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NEWS

# GIA India Shares 'Diamonds – Are They Forever' With Consumers of Cygnus Jewellery in Surat



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GIA India Shares 'Diamonds - Are They Forever' With Consumers of Cygnus Jewellery in Surat



GIA India organised a seminar on “Diamonds – Are They Forever?” to help customers of Cygnus Jewellery in Surat, Gujarat, gain knowledge and confidence. More than 60 diamond connoisseur and buyers of diamond jewellery attended the seminar on Sept. 19.

GIA Instructor Vijay Parmar shared insights on diamonds and their properties, the famous 4Cs of Diamond Quality – Color, Clarity, Cut and Carat Weight – and the care and cleaning of diamonds. The seminar also helped potential consumers understand the importance of independent diamond grading reports and a jeweller’s responsibility to sell with disclosure.

“We are grateful to GIA India for delivering a great presentation to our consumers. I appreciate GIA India’s effort in this initiative and look forward to many more seminars such as this in the future,” said Kinjal Gajera, Managing Trustee, Cygnus Jewellery.

“Building consumer confidence is very important for GIA and the gem and jewellery industry,” said Nirupa Bhatt, Managing Director of GIA India and the Middle East. “GIA India has been working with jewellers to organise consumer seminars and to

conduct complementary training for their sales staff to help them explain diamond quality effectively. Jewellers see merit in such initiatives and I'm thankful to Cygnus Jewellery for giving GIA India the opportunity to share knowledge with its consumers."

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

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