



INDIA  
GOLD POLICY  
CENTRE

# India Gold Policy Centre

Indian Institute of Management Ahmedabad



## India Gold Policy Centre's Research Mandate

**India Gold Policy Centre (IGPC)** – a part of Indian Institute of Management, Ahmedabad (IIMA) and sponsored by the World Gold Council is a Centre of excellence, conducting cutting-edge applied research on the Gold Industry in India and providing insights to suggest ways at both policy as well as execution levels. It was set up as a result of collaboration between the World Gold Council and the Indian Institute of Management, Ahmedabad in November 2014.

India Gold Policy Centre is geared to enhance research footprint in gold sector. IGPC's research mandate will help IIMA enhance its research environment. The management school has recently been engaging with different organizations and industry bodies to support and encourage research at the institute. Likewise, the World Gold Council also believes there is a need for research on how gold can benefit our economy and society as a whole.

The Center's focus is on multi-disciplinary, thematic, applied research in several key areas relating to the use of gold as a fungible financial asset in India. The themes of research undertaken by the Center are outlined by the Governing Body of the Center and shall illustratively include, but not be limited to, the following topics relating to the use of gold.

### **Themes of Research Proposed but not limited to the following:**

- Policy on gold industry in India and internationally, including policy frameworks and their effective implementation.
- Role of gold in Indian and global economies; India's role in the global and regional gold markets; India's response to China emerging as a major player and price influencer in the gold market; and gold's role as an asset class in relation to the financial system including households, temple trusts, banks, financial companies and other stakeholders.
- Consumption patterns and consumer behaviour across geographies and commitments and inflexion points based on cultural attachment of households to gold.





- Putting gold to work for the economy - developing the required framework and incentives to increase domestic supply of gold through recycling and other forms.
- Setting world class standards and creating a robust gold ecosystem in India.
- Desensitizing the current account deficit from gold.
- Gold marketing, including demand analysis, branding opportunities, professional marketing, purchase triggers, and other socio-economic aspects.
- Employment in the gold industry; organized and unorganized parts of the industry; and the industry's evolution over time.
- Identifying the institutional infrastructure underlying and needed to strengthen the Indian Gold industry, including a gold exchange, a gold bank, accredited refineries, vaulting facilities and hallmarking.
- India's gold demand and its correlation to rural demand of basket of household products expenditure.

As part of a wider mandate to build a comprehensive Centre of Gold Research and Policy Recommendation, IGPC seeks academic and industry collaborations. A high-level research group, constituted of multidisciplinary faculty, doctoral students and experienced research staff is a step forward in mapping datasets for making gold work for the economy. IGPC is open to alliances with academic institutions and the gold value chain to strengthen its research base, documenting capability and making them accessible to industry stakeholders. This is to ensure that gold industry led business activity and management education interface is developed.