

# GJEPC Distributes Aid To Kerala Flood Victims



The GJEPC team distributed emergency relief kits to flood-affected persons in relief camps in Kerala.

In an initiative spearheaded by the Gem & Jewellery Export Promotion Council (GJEPC) and the Jewellery Manufacturers Association (JMA), Thrissur, members of the gem and jewellery industry fraternity visited six relief camps in the flood-hit areas of Kerala and distributed emergency relief materials to over 3,000 people.

After a quick assessment of the needs of those affected over the last couple of days, the GJEPC officials purchased sets of clothes for men, women and children including *lungis*, t-shirts, nightdresses, towels, inner wear, sanitary pads and children's clothes from manufacturers in Tirupur and Erode. These were packed by volunteers and the kits distributed to those in camps.

The prompt action by the industry and Council has been appreciated by people in the flood-ravaged state.

Spearheading the relief efforts were Mahender Tayal, chairman – southern region, GJEPC and



K. Srinivasan, convener, jewellery panel committee, GJEPC as well as other jewellers and Council staff from the region. They were joined by P.V. Jose and K. Kuriappan, chief patron and president of the Jewellery Manufacturers Association, Thrissur.

Industry body, Gem and Jewellery National Relief Foundation (GJNRF) will be coordinating sustained relief and rehabilitation programmes along with GJEPC and other trade bodies. ■

*Courtesy GJEPC.org*