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GJEPC's CSR initiative 'Jewellers for Hope'

August 13, 2018 [Global News](#)

Contributes Rs 1 crore for preventing exploitation of the child

Other causes include supporting the disabled and providing for life-time interventions

Mr. Kailash Satyarthi, Nobel Prize Winner; Social activist Ms. Shaina NC; Padma Bhushan recipient Dr. D. R. Mehta; Film celebrities Shilpa Shetty, Manisha Koirala, Cricketer Zaheer Khan, Mr. Paul Rowley, Executive Vice President, Diamond Trading & Distribution, De Beers Group and Nirupa Bhatt, MD, GIA grace 'Jewellers for Hope' charity dinner dedicated to make a difference to the society



Bollywood celebrity divas Shilpa Shetty and Manisha Koirala, ace fashion designer and social worker Shaina NC and Indian Cricketer Zaheer Khan, along with Paul Rowley, Executive Vice President, Diamond Trading & Distribution, Mr Pramod Agrawal, Chairman, GJEPC, Mr Colin Shah, Vice Chairman, GJEPC and Mr Shailesh Sangiani, Member Gold Jewellery & Other Precious Metal Jewellery Panel, GJEPC at the "Jewellerys for Hope" a gala charity dinner with an avowed objective to collaborate and contribute for the larger cause of preventing the exploitation of the child and as well support the cause of the physically disadvantaged people at large. Rs 1 Crore was raised at this CSR initiative by The Gem and Jewellery Export

Promotion Council (GJEPC) for the benefit of under privilege. This event was organised on the sidelines of the 35th Edition of India International Jewellery Show (IJS) 2018, an annual gems and jewellery extravaganza by GJEPC.



The Gem & Jewellery Export Promotion Council (GJEPC), in association with De Beers and Powered by Gemological Institute of America (GIA), presented the fourth edition of '**Jewellers for Hope**' on August 9. A gala charity dinner with an avowed objective to collaborate and contribute for the larger cause of preventing the exploitation of the child and as well support the cause of the physically disadvantaged people at large. Mr. Kailash Satyarthi, Nobel Prize Winner; social activist Ms. Shaina NC; Padma Bhushan recipient Dr. D. R. Mehta and Bollywood icons Shilpa Shetty and Manisha Koirala alongwith cricketer Zaheer Khan, graced the occasion.

Mr. Pramod Agrawal (Chairman, GJEPC), Mr. Colin Shah (Vice Chairman, GJEPC) and Mr. Paul Rowley, Executive Vice President, Diamond Trading & Distribution, De Beers Group, Ms. Nirupa Bhatt, MD GIA, hosted several jewellers, celebrities and prominent film personalities who collectively exchanged views on the industry and at the same time take care of the needs of the society during the course of the sit-down dinner.

This year the industry has earmarked funds to support three leading NGOs – Voluntary Action Association run by Nobel Prize winner Mr. Kailash Satyarthi which works with a mission to end all forms of exploitation of children in India; Giants Welfare Association run by Social Activist Ms. Shaina NC, which supports, maintains and assists promotion of social services and projects in India and abroad and Bhagwan Mahaveer Viklang Sahayta Samiti or Jaipur Foot run under the supervision of Padma Bhushan Recipient, Dr. D.R. Mehta assisting the disabled by way of providing for artificial limbs, calipers and other aids for free. The event was hosted and curated by the inimitable Cyrus Broacha.

Mr. Pramod Agrawal, **Chairman, GJEPC addressing the distinguished guests** said, the gem & jewellery industry has an impressive history of contributing generously to the development and betterment of the society, in its individual capacity and collectively. "Jewellers for Hope" is an initiative where the industry comes together for a common cause, contributing beyond its community to serve one and all. And this year we are happy to contribute and join hands for the causes that Mr. Kailash Satyarthi; Ms. Shaina NC, and Dr. D.R. Mehta have been working for. Thanks to all the donors for their generous contribution whose support will help make a difference in the lives of many."

The Chief Guest, Mr. Paul Rowley, Executive Vice President, Diamond Trading & Distribution, De Beers Group, said, "Diamonds are the ultimate symbol of love and these miracles of nature have given hope to so many people across world. Diamond industry in India has been doing tremendous work in education, health and uplifting the marginalized sections of the society. De Beers has always been committed to welfare of its stakeholders and society. We are happy to partner with GJEPC for the Charity event that gives hope to the underprivileged and empowers the children, women and people in a great manner."

Mr. Colin Shah, Vice Chairman, GJEPC, said, "We are thankful for the support received from our gem and jewellery partners and I am confident that we shall be also working towards improving the living standards of workers who remain the backbone of this industry. Through SwasthyaRatna, a group medical policy, GJEPC has

insured 3 lakh lives since 2015. As jewelers we have a heart of gold and am happy that our Industry is poised to make a slew of positive contributions to the society.”

In 2014, “Jewellers for Hope” associated with “Make A Wish Foundation” to fulfil wishes of 1700 destitute children. In 2016, Jewellers for Hope donated to “Swades Foundation and Friends of Tribal Society which helped 4560 lives giving access to drinking water to rural household, and built household toilets in the community and educated 7224 students. And in 2017, Jewellers for Hope extended its contribution to three NGOs, namely Nanhli Kali, Girl Rising and Make a Wish Foundation; this contribution helped to improve the lives of 1166 children; 20044 girls were educated, 540 wishes granted.

NGOs with whom the Jewellers for Hope is associated this year has done an excellent job in their respective fields. **Voluntary Action Association/ Bachpan Bachao Andolan** has directly rescued over 86,500 children from extreme conditions of child abuse. **Giants Welfare International** has successfully completed Giants Blood Donation drive with approximately 1000 Blood donation camps organized by different Giants Groups spread all over India during 14th – 30th June 2018. **Bhagwan Mahaveer Viklang Sahayta Samiti (BMVSS) or Jaipur Foot** provides artificial limbs, calipers, wheelchairs, hand paddled tricycles, crutches and other aids and appliances to the handicapped to over 85,000 disabled in a year. BMVSS has already rehabilitated more than 1.70 million disabled by now.



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