

News Bureau

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GIA India Organises Evolve



an aim to progress and advance the gem and jewellery industry, GIA India organised

'Evolve – GIA Excellence Conclave' on Nov. 28, at the Marriott Hotel 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 a 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 the 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.

"Modern management is based on western mythology and is objective-based. All employers, not just Indian, can learn from Indian philosophy that human capital thrives not in a competitive environment but in an enriching and enabling performance spirit," said Devdutt Pattanaik. "At Evolve speaking about 'Mythology for Business and Market,' I believe this philosophy will help the participants advance their businesses."

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.

Deepak Choksi, Vice President, Surat Jewellers Association and Owner of D. Khushalbai Jewellers, said, "We really appreciate the work GIA India is doing for the trade. GIA has taken a great step with the introduction of the Diamond Origin Report, which presents great insights to the consumer about the good mined diamonds do and help build their confidence. We are always grateful to GIA India and look forward to their services which benefit our businesses."

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