC), is the dedicated export promotion council. The other supporting agencies include All India Gem And Jewellery Domestic Council and All India Gems & Jewellery Trade Federation (GJF).

The GJEPC has set up Indian Institute of Gems and Jewellery at Varanasi that provides professional diploma courses like Diploma in professional Jewellery Designing and Diploma in Professional Jewellery Manufacturing to revive the traditional art and bring innovation to jewelry designs.

means heaven in Persian and refers to the azure color of heaven. The shine of Meena increases with time as it rubs against the skin and clothes of the wearer.

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According to a stakeholder, around 100 artisans are engaged in practicing minakari craft. However, only 4 are registered as authorized users. The Minakari items take 1-4 months to complete, depending on the detailing involved. The artisans get a business of INR 3-4 crore annually. To preserve the craft, the government has awarded several artisans for their parental craft and enameling work. There are two types of wood carved goods being manufactured at Saharanpur. New designs and new product lines are mostly manufactured for the international market. Repetition of the famous unique designs for both the international and domestic markets.

Salient features

Conventionally enameling was done on gold surfaces but at present the craft is being practice on other metals, like, silver, copper, etc. The cost of precious metals and stones impose a high price on Meenakari work, making it a luxury item. Artisans are experimenting with modern and simplified designs that can be offered at lower price.



In picture: Meenakari products being manufactured in Benaras, Uttar Pradesh

A special type is ek rang khula meena, which uses a single color to fill all the engraved area. The gold outlines are kept exposed. Pachrangi meena is another special multicolored style, which used opaque white, opaque light blue, transparent light blue, transparent green and transparent red colors. The Banarasi Meenakari is characterized by strokes of pink over on white enamel.

Success Story –Aarya Fashions



In picture: Mrs. Khushboo Singh receiving the State Export Award

Aarya Fashion was established in 2017, and its CEO is Mrs. Khushboo Singh. The company is engaged in manufacturing, supplying and exporting of assorted Imitation Jewellery. The company also manufactures Evening, Floral, Tote, Beach and Shopping Bags.

Aarya Fashion is a team of more than 60 skilled and semi-skilled professionals, and these professionals are the strength and the main reasons behind the success of the firm.

The products manufactured by the company are designed and developed by professionals in accordance with the changing fashion trends and styles. Semi-precision stones and embellishments are used in designing the products. The imitation jewels are designed in such fashion that can work well with both Indian and western outfits. These features of the products give them an edge over competitors' products.

The company has a modern infrastructure facility at place that is well equipped with the advanced machines and latest technology to carry on all business operations in a streamlined manner.

The business processes are handled by a team of professionals, ensuring the business is carried on smoothly.

Mrs. Singh is known in the Indian Handicraft sector. She has both experience and knowledge of the industry, and her understanding of the international markets' trends has helped the company to achieve new heights.

Within 5 years of existence, the company has already made a mark in the international exports market. The international customers value the timely delivery of products. In addition to that the quality and design of the product, and their feature of being able to be worn by any outfit is also appreciated by the clients

The major markets being catered by the company includes USA, Spain, France, Australia, turkey, UK and Sweden. Under the guidance of CEO, Mrs. Khushboo Singh, the company has been conferred with Ajay Shankar Memorial awards by EPCH, State Export Award 2019-2020 and other prestigious awards from the Govt. of UP.



In picture: Mrs. Khushboo Singh at manufacturing plant

Success Story –Kays Jewels



In picture: Logo of Kays Jewels

Kays Jewels was established in 1979, as a manufacturing, export and retail unit. In 1996, it established a jewellery casting unit in Noida to cater to the demand of the international markets.

The manufacturing team at Kays consists of 300 highly skilled, motivated and trained workers. The manufacturing units are equipped with latest technologies that also manufactures handicraft merchandises. The team also consists of full time designers focused on CAD programme and creating new designs.

The company has been granted Export House status by the Ministry of Commerce and Industry, Government of India since 1994.

Initially the exports from the company were targeted toward the Gulf countries, but now along with the Gulf countries, jewelry demands of UK, USA, Caribbean Islands and Spain are also catered.

Kay's has been awarded the Trustmark by "ISOQAR" GIA (Gemological Institute of America), the 8th jewellery company in India. It has been awarded, 2nd place in Export Performance of Studded gold Jewellery for 2001-2002, by Gem & Jewellery Export Promotion Council, 2nd Runner Up Position in the Gem & Jewellery Sector by D&B-ECGC in 2008, 1st Prize for Exports of Gems & Jewellery for Exporter Award by Uttar Pradesh Government for the year 2008-09, Rajiv Gandhi National Quality Award in the Gems & Jewellery sector in 2011, National Jewellery Award by Gem & Jewellery Trade Federation in 2013, and received Jewellers Choice Design Award consecutively for the years 2011, 2012, 2013 and in 2015.

Snapshot of product profile of Kays Jewels



Success Story –Jaya Shree Jewellers

JAYASHREE JEWELLERS

In picture: Logo of Jayshree Jewellers

Jayashree Jewellers was started in 2004 by the mother-son duo of Mrs. Manju Sharma and Mr. Chakshu Sharma. Later on, in 2009 Mr. B.P. Sharma father of Mr. Chakshu Sharma also joined them.

Mrs. Sharma is in the export import business of jewelleries and other items for the past 20 years, hence has the know how of even the intricates of the business. The knowledge base the company to face any challenges that it comes across with ease.

The Net profit that the company had earned in the last five years are as follows:

Year	Net profit (in INR Lakh)
2016 - 2017	75.66
2017 – 2018	64.56
2018 – 2019	17.94
2019 – 2020	19.64
2020 - 2021	12.36

The company has been recognised as Three Star Export House by the Ministry of Commerce and Industry, Government of India.

The company is also an 100% Export Oriented Special Economic Zone Unit for manufacturing and exporting Plain and Studded Gold jewellery.

Jayashree is situated at the Noida Special Economic Zone (NSEZ), at Noida a district of Gautam Buddha Nagar in Uttar Pradesh.

The key export market and most of the importer for the company's products is situated in the UAE and Dubai.

To name a few clients includes Malabar Gold LLC, Laksh Jewellery LLC, Sky Jewellery LLC, Dijllah Jewellery FZCO, Prijo Jewellery Trading LLC, Siroya Jewellers LLC, etc.

Jayashree has few overseas supplier as well namely, City Gold General Trading LLC, Siroya Jewellers, LLC, etc. also from Dubai.

The company's products are exported to clients based in north America and England as well.

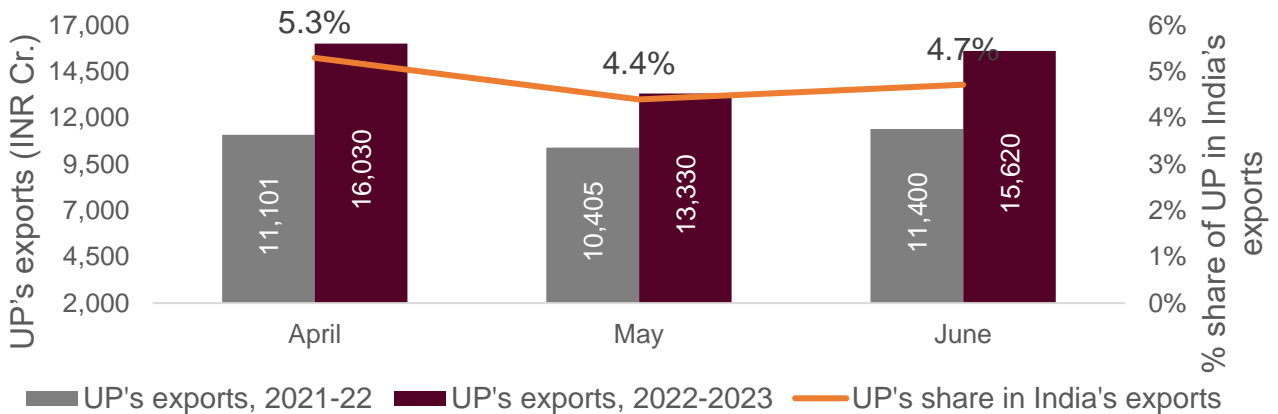
Jayashree has been awarded the Shri Janeshwar Export Award in the category of Gems & Jewellery for the years 2011 – 2012 and 2014 – 2015, in which held the 1st position for both the years. The award was facilitated by the Export Promotion Bureau, Government of Uttar Pradesh.

Then in September 2021, the company was awarded the 1st position in State Export Award for the year 2019-2020, in the Gems And Jewellery Products category. This was also facilitated by the Export Promotion Bureau, Government of Uttar Pradesh in the Vanijya Utsav.

UP's Export Performance

UP exports increased by 37% in the first quarter of FY22-23

UP's exports registered a total growth of 37% in the first quarter of FY22-23 as compared to the same period in FY 21-22. The state clocked a total of INR 44,980 Crore of merchandise exports in this period which is approximately INR 12,000 Crore more than the previous year. The state's share in India's exports averaged at 4.8%.



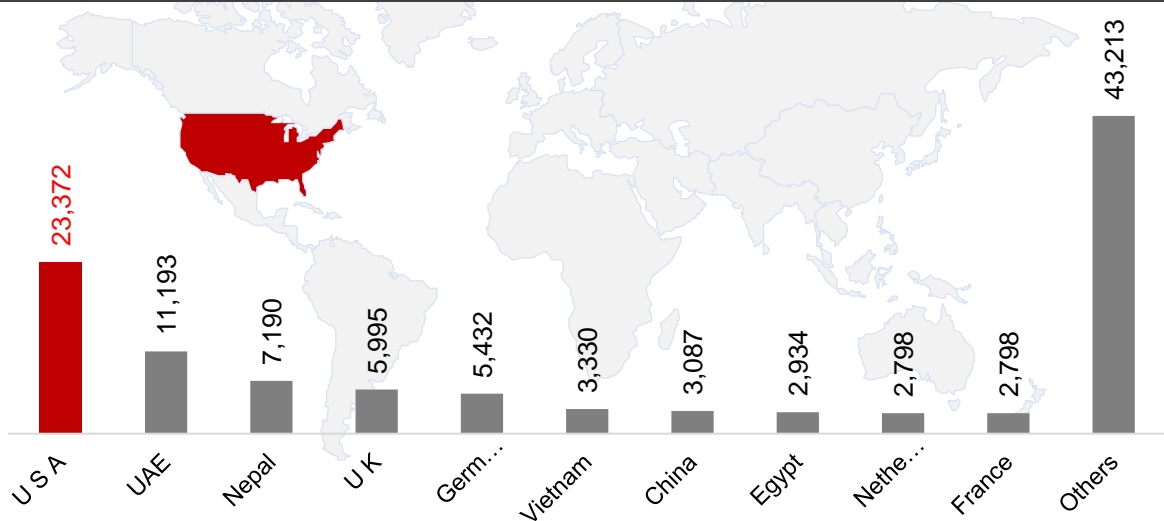
UP's overall export performance

Uttar Pradesh's exports maintained their momentum in the key geographies of USA (21%), UAE (10%), Nepal (6%), UK (5%) and Germany (5%). The state also explored several other geographies with a high potential for scaling up, like,

USA, UAE and Nepal are the top 3 trade partners of Uttar Pradesh, contributing to approximately 40% of the state's exports

Egypt, Netherlands, France, Italy, Spain, Malaysia, Bangladesh, Indonesia, etc.

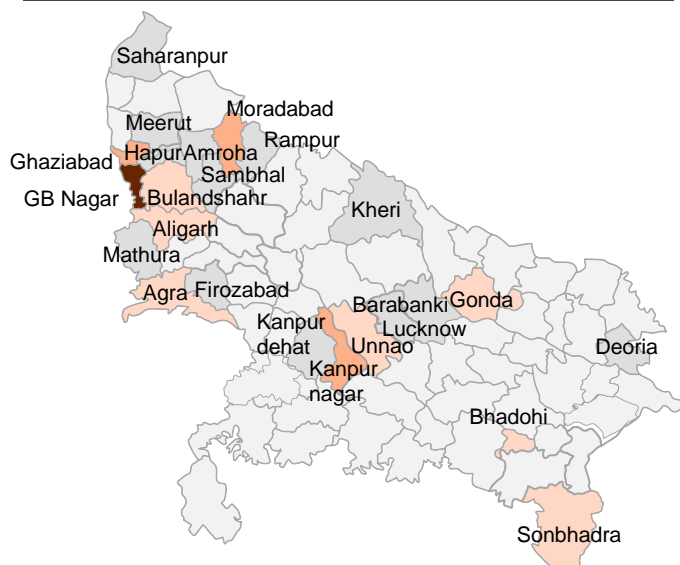
Top 10 markets catered by the state of Uttar Pradesh



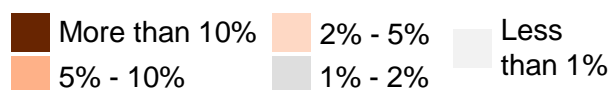
District wise share in UP's exports

S.No.	District	Total exports Apr. – May. 2022(INR Cr)	% share in state's exports
	Uttar Pradesh (All districts)	29,360	100.0%
1	GB Nagar	13,710	47%
2	Ghaziabad	2,301	8%
3	Moradabad	1,793	6%
4	Kanpur nagar	1,488	5%
5	Aligarh	1,106	4%
6	Agra	985	3%
7	Sonbhadra	793	3%
8	Bhadohi	699	2%
9	Gonda	685	2%
10	Unnao	670	2%
11	Bulandshahr	467	2%
12	Amroha	434	1%
13	Meerut	410	1%
14	Mathura	338	1%
15	Rampur	267	1%
16	Saharanpur	226	1%
17	Sambhal	211	1%
18	Kanpur dehat	202	1%
19	Hapur	191	1%
20	Lucknow	180	1%
21	Barabanki	158	1%
22	Deoria	153	1%
23	Firozabad	150	1%
24	Kheri	149	1%
25	Mirzapur	142	0.5%
26	Bareilly	134	0.5%
27	Maharajganj	130	0.4%

Heatmap for exports from Uttar Pradesh (April 2022 – May 2022)



Legend:



S.No.	District	Total exports Apr. – May. 2022 (INR Cr)	% share in state's exports
28	Hardoi	114	0.4%
29	Baghpat	101	0.3%
30	Bahraich	92	0.3%
	Other	879	3%

G.B. Nagar remains to be the largest exporting district of the state with 47% of the total exports from UP followed by Ghaziabad, Moradabad, Kanpur Nagar and Aligarh respectively accounting for 8%, 6%, 5% and 4% of total exports from Uttar Pradesh.

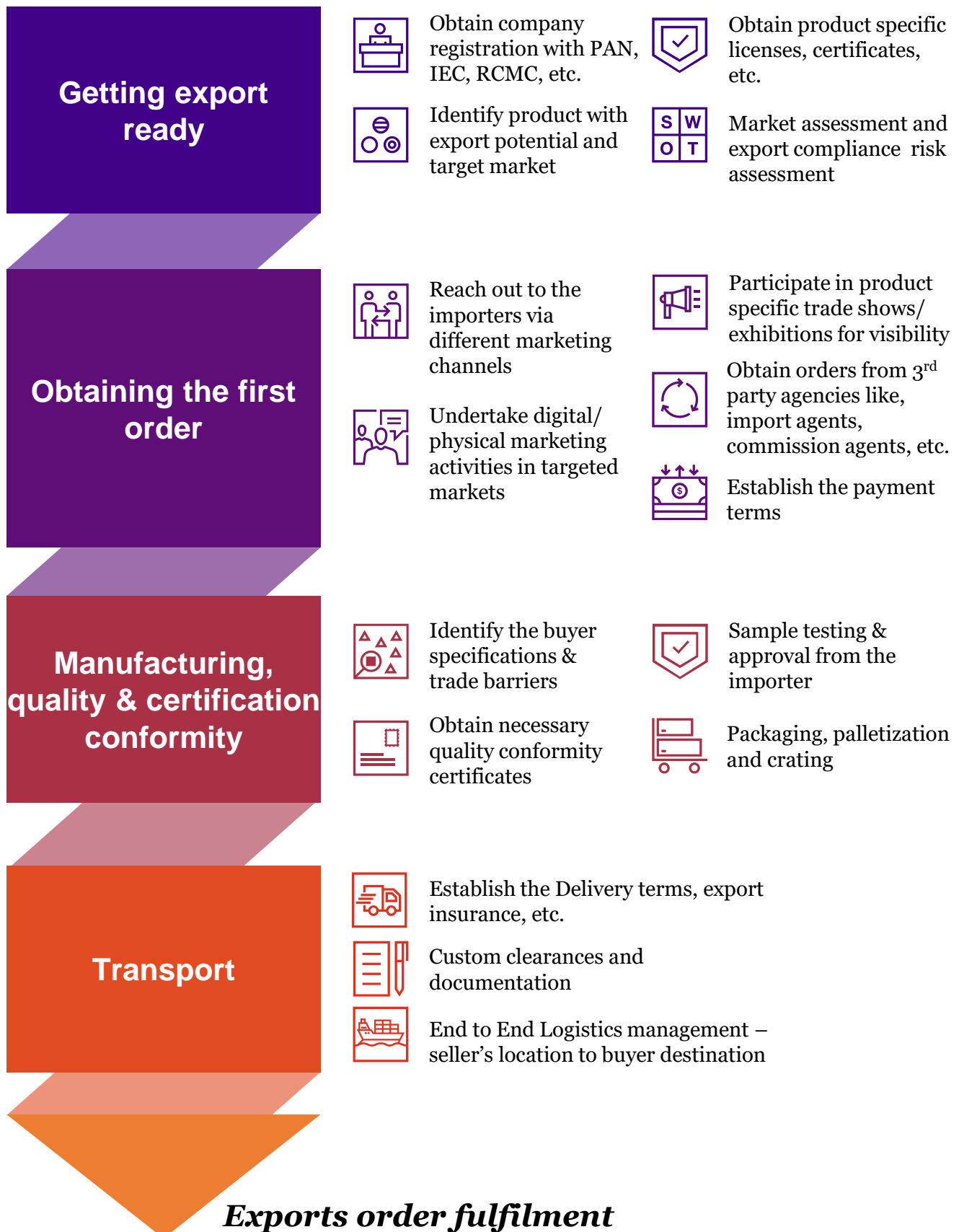
78% of the export from the state are done by western districts name, GGB Nagar, Ghaziabad, Moradabad, Meerut, Agra, Firozabad, Saharanpur, Bulandshahr, Hapur, Amora, Sambhal, Aligarh and Rampur.

Commodity wise export analysis

Hs Code	Commodity Description	UP's exports, April 21– May 21 (INR Cr.)	UP's exports, April 22- May 22 (INR Cr.)
	Total	21,506	29,360
85	Electricals & electronics	2,812	6,294
62	Apparels, Not Knitted or Crocheted	1,767	2,788
02	Meat And Edible Meat Offal	2,523	2,616
87	Road Vehicles And their parts	758	1,165
76	Aluminium & Articles Thereof	711	1,112
73	Articles Of Iron & Steel	829	1,078
64	Footwear, Gaiters, similar articles & their accessories	742	1,048
84	Machinery & equipment	925	987
57	Carpets And Other Textile Floor Coverings	744	970
10	Cereals	906	895
94	Furniture, Bedding, Lighting, Fittings & other articles	495	799
27	Mineral Fuels, Oils & their derivative products	418	754
42	Articles Of Leather , Saddlery Harness etc.	494	619
61	Apparels, Knitted or Crocheted	400	607
29	Organic Chemicals	547	570
17	Sugars And Sugar Confectionery	1,288	455
44	Wood & Articles Of Woods ; Wood Charcoal	318	410
72	Iron & Steel	200	407
63	Other made up textile articles	329	401
83	Miscellaneous articles of Base Metal	332	340
39	Plastics And Articles Thereof	338	330
71	Gems & Jewellery	205	325
70	Glass & Glassware	311	304
75	Nickel & articles thereof	1	293
41	Raw Hides and Skins	304	266
	Others	2,809	3,525

For budding exporters

Journey map of an exporter



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