

GIA

Brings back confidence in the **DIAMOND SECTOR**

Dedicates state of the art Melee Analysis service & ID 100 to the Diamond Industry



Nirupa Bhatt

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Nirupa Bhatt, Managing Director, GIA India and Middle East, in this exclusive talks to the New Jeweller Bureau about the introduction of state of the art technologically advanced screening equipments by GIA and opines on the importance of research and development for the future of the Diamond sector. Excerpts:

Under your supervision GIA has been dominant in India and the Middle Eastern region with respect to offering Grading and Educational services. What according to you are those important factors that have been instrumental in generating reputed clients and building relationships for GIA?

GIA is the most respected Institute for research-based gem identification and grading services, and education in the gem and jewellery industry. I'm glad we have the platform to present these world-class services. We have had an exciting journey in India and the Middle East. GIA India celebrated our 10-year anniversary of the opening of the Mumbai laboratory which brought GIA's



GIA®



independent gemstone evaluation to India. This has also helped diamond exporters in growing their businesses and helped them tap into newer markets, selling their diamonds online. The decision to be in India only reinforces GIA's mission to ensure the public trust in gems and jewellery.

GIA is dedicated to continuous research in the field of gems and jewellery. For the past 80 years, GIA has continuously invested in gemmological research. A global team of more than 50 researchers including 22 with doctoral degrees and other GIA staff contribute every day to GIA's research efforts. In addition, GIA India organises complimentary seminars to inform and educate trade members about current and relevant topics related to the industry. We also started offering complimentary training programmes for retail sales associates from various retail jewellery outlets across India as well as Dubai. These initiatives help GIA share information and knowledge, allowing the trade to understand the important aspects of the gem and jewellery industry, and ultimately build public trust and consumer confidence.

The ID100 was launched last year in India and the Middle Eastern region. How has been the response and do opine on the value derived by the jewellery fraternity towards the

device?

GIA iD100™ combines advanced spectroscopic technology with GIA's decades of diamond and gemstone identification research to distinguish natural diamonds from synthetic (HPHT and CVD) diamonds and diamond simulants. It is a continuation of GIA's effort to bring practical gem identification solutions to the industry.

We have had a good response so far with jewellers being able to demonstrate immediate confidence in the identity of their diamonds. Confidence is really the key element that underpins our industry. Being able to overcome uncertainties about natural and synthetic diamonds and establish that over the sales counter, gives the gem-buying consumer the additional confidence about their purchase.

Tell us about the importance of the 'Melee Analysis Service' offered by GIA and its uniqueness to the gem and jewellery trade?

India is the world's largest producer of melee diamonds. The decision to open a new grading laboratory in Surat in 2018 will offer local diamond manufacturers access to our grading services. In addition, the availability of the GIA Melee Analysis Service – which separates natural, untreated diamonds from simulants, synthetic and HPHT

treated natural diamonds, and sorts the screened diamonds by colour range – will bring this service closer to where the majority of melee is cut and polished. Increasingly, diamantaires and others in the industry – including consumers – are seeking independent third-party identification services to ensure their diamonds – particularly melee-sized diamonds – meet the globally-accepted quality standards.

The Jewellery designers are an important segment in the gem and jewellery sector. What is your advice to fresher's wanting to take up jewellery designing as a career? Also, what will be your advice for graduate jewellery designers wanting to establish themselves in the jewellery sector?

There are great career possibilities for jewellery design in the gem and jewellery industry. Both India and Middle East regions have a strong heritage that influences design and it becomes one of the key differentiating factors that contributes to a jeweller creating a distinctive brand image. Jewellers today are always on a lookout for qualified and innovative designers who can translate their vision into reality – beautifully crafted jewellery.

Designing and merchandising are two sides of a coin. We have launched “Introduction to Merchandising” – a four-day programme that teaches merchandising concepts and practices that are important for long term success in the jewellery industry. With our jewellery curriculum, one can choose between extensive and short-term design and merchandising programmes. These courses give students, professionals and entrepreneurs the knowledge and

practical skills to translate their love for gems and jewellery into a rewarding career.

We are witnessing leading Diamond mining company introducing laser inscription on polished diamonds and selling them in jewellery as a brand without involving external grading entities. How secure is this and do you think going ahead this will set a precedent for Diamond jewellery sales?

GIA is an independent and impartial entity for evaluating and communicating the quality of gems. Guided by our public benefit non-profit mission to protect the consumer, we have no financial interest in the gems we grade – we do not mine, manufacture or sell the gems we grade. More than 60 years ago, GIA established the 4Cs of Diamond Quality and the International Diamond Grading System™, which today are the globally-accepted standards in the industry. Backed by decades of research and breakthrough scientific discoveries, GIA has come to be known as the most trusted name in diamond grading and gem identification.

Lastly, what in your opinion are the important steps that the trade needs to take to effectively build the NATURAL as well as SYNTHETIC Diamond pipeline? Please emphasize on the threats that the diamond sector is currently witnessing.

There are certainly challenges such as the rapid advancement of technology, making identification of undisclosed lab-grown and treated gemstones difficult. One can also see opportunities to present consumers with collections from synthetic diamonds with full disclosure.

GIA is making significant progress in the development and introduction of innovative services such as the Melee Analysis Service and instruments like the iD100 to differentiate natural diamonds from synthetic diamonds (CVD and HPHT), treated diamonds and simulants. These innovations are backed by GIA's continued investment in gemmological research for the past 80 years. GIA India also organises seminars and training programmes on a complimentary basis for the trade as well as consumers to spread awareness about the need for third-party grading reports, detection and disclosure.



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