

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

With an aim to progress and advance the gem and jewellery industry, GIA India organised 'EVOLVE – GIA Excellence Conclave' on December 7, 2019 at the Kerala Gem and Jewellery Show (KGJS) in Kochi. More than 100 retailers were part of the conclave and the highlight of the event was a panel discussion on "Building Consumer Confidence."

The panel discussed ways to build consumer confidence, such as full disclosure, adherence to standards, training, product knowledge and more. The panel consisted of Nirupa Bhatt, Managing Director of GIA India and Middle East; Anantha Padmanabhan,

Chairman, All India Gem and Jewellery Domestic Council (GJC) and Managing Director, NAC Jewellers; Dr. B. Govindan, State President, All Kerala Gold & Silver Merchants Association (AKGSMA) and Managing Director, Bhima Jewellery; T.S. Kalayanaraman, Chairman and Managing Director, Kalyan Jewellers; and P.P. Sunny, Chairman and Managing Director, Sunny Diamonds; and was moderated by Sumesh Wadhwa, Managing Director and Chief Editor, AOJ Media.

GIA also presented the GIA Diamond Origin Report to the participants of the conclave. 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."

