

## GIA India organises 'EVOLVE – GIA Excellence Conclave' in Surat

With an aim to progress and advance the gem and jewellery industry, GIA India organised 'EVOLVE – GIA Excellence Conclave' on November 28 in Surat. More than 100 retailers were part of the conclave that was organised with the Surat Jewellers Association. The highlights of the event were a motivational speech by renowned Indian author, Devdutt Pattanaik, on the topic "Mythology for Business and Market" and a panel discussion on "Building Consumer Confidence" moderated by Nirupa Bhatt, Managing Director of GIA India and Middle East.

The panel discussed ways to build consumer confidence, such as full disclosure, adherence to standards, training, product knowledge and more. The panel consisted of Salim Daginawala, President, Surat Jewellers Association and Owner of Jafarbai Salehbhai Daginawala Jewellers; Dipesh Chokshi, Owner of Kasturchand Dolaji Jewellers and Former Secretary and Vice President, Surat Jewellers Association; Gautam Pachchigar, Secretary, Surat Jewellers Association and Owner of Pachchigar Jewellers; Nilesh Langaliya, Owner of Jay Bhuvneshwari Jewellers; and Ketan Shah, Owner of Virchand



Govindji Jewellers. GIA also presented the GIA Diamond Origin Report to members of the Surat Jewellers Association. The Diamond Origin Report uses scientific evaluation of the polished diamond and its original rough to provide confirmation of a diamond's geographic origin. The service includes the Origin app and Origin book with information on the good mined diamonds do for the country they come from. Nirupa Bhatt said, "GIA India is committed to helping the trade build consumer confidence and grow the industry together.



EVOLVE is a step in that direction. I am thankful to all the dignitaries who were a part of this platform and demonstrated support for the GIA Diamond Origin Report."

Salim Daginawala said, "Great effort by GIA India for their contribution

towards the industry. With their latest introduction of the GIA Diamond Origin Report, I believe the focus on diamond's origin, traceability and story-telling will definitely help us jewellers build the trust and confidence of consumers in the industry."

"GIA India has been offering commendable services to the trade and they are one of the most reputed laboratories. Their latest Diamond Origin Report which discloses the geographic origin along with the 4Cs assessment will go a long-way to develop the trust between the jewellers and consumers," said Gautam Pachchigar. ■

