

## **Story of Gold**

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### **History**

About 4000 B.C., a culture, centered in what is today Eastern Europe, begins to use gold to fashion decorative objects. The gold was probably mined in the Transylvanian Alps or the Mount Pangaion area in Thrace. Since then one way or other gold and wealth have been connected very tightly.

According to [Wikipedia](#) (January, 2013) the top 10 gold reserves are held by Unites States of America, Federal Republic of Germany, International Monetary Fund, Italian Republic, French Republic, Russian Federation, Swiss Confederation, Peoples Republic of China, Swiss Confederation, and Kingdom of Netherlands.

### **Gold in India**

While the Indian government has a gold reserve of 557 tonnes, 5-7% more are there in forms of jewellery according to [Economic Times](#) that is worth \$950B. As a matter of fact, during the brutal Chines attack of northern frontiers of India (the author was a college student in 1962) when India did not have enough dollars to buy arms and ammunitions to fight a war of that magnitude, it was the house wives' jewellery donations that India government was counting on.

According to [World Gold Council](#) assessment, India is the largest market for gold jewellery in the world, representing a staggering 746 tons (tonnes) of gold in 2010. Indian consumers are actively engaged in considering their next piece; 75% of women say they are constantly searching for new designs. Whilst over 50% of gold jewellery is bought for weddings, the wedding anniversary has now become the most aspirational occasion for receiving gold today, extending a couple's relationship with gold beyond the marriage ceremony.

The festival of Dhanteras, the most auspicious day in the calendar just before Diwali, has traditionally created a strong seasonal surge in sales. However, the strategic development of the Akshaya Tritiya festival in May, together with leading trade partners, has seen phenomenal recent success; sales during that period grew over 28% in the last year.

India's culture and mythology embrace gold. And India's traditions of unparalleled craftsmanship and skill are exemplified by the country's gold jewellery manufacturing, with the majority of pieces still made meticulously by hand. Each region's symbols and designs are reinterpreted in gold which is overwhelmingly high in caratage.

### **Interesting 21<sup>st</sup> Century massive Gold Transport**

[Germany's gold reserves](#) were scattered around the globe (in vaults in the US, Britain and France) after World War II to prevent them from falling into the hands of the Soviet Union. No one has actually seen the gold bars for a long time - which has prompted German federal auditors to call for a look. The decision caps a discussion in which top German policymakers questioned whether they could believe the New York Federal Reserve's promises that it had 122,597 bars of high-quality German bullion in its basement. The current economic crisis and criticism that the central bank was not keeping careful enough watch over its gold bars abroad triggered the idea of bringing home \$34.7 billion worth of shiny ingots. Amid a debt crisis including the situation in United States Germans do not have a comfort level in leaving those there.

Decision has been taken that some or all the gold held abroad will come home. But working out the logistics is difficult. Germany plans to repatriate its gold over seven years, achieving its new targets by 2020, an acknowledgment that the logistics of shipping 674 metric tons of gold are extraordinarily complex. A spokesman for the German central bank declined to comment about how the bullion would be moved, citing security policies, but local media reported that previous shipments of gold had been sent from New York to Frankfurt via cargo plane.