**Supporting Information** 

## Bilayer Stabilized Ln<sup>3+</sup>-doped CaMoO<sub>4</sub> Nanocrystals with High Luminescence Quantum Efficiency and Photocatalytic Properties

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Fig. S1 SEM images of CaMoO<sub>4</sub>:Eu<sup>3+</sup> nanocrystals.



Fig. S2 TGA decomposition curves for (A) free SDS and (B) SDS capped nanocrystals in  $\rm H_2O.$ 



Fig. S3 Emission spectrum of  $Eu^{3+}$ -doped CaMoO<sub>4</sub> nanocrystals prepared using sol-gel method.



**Fig. S4** Photoluminescence decay curve of  $Eu^{3+}$  ion in SDS coated 5 mol%  $Eu^{3+}$ -doped CaMoO<sub>4</sub> nanocrystals dispersed in water.



Fig. S5 Absorption (left) and emission (right) spectra of quinine sulphate.

## **Quantum Yield Calculation**

The quantum yield was determined by comparing the luminescence with quinine-sulphate. The quantum yield of  $Eu^{3+}$ -doped CaMoO<sub>4</sub> nanocrystals was calculated from the following equation-

 $Q_{sample} = Q_{ref} (A/A_{ref}) (I_{ref}/I) (n^2/n^2_{ref})$  where,  $Q_{sample}$  and  $Q_{ref}$  are the quantum yields of the nanocrystals and quinine-sulphate respectively, A is the absorbance, I is the integrated area of photoluminescence spectra, and n is the refractive index of the solution. The quantum yield of Quinine sulphate as the reference is 0.546. The quantum yield of molybdate nanocrystals was estimated by comparing the integrated emission spectra of the aqueous solution with that of Quinine sulphate solution. The sample and the reference have the identical optical density at the excitation wavelength. The calculated quantum yield was about 40 % for Eu<sup>3+</sup> -doped CaMoO<sub>4</sub> nanocrystals.



**Fig. S6** Photoluminescence decay curve of 5 mol% Eu<sup>3+</sup>-doped CaMoO<sub>4</sub> nanocrystals (without SDS coating) in water.



Fig. S7 Emission spectrum of SDS coated  $Eu^{3+}$ -doped CaMoO<sub>4</sub> nanocrystals transfer to the toluene phase.



**Fig. S8** Upconversion emission spectra of SDS coated (A)  $Er^{3+}$ -doped and (B) Yb<sup>3+</sup>-doped CaMoO<sub>4</sub> nanocrystals in toluene measured by exciting the sample with a 980 nm diode laser with 400 mW laser power.



Fig. S9 Power dependent graph of the red upconversion luminescence (650 nm) of SDS coated  $\text{Er}^{3+}$  / Yb<sup>3+</sup> -doped CaMoO<sub>4</sub> nanocrystals excited at 980 nm.



Fig. S10 Power dependence of the NIR upconversion luminescence (833 nm)of SDS coated  $Er^{3+}$  / Yb<sup>3+</sup> -doped CaMoO<sub>4</sub> nanocrystals excited at 980 nm.



**Fig. S11** Pie chart diagram of RhB dye degradation over the surface of  $Eu^{3+}$ -doped CaMoO<sub>4</sub> nanocrystals.



**Fig. S12** Plot of  $\ln (C_0/C)$  verses time showing the first order kinetics of RhB dye degradation over the surface of Eu<sup>3+</sup>-doped CaMoO<sub>4</sub> nanocrystals.