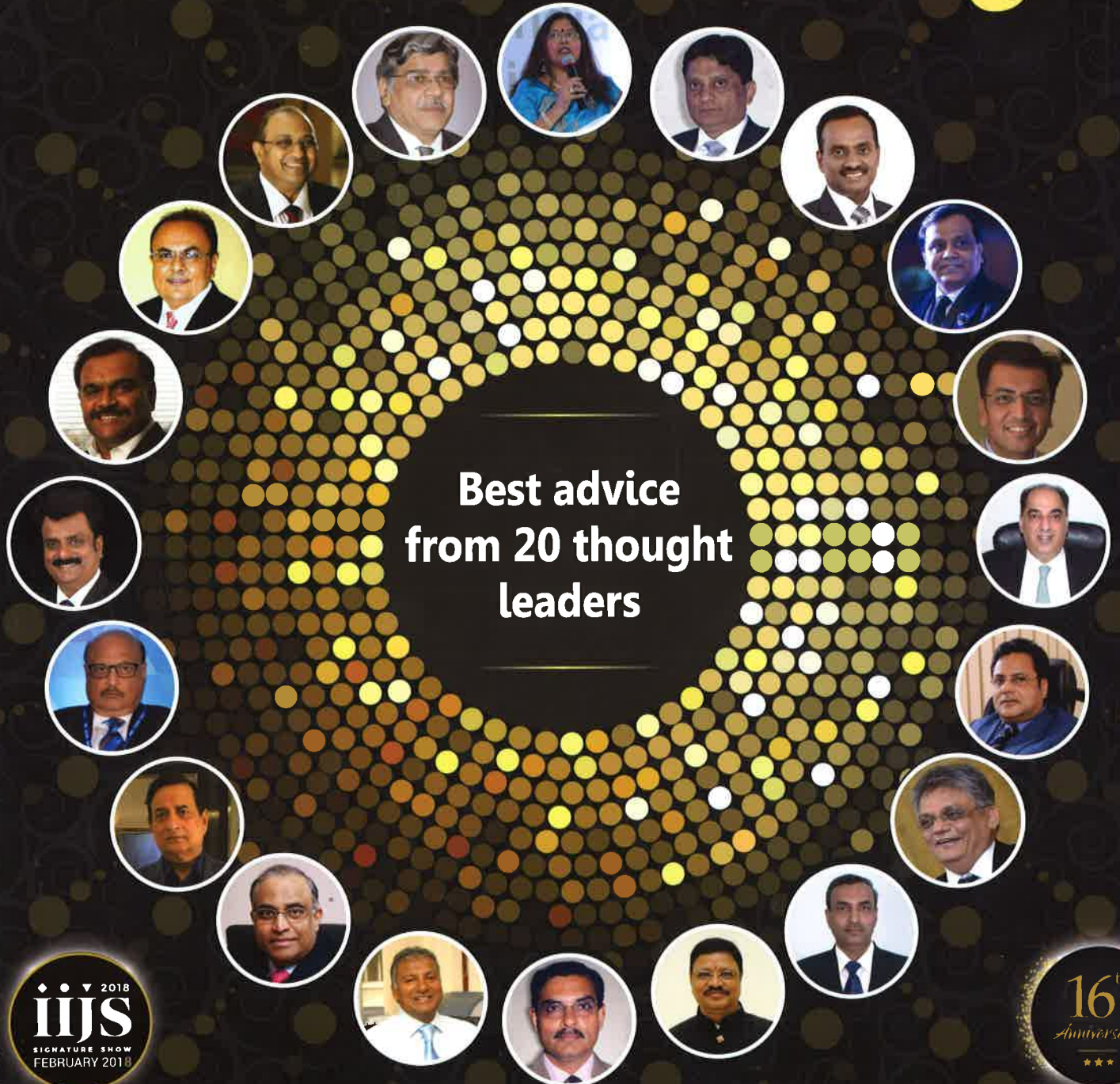


ANNIVERSARY SPECIAL DOUBLE ISSUE

# The Art of Jewellery™

JANUARY 2018 VOL 17 ISSUE 01  
INDIA Rs. 250 INTERNATIONAL US\$15



Best advice  
from 20 thought  
leaders







# NIRUPA BHATT

With more than 30 years' experience, Nirupa Bhatt is recognised for her valuable contribution to the Indian gem & jewellery industry. Prior to joining GIA in 2008, she was with the mining conglomerate "Rio Tinto" (owner of Argyle Diamond Mine in Australia & Diavik Diamond Mine in Canada) for 20 years. While at Rio Tinto, she managed technical assistance programmes to improve the yield and make of diamonds, and managed the Indo Argyle Diamond Council to promote diamond jewellery made in India.



She has been recognized by several global and domestic trade organizations, including the Gem & Jewellery Export Promotion Council (GJEPC), All India Gem & Jewellery Trade Federation (GJF), The Indo Diamond & Colorstone Association (IDCA) & Women's Jewellery Association (WJA) in the U.S. for her contribution to the industry. Ms Bhatt has been on several judging panel for industry awards. She established the India chapter of Women's Jewellery Association (WJA).

**AOJ :** *Can you share a few of your most satisfying moments and most valued accomplishments during your professional career?*

**Nirupa Bhatt :** *When I first joined the industry, I was fortunate to work with organisations like Argyle Diamonds and Rio Tinto Diamonds. I acquired knowledge through my work with those in the diamond trade, and from other experts and jewellers in India, Antwerp, Australia and the US. It was a BIG puzzle and when I started to put things together I understood the intricacies. With passage of time, I have had the opportunity to share what I have learned with others in the Industry.*

*Looking at past years, two things stand out the most. First, while working at Argyle and Rio Tinto, helping diamond cutters in Gujarat to improve their productivity*

*and yield from rough diamonds. Second, working with jewellery manufacturers and exporters to help them design, merchandise and market jewellery to American retailers. Many of these jewellery exporters were young entrepreneurs just starting their careers and today they are accomplished CEOs. I feel very satisfied that I could make a difference through these programmes.*

**AOJ :** *What are the fundamental values and qualities a successful jeweller should possess?*

**Nirupa Bhatt :** *Sincerity and integrity are key values to build credibility for all businesses and professionals. Credibility is the backbone of sustainable success. We are in a very unique industry where majority of resources are rare and have limited availability which is why it is important for jewellers to set themselves apart.*



*I enjoy being on the judging panels of award competitions as that allows me to see the talent we have in the industry. I am pleased with the evolution I have witnessed in the past 10 years.*

**AOJ :** *What are the qualities and the attributes required for a selfless and dynamic leader to serve our industry?*

**Nirupa Bhatt :** *It is the leader's job to build an environment in which each participant is motivated to do their best for the greater good. Selfless and dynamic leaders create the path of progress and lead by example. I have great respect and admiration for the leaders of this industry who in relatively short time, created*



**Credibility is the backbone of sustainable success. We are in a very unique industry where majority of resources are rare and have limited availability which is why it is important for jewellers to set themselves apart."**

*world class manufacturing facilities to cut diamonds and manufacture jewellery.*

*Leaders share their knowledge and invite innovative thinking. In this industry, experienced organisations encourage new entrants and provide training to establish their own businesses.*

*In past years, I have witnessed the growth of small businesses becoming multinationals and as a way forward, these businesses are encouraging younger generations to become entrepreneurs. One of the*

*reasons for India's rise to be the largest cutting centre in the world is the presence of many leaders guiding small and new establishments.*

**AOJ :** *How can we attract bright and talented youngsters passing out from premier institutions like IIMs, XLRI, and Symbiosis etc. to jewellery industry as other corporate companies do on a regular basis?*

**Nirupa Bhatt :** *I believe it is important to separate management from ownership to create a productive environment. The market is becoming increasingly complex - be it manufacturing or marketing.*

*Effectiveness and efficiency are crucial for success. For business and industry growth, it is essential to hire and retain talent in all areas. The family business owners will have to give freedom where the professionals can deliver agreed objectives.*

**AOJ :** *Today, many first generation jewellers have entered the jewellery industry and within a short span have scaled up to multi-chain stores, especially from South India whereas family jewellers have been more conservative. Your views.*

**Nirupa Bhatt :** *Managing a retail business is a skill different than managing manufacturing or wholesale selling. Consumers are generally very demanding and communication is the key to success. Product knowledge helps to convince the clients. While one can learn these skills on the job, it is better to learn from experts.*

*Many retailers have been investing in training staff and that is one of the reasons for their success. This combined with skillful merchandising draws consumers. Retailers are paying more attention to designs and quality as well.*



**AOJ :** *How do you think that PM Modi's vision of 'Make in India' can be implemented for the jewellery industry?*

**Nirupa Bhatt :** *The jeweller industry – the midstream as well as the downstream operators – is a major employer in India. The manufacturing competency of Indian G&J industry is recognised globally and may be the single-point destination for the entire mid-stream manufacturing sector. Jewellers would be encouraged to take advantage of the opportunity to draw inspiration from India's rich cultural heritage and create designs with emphasis on quality.*

**AOJ :** *Do you agree that Artisans and Karigars of jewellery industry have not got their due recognition and remuneration? How can we address this issue?*

**Nirupa Bhatt :** *Manufacturing techniques have changed for all products including jewellery. I am aware that the GJEPC and Gems & Jewellery Sector Skill Council offer training centres. Karigars may want to take advantage of these training programmes to learn about new tools available to improve their quality and productivity.*

**AOJ :** *What is your message to the fellow jewellers?*

**Nirupa Bhatt :** *We are fortunate to be able to work with natural precious gemstones like diamonds and precious metals like gold and platinum. Let us understand and respect the intrinsic value of these natural resources. The beautiful ornaments which are gifted and purchased often serve as a memory for decades. Jewellers play an important role in the lives of most women as the place to acquire pieces to adorn.*

**AOJ :** *Where do you see the jewellery industry in 2025?*

**Nirupa Bhatt :** *I believe the jewellery industry offers great potential to all participants. I am an optimist and enjoy evolution. All the changes that are happening on the manufacturing and marketing landscape will result*



*in creating exciting opportunities for businesses and consumers. We are likely to witness significant changes in the way jewellery is made, marketed and worn.*

**AOJ :** *Any role model you follow? What inspires and motivates you?*

**Nirupa Bhatt :** *Women across all markets inspire me. Every day I meet women who are multitasking, growing, helping their families and each other. At GIA India, there are lot of young talented women who work hard to improve their lives and get recognition.*

**AOJ :** *Your favourite book?*

**Nirupa Bhatt :** *Atlas Shrugged by Ayn Rand.*

**AOJ :** *Your favourite holiday destination?*

**Nirupa Bhatt :** *Backwaters of Kerala.*

**AOJ :** *Your favourite restaurant and your favourite food?*

**Nirupa Bhatt :** *Banana Leaf which serves authentic South India food and I love Guju delicacies like Undhiyun and Bajri rotla.*

**AOJ :** *What is the best piece of advice you have ever received?*

**Nirupa Bhatt :** *Believe in yourself but do not shut yourself from surroundings, do not stop listening.*