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## GIA India Shares Knowledge on Diamonds with Shree Radhey Diamond's Consumers in Anand

September 6, 2018 [Global News](#)



***GIA representative shared insights on the topic, “Diamonds – Are They Forever?” with Shree Radhey Diamond's Consumers in Anand***

GIA India organised the seminar “Diamonds – Are They Forever?” to help customers of Shree Radhey Diamond in Anand, Gujarat, build knowledge and consumer confidence. More than 50 diamond connoisseurs and buyers of diamond jewellery attended the seminar on Aug. 29, 2018.

GIA representative shared insights on the famous 4Cs of diamond quality – Color, Clarity, Cut and Carat Weight – and how to care for and clean diamonds. The seminar also helped potential consumers understand the importance of independent diamond grading reports and a jeweller's responsibility to sell with disclosure.

Ms. Nirupa Bhatt, Managing Director of GIA India and Middle East, said, “Building consumer confidence is very important for GIA and the gem and jewellery industry. GIA India has been working with jewellers to not just organise consumer seminars but also to conduct complimentary training for their sales staff to help explain

diamond quality effectively. Jewellers see merit in such initiatives and I'm thankful to Shree Radhey Diamond for allowing GIA India to share knowledge with its consumers."

GIA conducts [trade seminars and workshops](#) on a variety of current topics including diamonds and gemstones, synthetics, simulants and treatments. GIA also offers [courses](#) on diamonds, coloured stones, pearls, merchandising, jewellery design and more. For more details about GIA, visit [GIAindia.in](#), email [eduindia@gia.edu](mailto:eduindia@gia.edu) or call 8005899350.

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