

*Supporting Information*

**Down-shifting and upconversion photoluminescence in Ho<sup>3+</sup>/Yb<sup>3+</sup> co-doped GdNbO<sub>4</sub>: effect of Bi<sup>3+</sup> ion and magnetic field**

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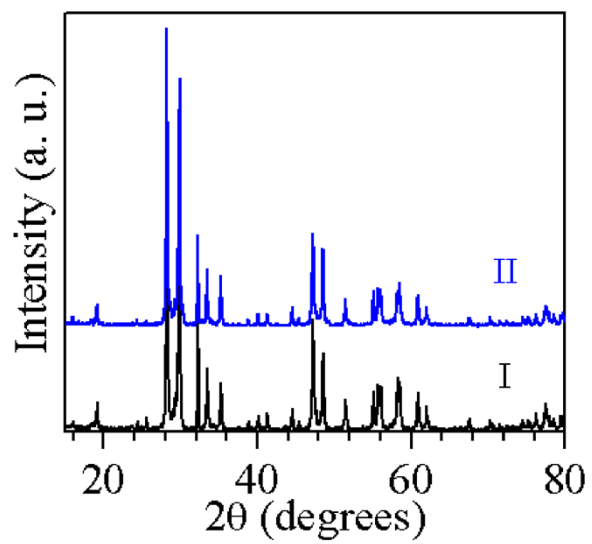
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**Figure S1:** XRD pattern of: (I)  $\text{GdNbO}_4$  and (II)  $\text{Gd}_{0.93}\text{Ho}_{0.02}\text{Yb}_{0.05}\text{NbO}_4$  phosphors.