



Bharatiya Vidya Bhavan's
SPJIMR



IAGES
Indian Association for
Gold Excellence and Standards
An Industry Initiative

ADVANCED LEADERSHIP PROGRAMME IN GOLD ENTREPRENEURSHIP

Building the Next Generation of Leaders for India's
Gold & Jewellery Industry





ABOUT THE PROGRAMME

India's gold industry is evolving.
Leadership must evolve with it.

As markets transform and customer expectations continue to change, gold businesses need leaders who can combine generations of industry knowledge with modern business thinking.

Jointly developed by **SPJIMR** and **IAGES**, the **Advanced Leadership Programme in Gold Entrepreneurship** brings together academic rigour and industry expertise to prepare the next generation of gold business leaders.

Through immersive learning, industry insights and peer collaboration, participants build the strategic, leadership and business capabilities needed to lead with confidence and create long-term growth.

Built for the Next Generation of Gold Business Leaders



6-month
leadership
journey



Jointly developed
by SPJIMR &
IAGES



SPJIMR
Executive Alumni
Status



75 campus sessions
+
Additional Industry
sessions by IAGES



3 weeks at
SPJIMR campus



Limited Seats

WHO SHOULD APPLY

Whether you are preparing to take forward a family legacy or building a business of your own, this programme is designed for individuals ready to lead with confidence, purpose and a future-focused mindset.

IDEAL FOR

- ▶ Young Entrepreneurs
- ▶ Family Business Successors
- ▶ Jewellers & Retailers
- ▶ Traders & Manufacturers

ELIGIBILITY

- ▶ 21–40 Years of Age
- ▶ Minimum Graduation Qualification
- ▶ Active in the Gold & Jewellery Trade

CURRICULUM - BREAKDOWN

Module	What It Covers	Sessions
Finance	Personal finance for owners, Cash flow & working capital, Financial statement analysis, Capital structure, Taxation in the gold trade, and commodity/gold hedging	13
Operations	Inventory management, Retail operations, Ethical sourcing, BIS hallmarking & compliance, insurance and risk management, IAGES Code of Conduct	12
Marketing	Consumer centricity, Branding strategy, Building your own brand, IP protection, Digital marketing, Luxury marketing, Consumer behaviour, Phygital retail, Export & global branding	22
Strategy	Understanding the Indian gold industry, Competitive differentiation, Value chain, PESTLE & stakeholder analysis, Geopolitics & macro economy, International business, Pricing & margins, Regulatory landscape	16
Human Resource	Managing and retaining talent, Culture and employee engagement, Conflict resolution and negotiation	6
Family Business	Succession planning, Multi-generational leadership, Roles & responsibilities, Leading across generations, Professionalising the family business	9
Artificial Intelligence	AI for business efficiency and AI for marketing - personalisation, CRM, Content and analytics	4

ADMISSION PROCESS

A simple, transparent five-step admission process from registration to confirmation.



Last date to apply: 30 September 2026
Limited Seats Available

PROGRAMME FEE

Category	IAGES Accredited Member	Non IAGES Accredited Member
Course Fee	INR 350,000	INR 500,000
Accommodation & Food (optional)	INR 75,000	INR 75,000
Action Learning Projects (ALP) (optional)	INR 30,000	INR 30,000

* All fee above are Exclusive of Taxes

ABOUT SPJIMR

SPJIMR is a leading management institute in India and one of the few business schools globally to hold the prestigious Triple Crown accreditation from AACSB, AMBA (UK), and EQUIS, a distinction achieved by less than 1% of business schools worldwide. Established in 1981 as a constituent of Bharatiya Vidya Bhavan, SPJIMR is recognized for its academic excellence, global standards, and societal impact, consistently ranking among India's top business schools. It is also a Category-I management institute under AICTE.

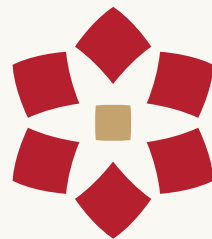
ABOUT IAGES

IAGES (Indian Association for Gold Excellence and Standards) is India's first self-regulatory organization for the gold industry, dedicated to promoting transparency, ethical practices, and quality standards across the gold value chain. Through accreditation and assessment programs, IAGES helps gold business entities align with industry best practices, strengthen consumer trust, and enhance the global competitiveness of the Indian gold sector.

'Triple Crown' Accreditation



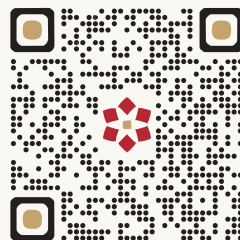
Industry Partners



IAGES

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Gold Excellence and Standards**

An Industry Initiative



GET IN TOUCH

For more information on the Code of Conduct, accreditation, and registration

Address: B-704, 7th Floor, One BKC, Bandra Kurla Complex Bandra (East), Mumbai 400051.

Website: www.iages.com | Email: info@iages.com | Toll-free: 1800 309 2424