



English ▾



A Diamond touch, to accelerate Jewellery and luxury Industry

MENU



News Bureau



September 07, 2018

GIA India Shares Knowledge on Diamonds!



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 in the August.

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.

Related Articles

[From October to February SGB every month](#)(October 12, 2018)

[Arosa September sales reached \\$338.7mn](#)(October 12, 2018)

[CIBJO Congress 2018 in Bogotá from 15](#)(October 12, 2018)

[GIA scientist discovers Crowningshieldite](#)(October 12, 2018)

[Forevermark launches at Fortofino in Jammu](#)(October 12, 2018)

[New brand identity in Nagpur](#)(October 12, 2018)

Current Issue