

THE INDIAN GEM AND JEWELLERY MAGAZINE » NOVEMBER 2018

Solitaire

I N T E R N A T I O N A L

**38th World Diamond
Congress Plans Way
Forward**

**India Diamond
Week Draws 120
International Buyers**

**Bharat Diamond
Week To Strengthen
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**GJEPC To Host
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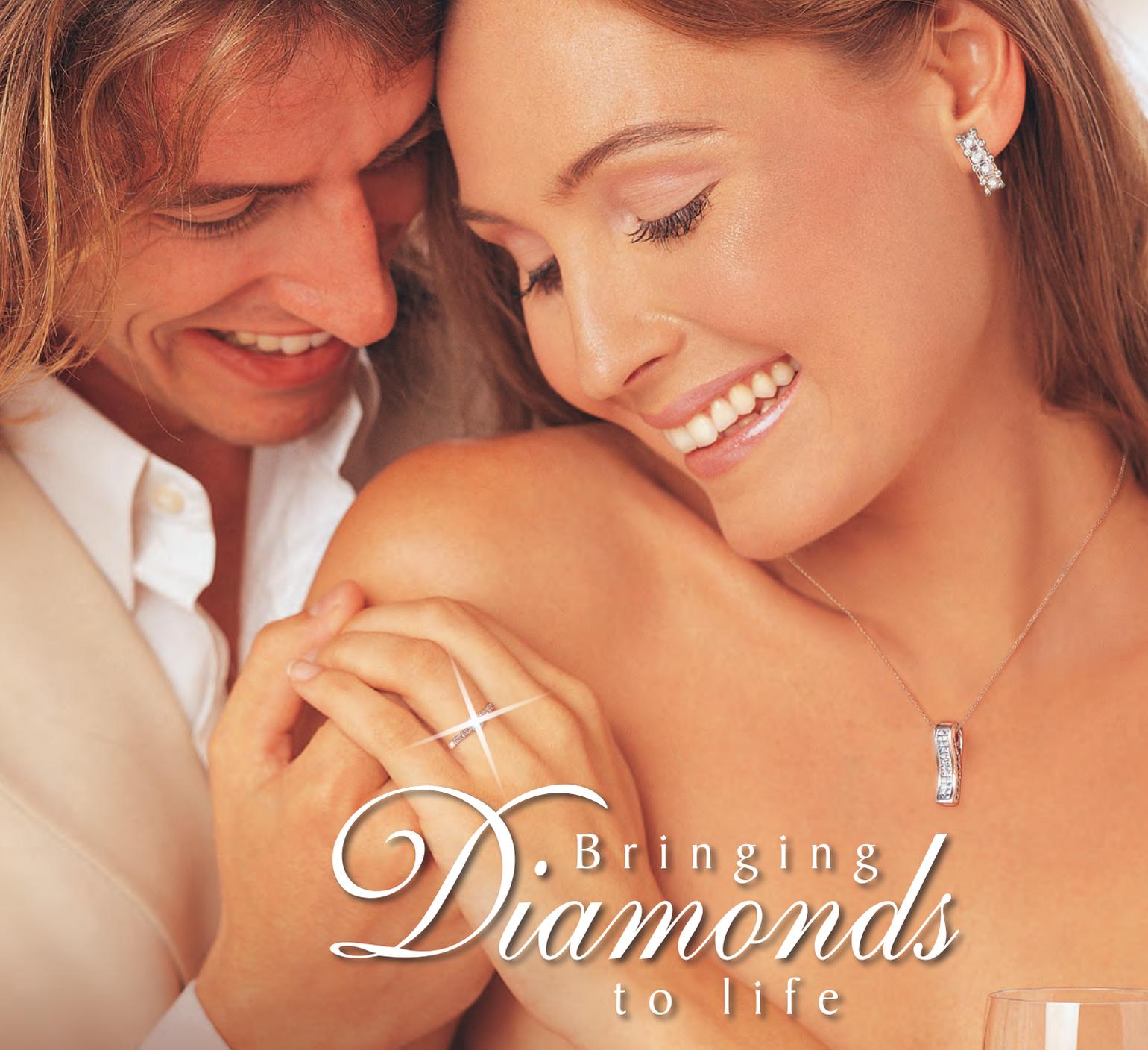
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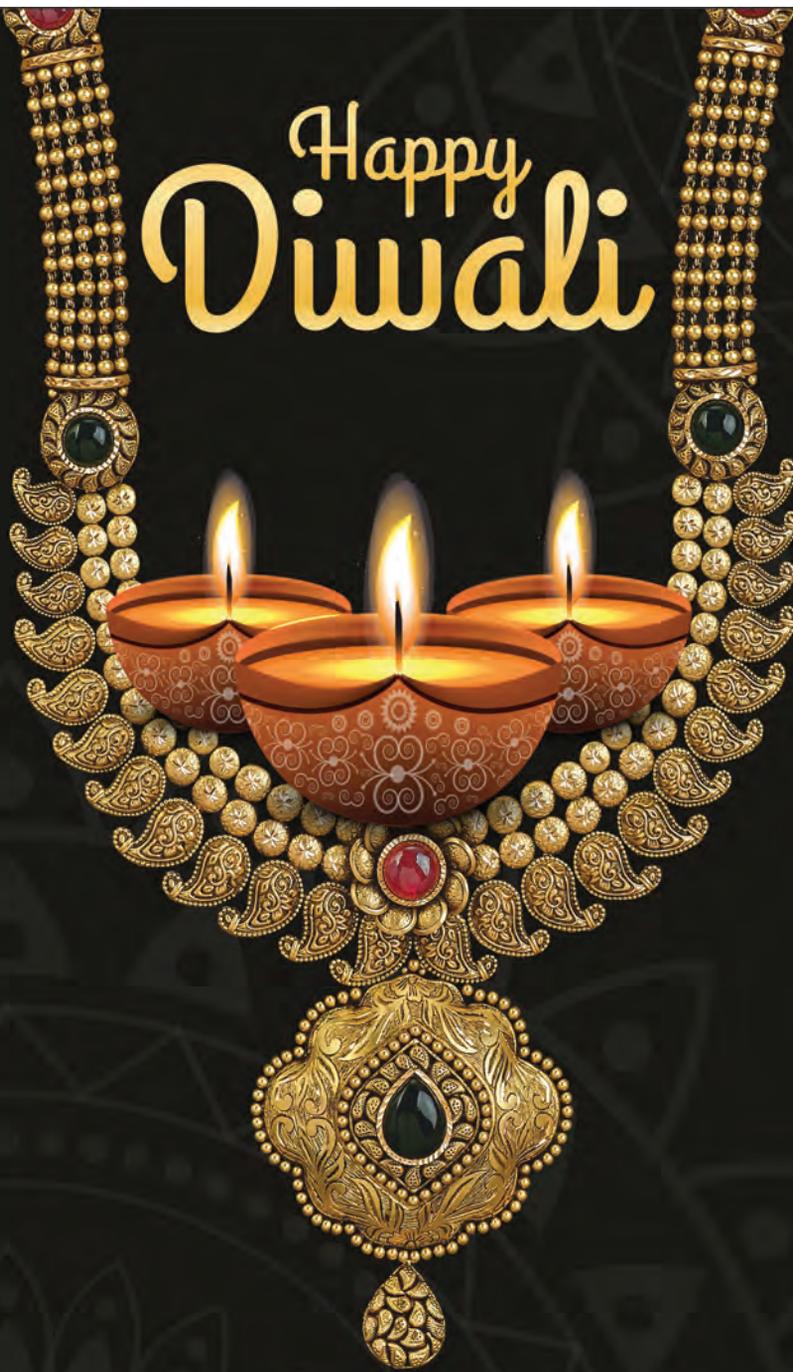
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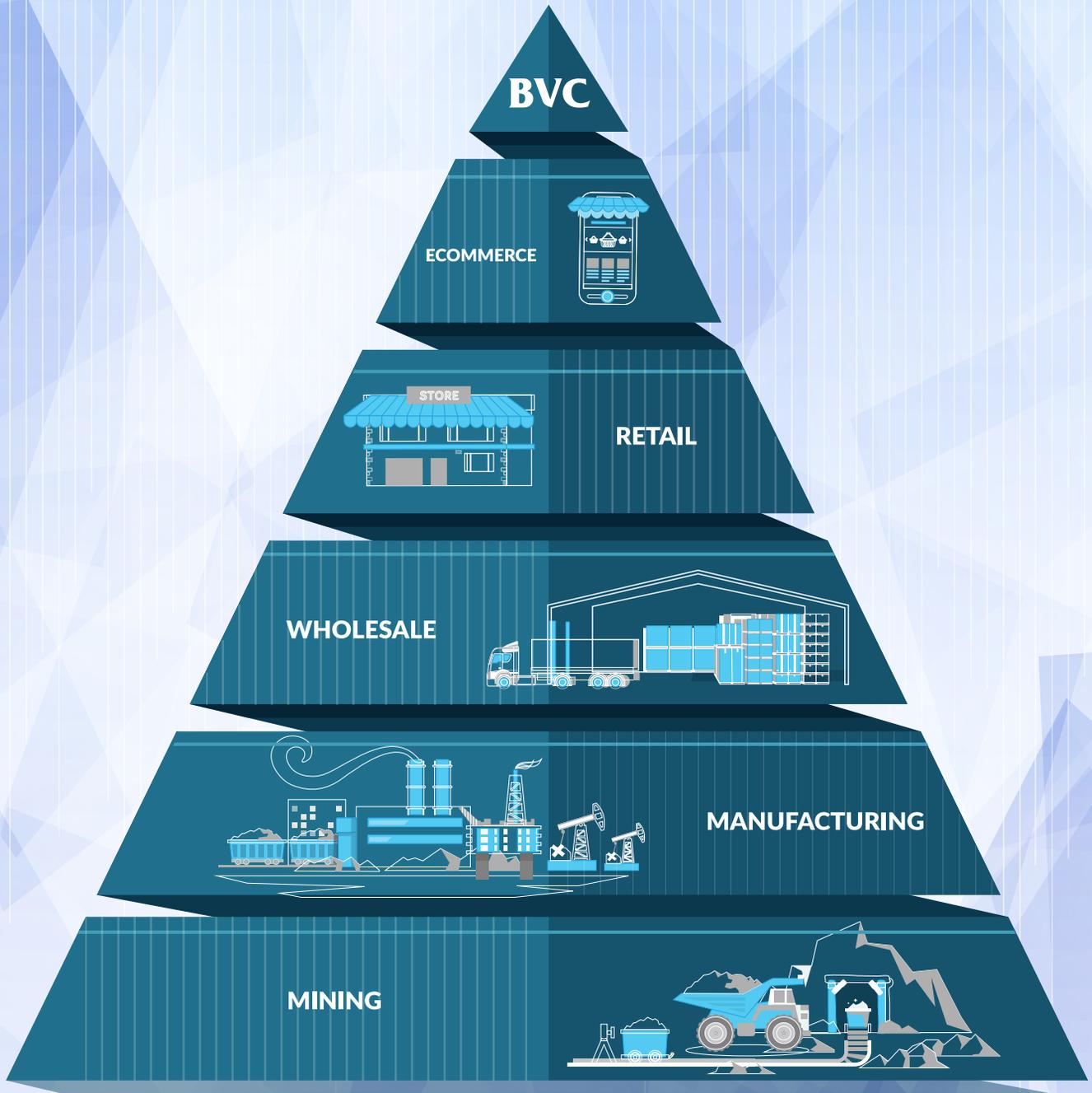
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One Voice

The 38th World Diamond Congress, the biennial meeting of the World Federation of Diamond Bourses (WFDB) and the International Diamond Manufacturers Association (IDMA), that was hosted in Mumbai by the GJEPC, ended with a resolve to unitedly tackle pressing issues like finance, lab-grown diamond nomenclature, SMEs, generic diamond promotion and much more.

At the conclusion, WFDB president Ernie Blom urged diamond exchange presidents and members to join hands to boost the global presence of the trade organisation. IDMA president Ronnie Vanderlinden, in a press note, expressed concern over the closure of diamond manufacturing units in smaller diamond centres like Armenia, Namibia, South Africa, Russia, Sri Lanka and Thailand. He also indicated that diamond manufacturing was dwindling in China, which is down from a peak of 40,000 cutters to less than 5,000.

Echoing Blom's sentiments, Vanderlinden, too, said that the time may have come for the diamond trade to unite under a single header and speak with a single voice on behalf of its members.

For the Cover Story, US-based journalist Cynthia Unninaray travelled to Bogota, Colombia, for the Second World Emerald Symposium, which discussed the challenges facing the emerald industry along with talks on industrial mining, geology, gemmology, origin, treatments, new technologies, jewellery and more.

Vivek Shah of Karma Designs, Ahmedabad, outlines jewellery trends for the coming year in Industry Insight, while Italy Trends showcases design directions from the recently concluded Vicenzaoro show.

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» INTERNATIONAL STATISTICS

UNITED STATES

Imports	(In US\$ mn)			
	2017	January-August 2017	January-August 2018	% Change
Polished Diamonds	21,668	14,510	16,707	15%
Rough Diamonds, Sorted, Unworked	1,061	556	412	-26%
Polished Precious & Semi-precious Stones	2,252	1,603	1,512	-6%
Jewellery	9,543	5,770	5,601	-3%

Customs Value

Source: U.S. Department of Commerce and the U.S. International Trade Commission.

BELGIUM

	January-September 2017		January-September 2018		% Change	
	Ct mn	US\$ bn	Ct mn	US\$ bn	Ct	US\$
	Polished Diamonds Exports	3.7	8.6	3.6	8.8	-3%
Polished Diamonds Imports	4.3	8.6	4.4	9.0	3%	5%
Rough Diamonds Exports	94.1	9.3	90.6	9.6	-4%	3%
Rough Diamonds Imports	70.6	8.0	68.4	8.2	-3%	3%

Source: The Diamond Office, Antwerp World Diamond Centre (AWDC)

ISRAEL

	January - March 2018	% Change (Y-O-Y)
	US\$ bn	US\$
Polished Exports	1.16	-33%
Polished Imports	0.74	7%
Rough Exports	0.76	-1%
Rough Imports	0.72	-7%

Source: Israel Ministry of Economy



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Exports of gems and jewellery during April - September 2018 as compared with last year

Items	Sep - 2018	Sep - 2017	% Change	Apr - Sep 2018	Apr - Sep 2017	% Change
Cut & Polished Diamonds (Quantity – Mct)	2365.88 2.7	2651.73 3.9	-10.78 -29.04	12678.30 16.1	11895.19 18.7	6.58 -13.82
Gold Jewellery	830.35	997.01	-16.72	6063.18	3804.22	59.38
Gold Medallions & Coins	0.06	0.14	-57.14	201.81	1577.08	-87.20
Coloured Gemstones	60.77	58.27	4.29	206.89	211.87	-2.35
Silver Jewellery	75.15	367.71	-79.56	314.13	2375.90	-86.78
Pearls	0.05	0.50	-90.00	0.36	0.91	-60.44
Synthetic Stones	17.86	20.55	-13.09	97.73	102.06	-4.24
Costume & Fashion Jewellery	1.88	2.45	-23.27	30.99	24.19	28.11
Subtotal	3352.00	4098.36	-18.21	19593.39	19991.42	-1.99
Exports of Rough Diamonds (Quantity – Mct)	85.25 2.9	171.08 3.8	-50.17 -23.12	604.18 16.8	717.53 17.9	-15.80 -6.45
Others	3.61	1.50	140.67	31.00	35.55	-12.80
Gross Exports	3440.86	4270.94	-19.44	20228.57	20744.50	-2.49
Return Consignment Others	80.07	107.25	-25.34	236.10	314.36	-24.90
Return Consignment CPD	1039.98	1110.31	-6.33	4380.69	3991.93	9.74
Net Exports	2320.81	3053.38	-23.99	15611.78	16438.21	-5.03

Imports of raw materials for gems and jewellery during April - September 2018 as compared with last year

I. Items	Sep - 2018	Sep - 2017	% Change	Apr - Sep 2018	Apr - Sep 2017	% Change
Rough Diamonds (Gross) (Quantity – Mct)	1253.46 16.0	1465.94 15.7	-14.49 2.38	8416.86 84.6	9162.28 91	-8.14 -7.03
Rough Coloured Gemstones	32.07	71.38	-55.07	239.86	330.48	-27.42
Raw Pearls	0.55	4.93	-88.84	3.65	724.54	-99.50
Rough Synthetic Stones	9.53	24.98	-61.85	71.27	119.82	-40.52
Gold Bar	426.69	566.43	-24.67	4129.20	1899.47	117.39
Silver Bar	2.84	4.76	-40.34	19.19	30.42	-36.92
Platinum	4.62	2.56	80.47	28.48	24.28	17.30
TOTAL – A	1729.76	2140.98	-19.21	12908.51	12291.29	5.02
II. Imports of Cut & Pol Diamond SEZ (All over India) (Quantity)	55.47 0.17	70.92 0.16	-21.79	290.08 0.8	426.62 0.6	-32.01
Bonded Ware House (Quantity – Mct)	5.72 0.01	13.34 0.02	-57.12	58.57 0.15	116.28 0.3	-49.63
Mumbai (DTA) (Quantity – Mct)	98.80 0.14	80.74 0.3	22.37	392.40 0.96	575.14 1.9	-31.77
Others (DTA) (Quantity – Mct)	0.01 0.00	0.26 0.00	-96.15	0.58 0.00	2.07 0.00	-71.98
Surat (DTA) (Quantity – Mct)	2.86 0.007	9.03 0.02	-68.33	26.97 0.1	84.86 0.1	-68.22
TOTAL – B	162.86	174.29	-6.56	768.60	1204.97	-36.21
III. Imports of Other Items						
Gold Jewellery	30.32	24.66	22.95	149.13	136.49	9.26
Silver Jewellery	6.09	6.10	-0.16	31.33	23.42	33.77
Coloured Gemstones	36.15	41.71	-13.33	124.85	307.83	-59.44
Synthetic Stones	10.13	10.25	-1.17	48.66	67.07	-27.45
Pearls	0.73	61.21	-98.81	4.14	1060.96	-99.61
Costume/Fashion Jewellery	0.05	0.15	-66.67	0.67	0.44	52.27
TOTAL – C	83.47	144.08	-42.07	358.78	1596.21	-77.52
GRAND TOTAL (A+B+C)	1976.08	2459.36	-19.65	14035.89	15092.47	-7.00

All figures are provisional.



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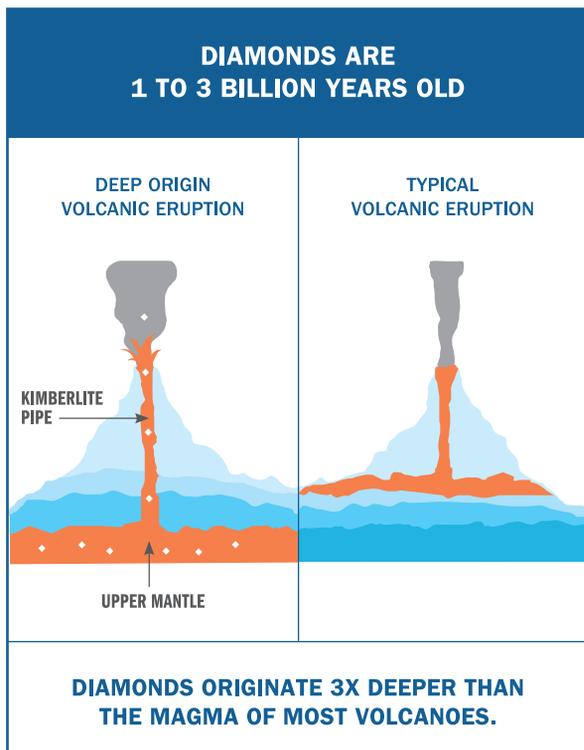
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FIVE ESSENTIAL DIAMOND TRUTHS

1. Diamonds are older than life on Earth, a true miracle of nature.

Long before there was life on Earth, there were diamonds. Most were created one to three billion years ago, and the youngest diamond ever found was over 100 million years old. Originating more than 100 miles beneath the Earth, they were pushed to the surface by volcanic eruptions 300-400 million years ago, long before dinosaurs roamed. Diamonds are the oldest thing that most of us will ever hold.

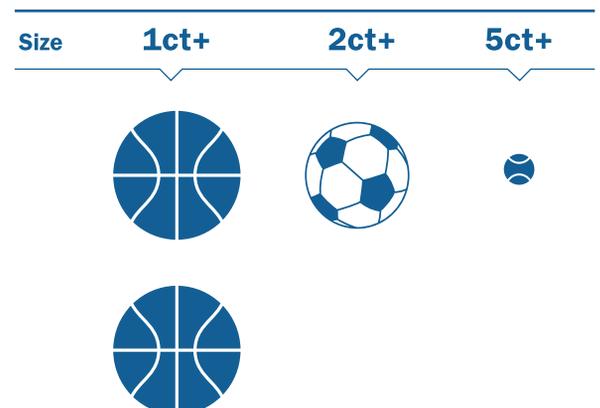


2. Diamonds are rare and getting rarer everyday.

The number of recovered diamonds peaked in 2005 and will decrease significantly over the next decade. Diamond-bearing kimberlites, the ancient, underground volcanic pipes that hold most of today's diamonds, are very hard to find. In fact, most of the diamonds recovered today come from kimberlites discovered decades ago, which is why diamond production is gradually decreasing and diamonds are becoming rarer.

ANNUAL DIAMOND PRODUCTION

The volume corresponding to the annual production of diamonds 1 carat and up in size is equivalent to the volume of two basketballs. It is that of a soccer ball for diamonds 2 carat and up in size, and that of a tennis ball for diamonds 5 carat and up in size.

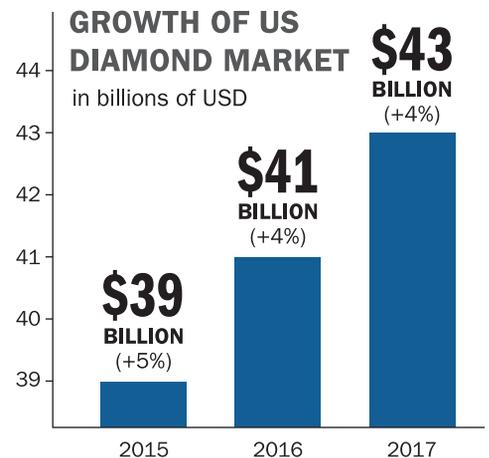


3. Demand for diamonds has never been stronger.

2017 was the strongest year ever for diamond jewelry in the world, including in the US. Millennials represent 59% of the value of diamond jewelry demand, while making up only a quarter of the population. Research shows that millennials have a strong interest in products that offer authenticity, rarity and preciousness – and a billion-year-old diamond is an ideal expression of authenticity in their lives and relationships. A real, natural diamond carries deep emotional meaning in a swipe-right world where things are increasingly fast and artificial.



of the value of diamond jewelry demand in 2017 was from millennial consumers.



Source: De Beers Insight Reports 2017, 2018

4. Conflict diamonds belong to the past.

Conflict diamonds, as depicted in the 2006 movie Blood Diamond, set in the 1990s, are largely a thing of the past. Since then, African rebellions have receded and the industry has put in place strict controls – e.g. the Kimberley Process – to ensure that no diamonds coming from conflict-zones are traded. As a result, 99.8% of diamonds are Kimberley-compliant. Moreover, all major producers have safeguards in place to guarantee their diamonds are produced responsibly.



of all diamonds are Kimberley Process certified.



Source: diamondfacts.org

5. The diamond industry makes an important contribution to the world.

The diamond sector supports the livelihood of 10 million people globally, including 1.5 million Artisanal and small-scale miners and their families in Africa and South America who provide 15% of the world's diamonds and whose livelihoods depend on demand for diamonds. The discovery of diamonds in Botswana has transformed the country from one of the poorest in the world to a middle-income country. Today, every child there receives free schooling until the age of 13 thanks to diamond revenues that represent almost a third of Botswana's GDP. In the Indian state of Gujarat, the diamond sector employs about one million people and funds schools and hospitals.

By any standard, diamond mining has a very small environmental footprint and no chemicals are used to remove diamonds from the Earth. Mining companies are closely monitored by governments and local communities. Many operations are working on projects to move towards carbon-neutral status. The carbon footprint of a 1-carat polished, natural diamond is smaller than that of most CVD synthetic diamonds of similar size.



Close to 10% of the energy that powers the Diavik mine in Canada comes from its wind farm.



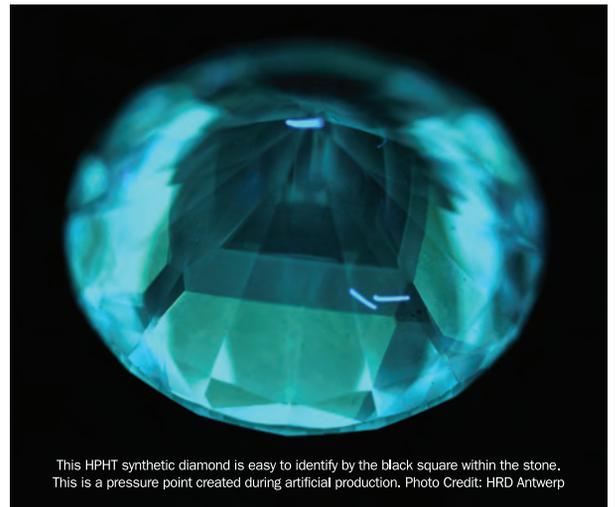
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FIVE ESSENTIAL LABORATORY - GROWN DIAMOND TRUTHS

Photo Credit: Getty Images

1. Laboratory-grown diamonds have essentially the same physical and chemical characteristics as natural diamonds, but they are not identical, and they are easily detected.

Laboratory-grown diamonds are produced in 2-3 weeks using two different methods: High Pressure High Temperature (HPHT) and Chemical Vapor Deposition (CVD). Each method leaves growth marks and telltale signs that are distinctive of an artificially produced diamond, this is how they can be identified using professional instruments. Moreover, most synthetic diamonds need to be color treated to correct distortions created during the industrial production process.



This HPHT synthetic diamond is easy to identify by the black square within the stone. This is a pressure point created during artificial production. Photo Credit: HRD Antwerp

2. Laboratory-grown diamonds are produced in a matter of weeks, primarily in factories situated outside of the US, mostly in Asia.

Most laboratory-grown diamonds are not produced in the US but in China, India, and Singapore. There is a lot of investment in new production capacity in Asia today and the share of Asian producers is likely to increase further. Laboratory-grown diamond producers often make claims about their product being “eco-friendly,” “transparent,” and “sourced with integrity.” However, these claims are usually vague and unsubstantiated and the origin of the product is almost never disclosed.



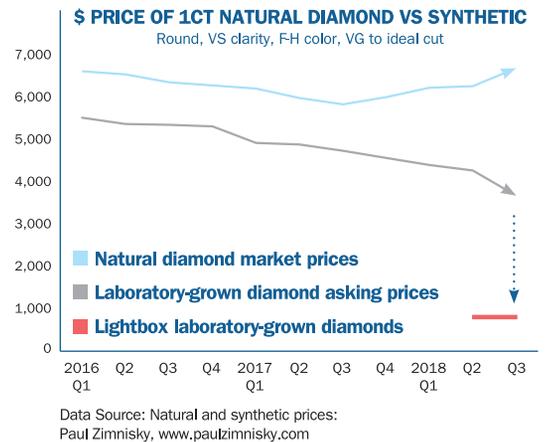
Photo Credit: Google Images

3. Retail price continues to erode as the costs of production decline.

Production costs of laboratory-grown diamonds are driven almost entirely by electricity usage, which is why some producers move to regions where electricity costs are low. This explains why over time, as technology improves, production costs will continue to decline. In the case of color gemstones like rubies, sapphires or emeralds, the price of synthetic stones is about 10% of that of the natural stone.

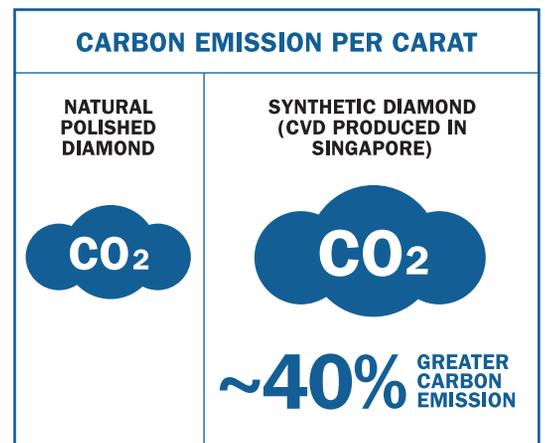
Also important to know: due to economies of scale, the larger the synthetic diamond produced, the lower the cost per carat – a stark contrast to natural gemstones.

As an industrial product, a laboratory-grown diamond has no resale value and its price is falling rapidly.



4. The carbon emissions for a one carat synthetic diamond are similar to, and sometimes greater than, those for an equivalent natural diamond.

When making comparisons with natural diamonds, synthetic diamond manufacturers often quote theoretical carbon emissions for synthetic diamonds that assume that they use 100% renewable energy. In reality, synthetic diamond production today primarily uses electricity generated by fossil fuels, mostly in China, India and Singapore. Rigorous comparisons require case by case analysis, depending on producer and country grid emission factors. Taking the example of a 1-ct synthetic diamond produced in Singapore using the Chemical Vapor Deposition (CVD) method where a significant volume of the CVD synthetic diamonds are produced, the carbon emission per polished carat is approximately 40% higher than for natural polished diamonds.



Source: DPA Analysis

5. A large majority of consumers do not consider laboratory-grown diamonds produced in a factory to be real diamonds because they are not formed naturally in the Earth.

A Harris poll from May 2018 shows that 68% of US consumers believe that a laboratory-grown diamond produced in a factory is not a “real diamond.” Only 16% of respondents believe they are. Other surveys show that as they learn about the lack of inherent value of synthetic diamonds, fewer consumers consider them to celebrate important moments in their lives, even if a growing proportion consider them for fast fashion jewelry.



of US consumers believe that a laboratory-grown diamond produced in a factory is not a “real diamond.”

Source: Harris Poll, 360 Study, for DPA

OBITUARY



GII's K.T. Ramachandran Passes Away

Solitaire International deeply regrets the demise of K.T. Ramachandran, founder secretary and chief gemmologist of the Gemmological Institute of India (GII), the pioneering gemmological institute and India's first gem-testing laboratory established in 1971. Ramachandran passed away on October 26th at the age of 72.

A Fellow of the Gemmological Association of Great Britain, and a Graduate in Economics and Law from the Mumbai University, Ramachandran was associated with GII since its inception and was instrumental in developing gemmology and diamond courses in India.

A person who was dedicated to the study of gem science, he held various key positions as the examiner and adviser to various gemmological institutions in India and abroad as well as State Public Service Commissions.

He was the executive secretary of the Gem & Jewellery Exporters' Association; he was also a member of the Gemstone Committee of the Bureau of Indian Standards and the R&D Committee of the Gem & Jewellery Export Promotion Council. He served as the specialist on the Audit Board of the ISO 9001 and was the governing body member of the Indian Diamond Institute, Surat.

During his illustrious career, he authored various articles on gemmology, and co-authored a book on "Gemstone Properties and Identification" with Dr. Jayshree Panjekar.

He is survived by his wife Bharati and daughter Ruby. His loss will be felt not only by his family, but the entire gem and jewellery fraternity.

Laelim & IGC Disclose A Diamond's Full Journey with GIA M2M

Gemological Institute of America (GIA) announced that Chinese retailer Laelim Jewelry and Belgian diamond manufacturer IGC Group will pilot GIA's M2M programme that allows for complete transparency and traceability of diamonds along the value chain. This is one of the first instances where a manufacturer and retailer implemented the M2M programme in partnership.

"Laelim Jewelry is proud to be – in cooperation with the Belgian IGC Group – the very first Chinese retailer to offer diamonds that have been evaluated by GIA for its M2M programme," said Lin Xiang, CEO of Laelim Jewelry. "The Laelim brand will touch the Chinese consumer's heart as the GIA M2M will give consumers a unique buying and exclusive ownership experience in a way that has never been seen before. The digital journey from mining, through Belgian excellence in diamond cutting to the creation of the jewellery piece will create a more profound understanding of the beauty of the Laelim brand."

A select number of GIA-graded stones from Laelim Jewelry have been added to the M2M programme, recording each stone's story as it moves from the mine to the consumer. IGC sources and polishes the rough diamonds, which then move to Laelim Jewelry where consumers have the opportunity to experience their story.

"The M2M platform allows us, as a Belgian manufacturer of diamonds, to share our 106 years of heritage and excellent craftsmanship with the consumer," said Hans Clement, sales director and partner at IGC Group. "Not only are we happy to be in this project with such reputable collaborators as GIA and Laelim Jewelry, but we are convinced that this digital platform creates transparency and will excite the Chinese consumer."

M2M is a digital storytelling platform that brings together GIA's unique ability to scientifically match rough diamonds to the resulting polished gems with information that tells the compelling story of a diamond's journey. ■

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Vera Wang & Chow Tai Fook Forge Jewellery Partnership

Vera Wang Group and Chow Tai Fook Jewellery Group announced their partnership on a fine jewellery collection that was launched on October 19th in mainland China. Bringing together the foremost Chinese-American designer in the fashion industry and the renowned fine jewellery company in Greater China, the collaboration between Vera Wang and Chow Tai Fook caters to the modern Chinese bride, who has begun to incorporate diamond jewellery into traditional engagements.

The Vera Wang Love collection includes 18-karat gold and platinum engagement rings, as well as wedding bands and fine fashion jewellery featuring precious stones and metals such as diamond, sapphire, 18-karat gold and platinum. T Mark traceable diamonds are used throughout the collection and are individually marked with their own

nano-inscription, which proves each diamond's unique identity.

"It is with the greatest joy and respect I am able to partner with Chow Tai Fook on my new jewellery collection. The sophistication, quality, technical capabilities and vast consumer reach of Chow Tai Fook will enable me to create both wedding and fashion signature pieces of the highest quality from the attainable to the most exclusive. I look forward to sharing my vision with Chow Tai Fook clients across Asia!" said Vera Wang.

"It is a great pleasure for us to collaborate with world-renowned designer, Vera Wang, on the Vera Wang Love collection for Chow Tai Fook, as we share the same commitment to craftsmanship, quality and design. The intrinsic value of 'traceable' marks carried by T Mark diamonds perfectly aligns with Vera's design philosophy,

Vera Wang Love collection's Love Knots pendant necklace.



Vera Wang Love collection solitaire ring.

resulting in beautiful, modern pieces of jewellery. Our partnership will provide a unique and enhanced experience to our customers in Greater China," added Kent Wong, managing director, Chow Tai Fook.

The opening price point for the Vera Wang Love collection begins around \$400 for fine jewellery pieces. The collection debuted at Chow Tai Fook stores in Shanghai and will further expand to other cities including Beijing, Chengdu, Hong Kong and more. ■

IGI Opens New Facility At Bharat Diamond Bourse

The International Gemological Institute (IGI) launched a new full-fledged sorting and screening facility in Mumbai at the Bharat Diamond Bourse (BDB) on October 16th. Located at Tower FW in the exchange, the space will serve as an extension of IGI's existing laboratory services in the city. Streamlining the evaluation process, trade personnel will also be able to drop their parcels at the fully operational office from 9 am to 6 pm and collect them once the certification process is complete.

Anoop Mehta, president of the BDB led the inauguration alongside Mehul Shah, vice president, BDB; Ashish Mehta, partner, Kantilal Chotalal; Sanjay Kothari, chairman, Gem & Jewellery Skill Council of India (GJSCI); Rajesh Lakhani, director, Kiran Gems; and Milan Parekh of Mahendra Brothers.

"We are very pleased to be offering our services at such a key location," said Ramit Kapur, general manager, IGI India. "Our new facility features the latest identification equipment, enabling us to



address the trade's queries pertaining to synthetic diamonds, which is a vital need of late."

"The goal of the facility at the bourse is to help diamond producers experience a quicker and more efficient certification process with IGI," said Tehmasp Printer, managing director, IGI India. "With real-time screening, trade professionals can now have their melee parcels checked for contamination of synthetic diamonds, if any. As a trusted independent gemmological institute, we are honoured to continue to provide these beneficial services for the bustling jewellery industry in Mumbai." ■



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Suresh Prabhu Seeks Government-level Pact For Increasing Russian Diamond Imports

In his address at the India-Russia Business Summit organised by Department of Industrial Policy and Promotion (DIPP), Invest India and Confederation of Indian Industry (CII) in New Delhi on October 5th, union minister of commerce & industry and civil aviation, Suresh Prabhu, said that there is an opportunity for India and Russia to increase diamond imports without adversely impacting the balance of payment.

Prabhu noted that India was the world's largest centre for cutting and polishing diamonds, while Russia was the biggest diamond producer. "If we can work out a government-to-government agreement in which we import...in a manner that does not adversely impact balance of payment, then we will meet our demand. Russian exports will increase to India and we import it, process it and re-export that, and both get benefited," he said.

The commerce minister further said that there is an opportunity for India and Russia to collaborate in all fields like hydrocarbons, gold, timber, pharma, agriculture, power generation, aviation, railways and logistics.

The minister for economic development of Russia, Maxim Oreshkin, said that Russia is preparing a strategy to increase economic cooperation with India. He said that Russia is looking



The Prime Minister of India, Narendra Modi, and the President of Russia, Vladimir Putin, at the India-Russia Business Summit, in New Delhi on October 5th. The union minister for commerce & industry and civil aviation Suresh Prabhu is also seen.

at investment protection and avoidance of double taxation agreement with India besides trade in national currencies.

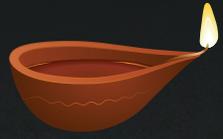
Making the economic partnership a strong pillar of bilateral relationship is a key priority for both governments. In December 2014, the leaders of the two countries set a target of \$30 billion bilateral trade by 2025.

Prabhu also announced the setting up of a fast track, single-window mechanism for Russian companies to be helmed by Secretary, DIPP, ministry of commerce and industry.

The minister stated that this mechanism would be in addition to the Russia Desk that had been set up earlier to promote Russian investment in India.

Prabhu informed that work on the International North-South Transport Corridor was underway and signing of a Free Trade Agreement (FTA) with Eurasian Economic Union (EaEU), soon, will create a huge market which will benefit all the countries of the region and also promote inter-regional partnerships between the states of India and the regions of Russia. ■

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Alrosa Pilots De Beers' Tracr Platform

Tracr, the end-to-end diamond industry blockchain traceability platform being developed by De Beers in collaboration with industry stakeholders, said that Alrosa has joined the platform's pilot programme, bringing industry leaders from the diamond manufacturing and retail sectors in creating the blockchain platform by the industry, for the industry.

Following the announcement of the Tracr pilot earlier this year, Alrosa's involvement brings the world's two largest diamond producers together to provide

enhanced assurance for consumers and trade participants about the provenance and authenticity of their diamonds, and in creating a digital foundation for new services that can only be developed on an end-to-end platform.

Bruce Cleaver, CEO, De Beers, said: "To provide true traceability, diamonds must be tracked from their point of production. We are delighted that Alrosa has joined the Tracr pilot, as the collective efforts of the world's two leading diamond producers will enable more of the world's diamonds to be tracked on

their journey from mine to retail. Having a critical level of production on the platform will deliver significant benefits for consumers and diamond industry participants."

Sergey Ivanov, CEO, Alrosa said: "Traceability is the key to further development of our market. It helps to ensure consumer confidence and fill information gaps, enabling people to enjoy the product without any doubts about ethical issues or undisclosed synthetics. We believe tracing requires industry cooperation and complementation for the sake of a common goal." ■

DPA's 'Real is Rare' Campaign Now In Telugu

The Diamond Producers Association (DPA) launched its integrated marketing campaign 'Real is Rare' in Telugu, a language commonly spoken in the southern Indian state of Andhra Pradesh.

The 'Real is Rare' campaign focuses on celebrating the precious moments which mark the journey of a relationship between a couple. Following comprehensive research, DPA arrived at a key insight – while couples tend to celebrate anniversaries and birthdays as milestones, there are other unrecognised moments of bonding and intimacy that form the foundation of their relationship. These moments are unique and rare to each couple and deserve to be acknowledged. Taking inspiration from these real stories, DPA's "Real is Rare. Real is A Diamond" campaign offers a compelling narrative by recreating such relatable moments between a couple.

Featuring Telugu cine actor and winner of Bigg Boss Telugu season one, Siva Balaji, and his wife Madhumita, the commercial presents love as being a true partnership, marking the real promise a couple makes to each other. For maximum impact, the commercial will be promoted across TV, social and digital platforms.

Commenting on the campaign launch, Richa Singh, managing director, DPA India, said, "There are certain defining moments in every relationship that make a couple's journey unique. Through our 'Real is Rare' campaign, we want diamonds to symbolise the successful transformation of this partnership. We are happy to associate with Siva Balaji and Madhumita who have beautifully captured the essence of rare and real life moments."

Recently, DPA also collaborated with renowned actor and VJ Rio Raj and his wife Shruti for the Tamil version of the 'Real is Rare' campaign. Offering a glimpse into how an unforeseen



The campaign features Telugu cine actor Siva Balaji and his wife Madhumita.

situation becomes the reason to discover love all over again, the video resonated with most couples and received an overwhelming response from the audience by generating 15.8 million impressions on TV and digital platforms.

DPA has partnered with Hyderabad's trusted and renowned jeweller Shree Jewellers for the Telugu campaign and Mehta Jewellers for the Tamil campaign. ■

Real is Rare Telugu Video Link: <https://youtu.be/h21bFz448rE>

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Saffronart's Jewellery Auction Fetches \$716,994

Saffronart's online auction of fine jewels, titled From Tradition to Innovation, concluded on October 25th, achieving a total sales value of ₹5.16 crore (\$716,994). The auction featured a selection of high quality traditional period pieces as well as innovative contemporary designs, highlighting the shifts in Indian jewellery design over the last century.

The auction was led by an exquisite pair of natural pearl and diamond earrings (lot 45). Featuring two rare natural saltwater pearls weighing over 20 carats each, set in a frame of diamond briolettes, the pair sold for approximately ₹87 lakh (\$120,750). Another highlight of the auction was a magnificent diamond ring (lot 84), which sold for approximately ₹75 lakh (\$103,819). The stunning ring, centred on a shield-cut diamond, attracted interest for its unique design.

The auction witnessed highly competitive bidding for traditional jewellery from important historic periods, especially pieces with strong provenances and fine craftsmanship. A pair of period diamond jhumki earrings (lot 17) from the private collection of a Nawab of Hyderabad crossed its higher

estimate by 28.8%, selling for ₹5.15 lakh (\$7,156), and a period diamond and pearl maang tika (lot 3), which once belonged to the Nawab of Malerkotla, sold for approximately ₹3.2 lakh (\$4,440).

There was enthusiastic interest in lots belonging to the personal collections of avid jewellery collectors, selected for their design, technique and rarity, and acquired both within India and on travels abroad. The interest in these lots underscores the importance of collecting jewellery, and encourages a new generation of collectors. A distinctive satlada or seven-strand necklace (lot 14) formerly in the collection of Kanwar Sardari Lal Chopra fetched ₹8.4 lakh (\$11,724), 20% more than its higher estimate. Additionally, a gold pill box by Cartier (lot 50), which once belonged to businessman, traveller and collector Shantilal Bhikubhai Jhaveri, invited numerous bids and eventually sold for ₹1.5 lakh (\$2,089), surpassing its higher estimate by 37.5%.

Commenting on the auction, Saffronart president and co-founder Minal Vazirani said, "We are extremely pleased with the outcome of this sale. It signals a very strong interest in owning and collecting



This pair of natural pearl and diamond earrings (lot 45) sold for approximately ₹87 lakh (\$120,750).

innovative pieces that are rooted in traditional Indian design and history. Saffronart has always been committed to developing and expanding the market for Indian jewellery, and to inculcating the art of jewellery collecting among a new generation. We wish to introduce a global audience to the quality of Indian craftsmanship through our annual auctions, our biennial jewellery conference – which returns in 2019 – and an upcoming series of exhibitions focusing on contemporary Indian jewellery design." ■

IIG Hosts Tete-A-Tete With Brazilian Entrepreneur Ali Pastorini



Ali Pastorini (in blue) at the International Institute of Gemology.

The International Institute of Gemology (IIG) hosted Ali Pastorini, co-owner of Del Lima Jewelry and president of Mujeres Brillantes, for an interactive session, which primarily revolved around women entrepreneurs in the male-dominated jewellery industry. Pastorini heads Mujeres Brillantes, an association which brings together approximately 1,000 women working in the gold and diamond trading sector, mainly from Latin America, as well as from Turkey, Spain, Italy and Germany. The mission of Mujeres Brillantes is to help women in the jewellery and watchmaking sectors consolidate their business in order to exchange professional skills and experience. She engaged in a lively discussion with the students and a few women entrepreneurs. ■



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GIA India Organises Alumni Events in Mumbai & New Delhi



Hemant Shah interacting with GIA alumni at the Mumbai campus.



Kashish Sachdeva sharing insights on gemstone treatments in New Delhi.

With the goal of fostering networking among alumni, Gemological Institute of America (GIA) India hosted meet-and-greet events in Mumbai and New Delhi on September 28th and 30th respectively. More than 30 GIA alumni attended a professional development seminar on personal branding that was delivered by Hemant Shah, an industry consultant and speaker. An alumnus of Indian Institute of Technology (IIT), Kanpur, Shah has been a consultant with various diamond and jewellery companies, specialising in branding, sales and marketing strategies.

Shah explained, “Personal branding is the art of building a unique brand around yourself as an individual. Putting a strong personal brand on the frontline can dramatically improve conversions. I was thrilled to speak at the GIA alumni event in Mumbai and share my experiences with these students who will go on to make their mark in the industry.”

Vikram Bhat, managing director of Kiara Jewellery and Dalloz

India – both part of France-based Dalloz Group – and GIA Alumni Mumbai Chapter president, said, “The event was very immersive as Hemant could engage the audience continuously with his wit. His personal anecdotes were the highlight of the seminar. For me, the key takeaway from this seminar was that building a personal brand with consistent messaging is an essential element to long-term success.”

Speaking at the occasion, Nirupa Bhatt, managing director of GIA India and Middle East, said, “The GIA alumni are a tightly-knit community and events such as this serve as a great platform for them to connect with each other and network for business. I’d like to thank Hemant for sharing his experiences and insights on personal branding as I believe it will immensely benefit our alumni. We will continue to plan and conduct more seminars to further engage alumni across India.”

Over 45 GIA alumni attended a seminar on gemstone treatments at the meet-and-greet event hosted

at Hotel Taj Palace, New Delhi. GIA instructor Kashish Sachdeva, a GIA Graduate Gemologist, AJP, Graduate Pearls, presented insights on treatment processes for many commercially available gemstones.

Atul Jain, director of Atul Jewellers and Almas Jewels Pvt. Ltd. and a member of the GIA Alumni New Delhi Chapter, said, “The event was well conceived and attended, which was evident by the large number of alumni. The seminar on gemstone treatments was effectively conducted by Sachdeva, who answered all questions with remarkable ease and confidence – hallmarks of a GIA instructor. On behalf of the GIA Alumni New Delhi Chapter, I’d like to thank all those who worked behind the scenes to make this event a success.”

Nirupa Bhatt said, “I’m excited that the alumni event in New Delhi received participation in great numbers. GIA is invested in ongoing research efforts to identify new and existing treatments and share the latest updates through seminars with our alumni across India.” ■

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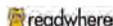
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GJEPC Hosts Inaugural India Silver Jewellery Buyer-Seller Meet In New Delhi



(From left) GJEPC convener – silver jewellery panel Rambabu Gupta, Pramod Agrawal, Senthil Nathan and Dilip Shah at the opening ceremony.



(From left) Senthil Nathan, Dilip Shah, Pramod Agrawal and GJEPC regional chairman – north Ashok Seth admiring some of the jewellery on display.

The Gem & Jewellery Export Promotion Council (GJEPC) organised the first edition of the India Silver Jewellery Buyer-Seller Meet (BSM) between October 3rd and 5th, in New Delhi. It was inaugurated by Senthil Nathan, deputy secretary, department of commerce, Government of India, at Hotel Radisson Blu, Dwarka.

In the first edition itself, the BSM witnessed an encouraging response with 27 leading Indian silver jewellery manufacturers displaying a wide range of exquisite jewellery products to 49 high-profile international buyers from 16 countries.

The buyers consisted of silver jewellery wholesalers, retailers, traders and chain store owners from countries such as Algeria, Australia, Egypt, Ireland, Jordan, UAE, UK, Uzbekistan, Kazakhstan, Kenya, Lebanon, Oman, Russia, Singapore, Sri Lanka and Tanzania.

Pramod Agrawal, chairman, GJEPC, said, “There is a growing demand for silver jewellery or alternative metal globally. India can capitalise on this as it has the capability and skills to produce quality silver jewellery matching international standards. The focus of the sector is to garner foreign exchange and increase value addition, thereby generating employment in the sector.

“Silver jewellery from India needs adequate exposure in the world market and thus steps like focused BSMs will help grow demand for it. We would also like to organise such BSMs in overseas markets by inviting potential buyers, thus giving maximum exposure to Indian silver jewellery manufacturers across the world. We are hopeful that the government would support this sector with trade-friendly policies and help it to play a bigger role globally.”

Agrawal further noted, “Over the years, demand for ‘Made in India’ silver jewellery has increased worldwide. India has been offering a variety of designs, which are affordable



The event attracted 49 high-profile international buyers from 16 countries.

and lightweight. India has added more value through the bold use of diamonds and coloured gemstones.” Silver jewellery exports from India stood at \$3.38 billion in 2017, placing it among the top five leading silver jewellery exporting nations in the world.

“The silver jewellery BSM will provide a new opportunity for decision makers to meet with participating manufacturers for sourcing silver jewellery, understand the supply chain, business practices and culture, identify and develop new sourcing opportunities and substantially increase direct exports of silver jewellery to the targeted regions,” said Dilip Shah, convener, international exhibitions, GJEPC.

Lina Abouhalka, a buyer from Beirut, Lebanon, said, “It is a fantastic initiative from GJEPC, showcasing the true strengths of jewellery craftsmanship in India. The buyer and seller meet is very promising, which gives an opportunity to explore fine silver jewellery collections.” ■

India Diamond Week Draws 120 International Buyers



(From left) Sanjay Shah, Colin Shah, Pramod Agrawal, Senthil Nathan, Dilip Shah, and Sabyasachi Ray at the inauguration of India Diamond Week 2018.

The Gem & Jewellery Export Promotion Council (GJEPC) organised the second edition of India Diamond Week from October 23rd to 25th on the sidelines of World Diamond Council (WDC) Annual General Meeting and the World Diamond Congress, the biennial meeting of the World Federation of Diamond Bourses (WFDB) and the International Diamond Manufacturers Association (IDMA) in Mumbai.

The event was inaugurated by GJEPC chairman Pramod Agrawal, GJEPC vice chairman Colin Shah, GJEPC convener – international exhibitions Dilip Shah, GJEPC convener – diamond panel Sanjay Shah, and GJEPC executive director Sabyasachi Ray, in the presence of Senthil Nathan, deputy secretary, ministry of commerce & industry, Government of India.

India Diamond Week is part of the GJEPC's endeavour to promote

the Indian diamond industry globally and improve its trade relations with high potential markets. Around 50 companies exhibited and networked with 120 international buyers from nearly 30 countries including Australia, Bahrain, Belgium, Brazil, China, Hong Kong, Cyprus, Egypt, France, Germany, Ireland, Italy, Israeli, Kazakhstan, Korea, Lebanon, Luxembourg, New Zealand, Russia, Saudi Arabia, South Africa, Sweden, Syria, Thailand, Turkey, UAE, UK, Ukraine, USA and Uzbekistan amongst others.

Indian diamantaires showcased their capabilities through various offerings in terms of polished diamond shapes, sizes and cuts. GJEPC invited leading international buyers to India to deal directly with Indian suppliers and to reduce the cost of transactions and boost bilateral trade between global importers and Indian exporters of diamonds.

India's gem and jewellery exports were \$42 billion in 2017 and the overall gross exports of gem and jewellery were at \$20.23 billion during April-September 2018, down 2.49% as compared to \$20.74 billion during April-September 2017.

Agrawal said, "The second edition of India Diamond Week witnessed increased participation of diamond manufacturers and buyers from across the world. Proving that India is the preferred sourcing destination in the world, focussed buyer-seller meets will further promote business and strengthen ties between the Indian trade and international buyers.

"It will also help them discover new facets of Indian expertise— India not only played a pioneering role in the development of value-added diamond cutting, but now our diamantaires have developed skill sets for cutting and polishing larger stones and fancy cuts. India



(From left) Dilip Shah, Sanjay Shah, Nirupa Bhatt, Pramod Agrawal, Colin Shah, Senthil Nathan and Sabyasachi Ray lighting the ceremonial lamp.

Diamond Week is a great occasion to reiterate that the Indian diamond trade is committed to the principles of fair trade.”

GJEPC leads in self-regulation encouraged through MyKYC Bank among GJEPC members. My KYC Bank is a centralised KYC platform for the gems and jewellery industry, and encourages total transparency in operations. All industry participants can update their own KYC information and documents on a single window and subsequently share the same with their trading partners.

The Indian industry has been successfully following the Best Business Practices and complying with the world business standards. Indian diamond companies follow the Best Practice Principles, a set of ethical standards developed by De Beers to promote the highest business conduct in the diamond pipeline. In addition, companies also follow the System of Warranties on all their invoices as initiated by WFDB and WDC.

Moreover, the GJEPC in the capacity of being a Kimberley Process (KP) Import/Export Authority in India is working closely with the



Senthil Nathan (third from left) receiving a memento from Colin Shah, Pramod Agrawal and Dilip Shah.

KP chair, ministry of commerce & industry, Government of India and the trade to implement and oversee the Kimberley Process Certification Scheme in India. India is the Vice Chair of KPCS for the calendar year 2018 and will handle the responsibilities of chairmanship during 2019.

The GJEPC plays a dominant role in global diamond advertising. For the generic promotion of diamonds, GJEPC has joined hands with Diamond Producers Association

(DPA) to fund the promotion of diamonds and diamond jewellery to increase consumer demand for the product. The overall media promotion funds allocated by DPA for three markets, namely, the US, China and India are to the tune of \$40 million. GJEPC has contributed \$2 million to the global promotion fund by the DPA.

The Council is also building state-of-the-art gemmological laboratories that ensure diamonds are natural, well-crafted and ethically sourced. ■

GJEPC To Host Second India Gold & Jewellery Summit In November



The second edition of the India Gold & Jewellery Summit (IGJS) 2018 will be organised by the Gem & Jewellery Export Promotion Council (GJEPC) at JW Marriott Hotel Aerocity in New Delhi on November 23rd and 24th. The conference will bring together stakeholders from across the domestic and international gold and jewellery industry, including senior representatives of gold mining companies, policy makers, retailers, bankers, analysts, etc. It will offer them a platform to share their opinion on the current status and challenges of the Indian bullion industry, both at home and abroad.

IGJS 2018 will focus on a wide range of topics such as Vision 2022: Indian Jewellery Exports at \$25 Billion; Code of Conduct & Standards for Industry; the NITI Aayog Report; Value Addition Through Jewellery Manufacturing, Branding and Retailing; Employment Generation, Innovation and Technology; Bullion Banking as a Tool to Leverage India's Wealth in Gold; and Taxation and Enforcement – Making Gold a Transparent Asset Class.

The summit will give participants an opportunity to contribute to defining the future policies of the gold and jewellery business in India. One of the key objectives of the IGJS is to foster a discussion among Indian and global stakeholders on how to boost gold jewellery exports from India and generate employment for 8 million people by the year 2025. India also aims to understand the implementation procedures from other countries such as Turkey, UK, China, etc.

The list of invited dignitaries, speakers and panellists will include:

- Subhash Chandra Garg, secretary, Department of Economic Affairs, Ministry of Finance
- Hasmukh Adhia, finance secretary, Government of India
- Pramod Agrawal, chairman, GJEPC
- Aram Shishmanian, CEO, World Gold Council (WGC)
- Suresh Prabhu, Union Minister of Commerce & Industry and Civil Aviation
- John Reade, chief market strategist and head of research, WGC
- Rajiv Kumar, vice-chairman, NITI Aayog

- Amitabh Kant, CEO, NITI Aayog
- Ratan Watal, principal advisor, NITI Aayog
- Arvind Sahay, India Gold Policy Centre, IIMA
- Usha Thorat, deputy governor (retd.), RBI
- Rathin Roy, director, National Institute of Public Finance and Policy
- Dr. Yogesh Suri, advisor, NITI Aayog
- Dr. Shubadra Rao, chief economist, Yes Bank
- P.R. Somasundaram, MD-India, WGC
- Ajay Mehra, gems and jewellery committee, FICCI
- Surina Ranjan, director general, Bureau of Indian Standards (BIS)
- Rajesh Khosla, managing director, MMTC-PAMP
- Tyler Gillard, legal advisor, OECD
- Terry Heymann, chief financial officer, WGC
- N. Venkateswaran, accreditation officer, NABL
- Y.V. Reddy, former governor, RBI
- Balesh Kumar, principal additional director general, Directorate General of Goods and Services Tax Intelligence
- Rohan Shah, legal expert

Bharat Diamond Week To Strengthen SME Sector



Evgeny Agureev (left) and Andrei Zhiltsov perform the opening ceremony in the presence of Jim Vimadala, Ashok Gajera, Anoop Mehta and Mehul Shah.



Mehul Shah addressing the opening ceremony of the second edition of the Bharat Diamond Week.

The second edition of the Bharat Diamond Week was officially opened at the Bharat Diamond Bourse (BDB) on October 8th.

The diamond fair was officially opened by Andrei Zhiltsov, Consul General of the Russian Federation in Mumbai, and Evgeny Agureev, director of Alrosa's United Selling Organisation.

Zhiltsov said: "It is a great honour to be here at the centre of the global diamond industry. Up to 90% of polished diamonds in the world originate in India. This country was the first to cut and polish diamonds, and India is by far the world's largest cutting and polishing centre. In addition, Russia is the largest producer of rough diamonds, and I would say that our countries are therefore made for each other."

Meanwhile, Agureev congratulated the BDB on holding its second polished diamond fair: "We have an excellent relationship with the Indian diamond market which, accounts for 52% of our sales of rough diamonds," he commented.

BDB president Anoop Mehta described the breadth of the Indian polished diamond market and the scale of goods available. The exchange has 5,000 members, with 2,700 offices and 80% of the world's diamonds pass through the bourse. As a result, it makes perfect sense for diamond companies to visit Mumbai for their buying needs, he said.

Mehta also announced that the Bharat Diamond Week would take place twice a year, in April and in October. The next show will take place from April 1st-3rd, 2019, while the second fair next year will be held from October 14th to 16th. "India and Russia have close ties, and the BDB hopes for ever stronger ties in order to expand rough sales,

and also for the Russian consumer market to open up to the sale of India's polished diamonds and jewellery. We are also looking for Alrosa to increase the number of viewing days of rough diamonds at the India Diamond Trading Centre (IDTC), where diamonds can be shown for viewing and then taken back for the tender process."

BDB vice president Mehul Shah, who is responsible for the Bharat Diamond Week project, welcomed visitors to the polished diamond fair, saying that once a stranger enters the BDB, he is no longer a stranger but a member of the BDB family. He thanked the large team at the BDB for their efforts in making the polished diamond show a reality, adding that 120 Indian polished diamond companies were exhibiting a wide range of goods in all shapes, colours and sizes and that the fair was especially aimed at assisting small and medium-sized firms.

"The small and medium-sized enterprises (SME) in the diamond industry are facing many challenges," Shah said. "They do not receive bank finance or full value for their diamonds. Sourcing diamonds is also difficult for them. The Bharat Diamond Week was created to uplift the lower and middle segment of the diamond business, and we are committed to strengthening the SME sector," he added.

The BDB provided 100 free flight tickets for selected buyers to create more sales opportunities for the exhibitors. The buyers were selected from Turkey, Thailand and India. The bourse also provided 150 rooms for international buyers at a hotel close to the BDB. More than 750 visitors from India and overseas registered for the show.

The Bharat Diamond Week also provided on-site facilities for checking diamonds created using the Chemical Vapour Deposition (CVD) method. "It is critical for our business that consumer confidence in our products remains intact. This is absolutely paramount. Consequently, we have a display of equipment for the detection of such stones so that diamantaires can see the equipment available, how straightforward it is to operate, and the financial outlay involved," Shah said. ■



The Plaza Bolívar is at the heart of historical Bogotá and dates to the pre-Colombia times, an era where Colombian emeralds were also highly appreciated.

Talking Green, Literally

Second World Emerald Symposium

The world's first global symposium devoted to emeralds took place in Bogotá, Colombia to rave reviews in 2015. This October, the Second World Emerald Symposium took place and enjoyed an even more overwhelming positive response from participants. While the focus was on the theme of ethics in the gemstone industry, the very successful three-day event also included discussions on other issues and challenges facing the emerald industry along with talks on industrial mining, geology, gemmology, origin, treatments, new technologies, jewellery and more. Cynthia Unninayar reports.

The second edition attracted more than 200 people from overseas and some 300 from Colombia, and featured more than 75 presentations. Organised by Fedesmeraldas, the Colombia's National Emerald Federation, the symposium brought together the world's key players, including representatives of the Colombian government and emerald trade associations (Aprecol, Acodes, Asocoesmeraldas), brokers, dealers, gemmologists, laboratories, miners, jewellers and more, from October 12th to 14th, 2018.

Oscar Baquero, president of Fedesmeraldas, explained that the federation bridges the needs of the emerald industry and works with the government to ensure best practices and to promote Colombian emeralds abroad. He noted that it conducts research at the mines to expand the knowledge of Colombian emeralds, all the while promoting projects for sustainable and responsible sourcing as well as increasing the visibility of the precious green gems.

Focus on ethics

The recurrent theme of the Second World Emerald Symposium was the need for industry players to focus on ethics with an emphasis on responsible sourcing, transparency, sustainability and an ethical supply chain. Illustrating the importance that the Colombian government places on these best practices, a number of high-level officials spoke at the symposium. Among them was vice minister Caroline Rojas Hayes, of the Colombian ministry of mines and energy, who kicked off the symposium with a welcome to all the delegates. She discussed Colombian emerald mining in general, along with specific issues facing the small-scale and artisanal mining community and the need to formalise many of those working in this sector.

Later, Colombia's minister of foreign affairs, Carlos Holmes Trujillo, continued the discussion on responsible sourcing while outlining policies that are intended to help the entire emerald industry ➔



Moderator Anthony Brooke oversaw more than 75 presentations on emeralds at the Second World Emerald Symposium.



Edwin Molina, president of Aprecol, stressed that "emeralds should really be green—from every point of view."



Gagan Choudhary (GJEPC Gem Testing Lab) receives a thank-you gift for his presentation on "Resin-Filled Fissures with 'Oil-Like' Films"



Guillermo Galvis, chairman of the World Emerald Symposium and president of Acodes (left) with Oscar Baquero, president of Fedesmeraldas.



Charles Burgess, president of MTC Muzo, which will celebrate its 10th anniversary in 2019, details the great transformation of the Colombian emerald industry over the last decade.



Gem-A CEO Alan Hart spoke about terminology issues, the rapidly changing environment, corporate social responsibility, green issues and how education provides value to consumers and the trade.



A model dressed in traditional Colombian attire wears emerald earrings during the gala dinner at the World Emerald Symposium. The butterflies on the screen reflect the famous blue Morpho butterflies of Colombia, which are one of 3,000 varieties found in the South American nation.

supply chain, including local communities and the environment. Monica Maria Grand Marin, of the directorate of mine formalisation under the ministry of mines and energy, explained how the government works with unlicensed miners to help them acquire legal status and to work in accordance with national standards. “We also provide assistance to firms to secure financing and also check to ensure that they are following safety procedures,” she commented.

Among the keynote speakers was Edwin Molina, president of the

Colombian Emerald Producers Association (Aprecol), which groups emerald producers and promotes established best practices and sustainable development initiatives, along with economic and social development. Founded in 2002, Aprecol works alongside the Colombian government to help set policy and support sustainable emerald production. It recently established a secondary emerald recovery plant, working with artisanal and local miners, to dispose mining waste in an eco-friendly manner.

“We aim for more such plants with the help of the local firms throughout the region,” said Molina. Aprecol also works with the private sector to improve the quality of life in mining communities. “We believe emeralds should really be green—from every point of view.” As part of an expanded cultural effort, Aprecol is promoting an “Artist in Residence” programme to bring top artists to the western Boyacá region, where many emerald mines are found, and to promote community classes for adults and

children to showcase their artistic skills. Improving infrastructure, helping local farmers and driving tourism are also among the association's projects.

Keynote speaker Guillermo Galvis, president of Acodes (Colombian Exporters Association) and chairman of the Second World Emerald Symposium noted that responsibly sourced gems build confidence for consumers who want to feel good about their purchases, while reiterating the importance for the private sector to work with the government and local communities to achieve lasting social solutions for sustainability in the mining areas. "It's up to us to have a better industry," he mused.

Under the skilful gavel of moderator Anthony Brooke, representatives from the main emerald-producing countries, the major trade organisations and laboratories spoke on a variety of issues, with a focus, as above, on ethics in the industry. These included Pramod Agarwal (GJEPC chairman), Jean Claude Michelou (ICA advisor and Second World Emerald Symposium's international coordinator), Clement Sabbagh (ICA president), Jeffrey Bilgore (AGTA president),

Douglas Hucker (AGTA CEO), Alan Hart (Gem-A CEO), Gian Carlo Parodi (National Museum of Natural History, France), Gaetano Cavalieri (CIBJO president), Ahmed Bin Sulayem (DMCC chairman), Shane McClure (GIA director, coloured gemstone department), Kenneth Scarratt (DANAT CEO), Daniel Nyfeler (Gubelin Gem Lab managing director), Claudio Milisenda (DSEF director), Taijin Lu (NGTC chief researcher), Prida Tiasuwan (TGJTA chairman), Zhao Xin Huo (GAC director) and Luca Maiotti (OECD policy analyst), among many others.

Ethics in the industry was also on the agenda of Charles Chaussepied, from the Responsible Jewellery Council (RJC). After an overview of RJC's role in the jewellery industry, he stressed the need for companies to be proactive in ensuring that the elements of their products are sourced ethically. He added that gemstones are also on the RJC's agenda for 2019. Ethical and responsible sourcing were also topics of the presentation by Cathelijne Klomp, environmental project manager at luxury group, LVMH. She discussed the importance for companies to be proactive in ensuring that the

elements of their products are sourced ethically.

Traceability on tap

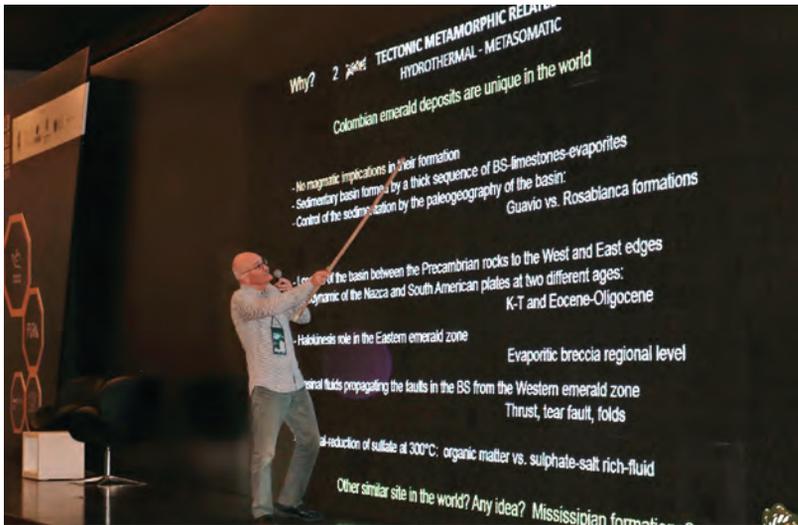
On the topic of traceability, blockchain technology was discussed by Edward Mendelson, project manager of the Sustainable Supply Chain project at Everledger. He noted that the advantages of blockchain's traceability can play a role in the small-scale mining sector and that "private" blockchains would be more appropriate than "public" blockchains.

Continuing the traceability theme, Daniel Nyfeler, managing director Gubelin Gem Lab, explained the lab's nanotechnology project recently initiated with industrial miners. He indicated that this technique might not be suitable for small-scale miners unless a structure could be put into place to organise them.

A somewhat different approach to traceability was provided by Gloria Prieto, from Colombia's ministry of mines and energy. She unveiled the government's five-year plan for the "Mineral Digital Fingerprint" project that started in 2018. The goal of the Fingerprint is to provide an understanding of the particular conditions and physical- ➔



A seven-member panel, moderated by Jean Claude Michelou, discussed responsible practices and traceability. (From left) Jean Claude Michelou, World Emerald Symposium; Daniel Nyfeler, Gubelin Lab; Cathelijne Klomp, LVMH; Edward Mendelson, Everledger; Charles Chaussepied, RJC; Edwin Molina, Aprecol; and Charles Burgess, MTC Muzo.



The presentation “Emerald Deposits in the 21st Century: Then, Now and Beyond,” by Dr. Gaston Giuliani (CRPG/CNRS and INPL Nancy, France) examined the geology and geochemistry of emeralds around the world.

chemical characteristics that were present at the time of the geological formation of a mineral, which then gives a specific geo-chemical DNA. This Fingerprint can also be traced at the different stages of exploitation, refinement and commercialisation of the mineral.

A revealing and animated panel discussion on the important issues of traceability and responsible practices was moderated by



Speaking on “Emerald Field Geology,” Vincent Pardieu (DANAT) spoke at length on the importance of origin determination and how difficult it is, along with a description of emeralds in Zambia and Madagascar.

Jean Claude Michelou, Second World Emerald Symposium’s international coordinator. Offering their outlook for the necessity of responsible industry practices and traceability, the seven members comprised Daniel Nyfeler (Gubelin Lab), Cathelijne Klomp (LVMH), Edward Mendelson (Everledger), Charles Chausspiéd (RJC), Edwin Molina (Aprecol) and Charles Burgess (MTC Muzo).

The mining sector

On the mining side, speakers representing three of the largest mines related their activities. Rosey Perkins of Fura Gems (owner of the iconic and recently acquired Cosquez mine) stated, “There is a reticence about Colombia and its past, but this must be the past. We work with communities now that are established and reliable. In the last nine months, we have employed 270 local people with experience in mining and we are also committed to working with 70 local suppliers in Cosquez.” Among the community-oriented activities, Fura supports a health clinic, bakery, sewing centre, and a women-only washing plant for mine waste. “We even teach English to the workers because that is what they have asked for.”

The president of Minería Texas Colombia (MTC) Charles Burgess detailed the transformation of the Colombian emerald industry over the last few years, including MTC’s purchase in 2009 of one of the region’s most important mines, Puerto Arturo in Muzo. MTC soon introduced modern mining methods and technology and today has a number of social and health programmes for the local community. One of MTC’s

Despite a violent past, our country has a great deal to offer due to the national development plans that include mining, housing and education. The mining industry is an example of development in Colombia that includes good social practices, the promotion of employment and working with the environmental authorities to improve standards in the region.

community projects is Furatena Cacao, which promotes sustainable cocoa cultivation by farming communities. “There can be no growth in this industry without bringing in local communities,” he commented, adding that MTC has also established a cutting facility in Bogota for its emeralds.

German Forero, director of Esmeraldas Santa Rosa, owner of the large Cunas mine, spoke about the company’s socially and environmentally responsible mining projects in the Boyacá region. “Despite a violent past, our country has a great deal to offer due to the national development plans that include mining, housing and education. The mining industry is an example of development in Colombia that includes good social practices, the promotion of employment and working with the environmental

authorities to improve standards in the region. We are also committed to community projects such as raising literacy rates.”

The rather hot topic of mine/region origin determination was discussed at length in a panel discussion led by Shane McClure of GIA. Members included Claudio Milisenda (DSEF), Taijin Lu (NGTC) and Kenneth Scarratt (DANAT). While they generally agreed that origin determination is important to today’s consumer, the reality is that it is not always straightforward or simple. Scarratt summed up the problem, “You need hundreds of thousands of specimens, and that’s the easy part. The difficult part is having the instrumentation and the people with the right training to create databases that people can use around the world. This is a phenomenal task that no single

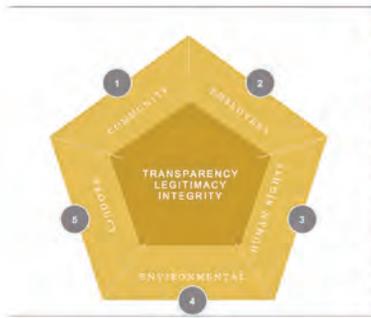
lab has ever been able to achieve. The enormity of this task is mindboggling.”

Treatments and jewels

A number of informative talks dealt with treatments, including the topic “Resin-Filled Fissures with ‘Oil-Like’ Films – Concerns and Challenges” presented by Gagan Choudhary, deputy director of GJEPC’s Gem Testing Laboratory, Jaipur. He explained the types and processes of filling emeralds, as well as their observational features and associated problems when cleaning a filled gem, while noting that treatments and their disclosure are still areas of concern for the emerald industry.

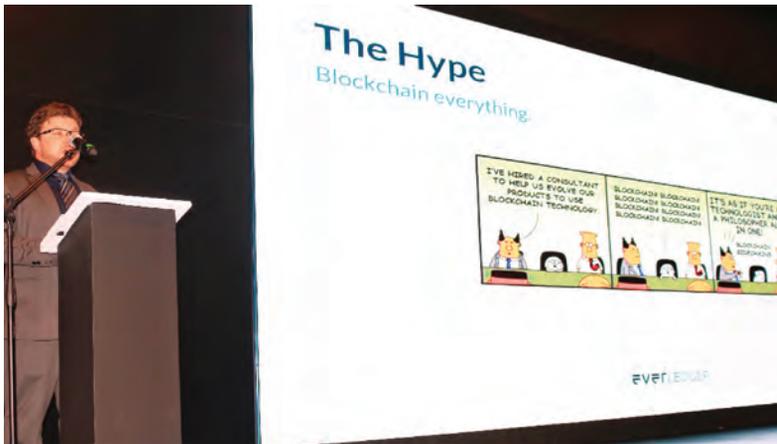
On the jewellery side, Ioannis Alexandris, president of Gemolithos, gave an interesting

Our five key dimensions of sustainability



A slide from the presentation by Gemfields’ Elena Basaglia, detailing the company’s sustainability and social responsibility agenda.

Taking a look at “Old Mine Emeralds,” Ioannis Alexandris of Gemolithos offered a highly visual presentation of fabulous emerald jewels.



Edward Mendelson of Everledger, discussed the use of “private” vs “public” blockchain transactions to provide traceability in the gem industry.

presentation on “Old Mine Emeralds,” which included a number of beautiful antique and vintage pieces of jewellery and objets d’art. Jewellery expert Joanna Hardy traced emerald

jewellery through the millennia, while professor Clemencia Plazas of the Contemporary Jewelry School in Colombia delved into the fascinating symbolism and attraction for emeralds used in the pre-Colombian era.

Moving up a few thousand years to the present, Richa Goyal Sikri, a social media expert, touted the benefits of Instagram, explaining that people who use this platform are generally looking for authenticity. She recommended that “people who post their products don’t try to sell, but rather build trust with their followers.”

The attendees were also treated to a spectacular gala dinner and fashion show of sumptuous emerald jewellery and Colombian traditional dresses, a fitting conclusion to Talking Green at the Second World Emerald Symposium. ■

CIBJO Congress In Bogota Focuses On Responsible Sourcing & New Technologies



CIBJO president Gaetano Cavalieri (far right) presenting a gift to Colombian Vice President Marta Lucia Ramirez (second from left). She is flanked by Pramod Agrawal (far left), chairman of India’s Gem & Jewellery Export Promotion Council (GJEPC), and Kenneth Scarratt, president of CIBJO’s pearl commission.



The CIBJO Congress’ opening session in progress.

The 2018 CIBJO Congress concluded in Bogotá, Colombia, on October 17th after three days of official business, which followed two days of steering committee meetings. The final day of the Congress was marked by a visit by

Colombia’s Vice President, Marta Lucia Ramirez.

Addressing the special session of the Congress, which also was attended by about 200 members of the Chamber of Commerce of Bogota’s Jewellery Cluster, Ramirez

outlined challenges facing Colombia in general and the business community specifically. She pointed to the growing importance and expansion of the Colombian jewellery sector, and paid tribute to representatives of the emerald and jewellery industries, who she said were leading the sector forward.

During the concluding general assembly session on the final day, CIBJO president Gaetano Cavalieri described the Congress as most successful, noting that significant work had been accomplished in driving forward the business and social agendas of the jewellery and gemstone industries, and in particular preparing them for the marketplace of the years ahead.

“As industry leaders, our obligation is to ensure that our sector is able to evolve and adapt in accordance with changing business, technological, social and geopolitical conditions,” said Cavalieri. “Staying in one place effectively means that you are moving backwards, and that is not acceptable. What we have done in Bogota over the past few days is to examine what is happening around us, and to discuss and implement strategies that will equip our industry for the future.”

A landmark event took place on the first day of the Congress, when CIBJO’s Responsible Sourcing Guidance was unveiled. It is intended that the document will achieve the status of a CIBJO Blue Book, coming to serve as a reference for responsible sourcing practices developed and applied by industry organisations and commercial bodies worldwide, while taking into account the challenges of the global jewellery supply chains. Like the other Blue Books for diamonds, coloured gemstones, pearls, precious metals, coral and gemmological laboratories, it will be a living document, which can be



A model displaying Colombian emerald jewellery at a gala dinner during the CIBJO Congress.

amended and added to as changing conditions require. For that purpose, a Responsible Sourcing Commission was established, with Philip Olden appointed as its president.

Disruptive technologies were discussed at length during the 2018 CIBJO Congress. Blockchain technology was the focus of a dedicated session, investigating the significance and possible impacts of the new technology in general, and more specifically in terms of its applications in the jewellery and gemstone sectors. These include securely and transparently tracking the movement of merchandise, as it changes hands multiple times during its journey down the chain of distribution, and also the use of digital currencies, which can significantly reduce banking costs and provide financing opportunities for industry members.

Also coming under the spotlight was the use of social media as a means of marketing products and services in the jewellery industry. In an enlightening presentation during the meeting of CIBJO’s Pearl Commission, Kevin Cannon, head of digital marketing at the Cultured Pearl Association of America, showed how a single paid-for posting on Facebook was seen by 1.7 million people, and generated 50,000 clicks, 3,000 shares and more than 800 comments.

Environmental sustainability,

particularly in the marine ecosystem, received a great deal of attention. CIBJO’s Coral Commission, headed by Vincenzo Liverino, reported on its work in promoting research into the repopulation of coral reefs, which today are being severely damaged by climate warming and ocean acidification. While precious corals, which are deep-water species, are not under the same degree of threat as the shallow water coral reefs, the commission hopes that the profile of precious coral as a luxury item will raise public awareness about the plight of those species that are in danger of extinction.

Among the other subjects receiving close attention was adoption by the jewellery industry of the Organisation for Economic Cooperation and Development’s (OECD’s) Due Diligence Guidance for Responsible Supply Chains of Minerals from Conflict-Affected and High-Risk Areas, which were presented and explained by Tyler Gillard, who heads the Responsible Mineral Supply Chain project at the OECD in Paris.

Also discussed at length were the recently revised guides of the US Federal Trade Commission for diamonds, precious metals, coloured gemstones and pearls; means of separating professional opinions from measurable facts on gem grading reports; and simplified versions of the CIBJO Blue Books and other guidelines for members of the jewellery retail trade.

The venue of the next CIBJO Congress will be the Kingdom of Bahrain, and will be hosted by the Bahrain Institute for Pearls & Gemstones DANAT in November 2019.

The 2018 CIBJO Congress was hosted at the Grand Hyatt Bogota by Fedesmeraldas, the National Federation of Emeralds of Colombia, and CDTEC, Colombia’s leading gemmological institute. ■



World Diamond Council Reaches Consensus On Key Reform Areas

World Diamond Council (WDC) members passed the new System of Warranties Guidelines and reiterated their commitment to KP reform, including an expanded definition of conflict.



World Diamond Council board members at the 14th Annual General Meeting in Mumbai, India.

The World Diamond Council concluded its 14th Annual General Meeting (AGM) in Mumbai, India on October 25th, reaching consensus on critical areas of reform for both the Kimberley Process (KP) and the WDC System of Warranties (SoW).

Resolutions for further improvement of a responsible supply chain and enhanced self-regulation exercise within the



This year's session was important for many reasons, not the least of which is that our members truly embraced the spirit of collaboration and cooperation, which accelerates our ability to drive important change within the industry and through our role as industry observers to the KP.

WDC SoW Guidelines were passed. A board-instructed strategic planning committee will develop a member's toolkit to help in the implementation of the guidelines respecting the realities and practicalities of the diamond supply chain.

These guidelines will introduce the strongest level of adherence to date for SoW statement users, requiring adherence to universally accepted principles on human and labour rights, anti-corruption and anti-money laundering in support of the mandatory Kimberley Process Certification Scheme (KPCS) implementation and incorporating the inclusion of Organisation for Economic Co-operation and Development (OECD) due diligence guidelines. Changes will be implemented on an ongoing basis and will be included in the upcoming 2021-2025 WDC Strategic Plan.

WDC board members also re-affirmed their continued commitment to KP reform with agreement to push forward on an expanded definition of conflict diamonds to address human security and environmental concerns. Other KP reforms agreed upon were for a permanent secretariat and strengthening of the peer review mechanism; both these administrative resolutions have been respectively submitted to the KP chair for discussions and

a vote at the upcoming KP Plenary in November. Board members also agreed to support the other KP reform items, such as the review of the Core document and multi-stakeholder fund, which would focus on capacity building.

The WDC board meeting also appointed Edward Asscher as vice president, re-elected Ronnie Vanderlinden as treasurer, and re-appointed Udi Sheintal as secretary-general.

Stephane Fischler, president of the WDC, said, "This year's session was important for many reasons, not the least of which is that our members truly embraced the spirit of collaboration and cooperation, which accelerates our ability to drive important change within the industry and through our role as industry observers to the KP. We are grateful to our hosts the Gem and Jewellery Export Promotion Council (GJEPC) for facilitating this year's annual meeting and we look forward to the KP Plenary in Brussels where many of this year's resolutions are expected to be confirmed."

In related news, the WDC has continued its efforts to advocate for positive change by working to resolve one of the most pressing needs of the KP: bringing more African nations and voices into the process. To this end, prior to the WDC AGM, the WDC executive director Marie-Chantal Kaninda

addressed the European Union in their capacity of KP chair to educate and explain the criticality of the African voice to the success of the KP and ways the EU can help to encourage participation in the process.

Kaninda also addressed a session held at the African Union hosted by Ambassador Albert M. Muchanga, African Union commissioner for trade and industry. This was the first time that the WDC addressed this distinguished group and Kaninda discussed how the KP could be used as a development tool for African nations, how the expansion of the conflict diamond definition could lower risk and increase revenue for compliant nations, and the role of the permanent secretariat to improving the KP process.

Kaninda concluded, "More than 60% of the world's diamonds come from African soil, yet many of its nations have yet to reap the social, economic and infrastructure benefits that this resource brings. It is our obligation as an industry to ensure that their voices are heard so that we can create a path for positive change for these vital diamond producing countries. It is through participation and compliance with the Kimberley Process that all nations together will prosper through ethical and responsible sourcing." ■



WFDB committee addressing media queries.



Setting an auspicious tone at the beginning of the Congress, dignitaries seen lighting the lamp.

38th World Diamond Congress Plans Way Forward

The 38th World Diamond Congress, the biennial meeting of the World Federation of Diamond Bourses (WFDB) and the International Diamond Manufacturers Association (IDMA), was successfully hosted by the Bharat Diamond Bourse (BDB) at its premises from October 23rd-25th.

The World Diamond Congress began with the WFDB holding important meetings of its Judicial, Trade & Business, Promotion, and Executive Committees and heard updates regarding their activities, and discussed future plans. “There have been so many developments in the diamond business since we last met at the 2017 Presidents Meeting that it was vital for us to have the opportunity to hear the views and opinions of our members from across the world,” said WFDB president Ernie Blom.

“We have been confronted with so many new issues this year that this has become one of the most important Congresses for our organisation. Our committees certainly held very detailed meetings, particularly in the areas of synthetics, financing, the impact

of De Beers’ Lightbox jewellery, changes in the functions of trade shows, social media marketing, our Young Diamantaires group and the results of a special survey of our bourses which raised many important questions about how we operate.”

Blom called on exchange presidents and members to join hands to boost the global presence of the trade organisation at the conclusion, on October 25th. The WFDB is clearly the most important representative body in the global diamond trade, but needs to think how it can bring added benefits to members, he said.

“Each president and member is an ambassador for the WFDB and the diamond trade and the good that diamonds do needs to be communicated both in the countries in which they operate and

also abroad. We have an enormous amount of knowledge, experience and intellect among our presidents and that should be used to find ways for us to further boost our global role,” Blom said, adding that Israel Diamond Exchange president Yoram Dvash had agreed to lead the project.

Addressing the press conference on the concluding day were Ernie Blom; Rony Unterman, secretary general, WFDB; Lin Qiang, vice president, WFDB; Mehul Shah, vice president, BDB; and Anoop Mehta, president, BDB.

They noted that the outcomes of an “intense” Congress were successful. As for the US Federal Trade Commission (FTC) ruling on diamond nomenclature issues, Anoop Mehta said that the situation didn’t seem that bad after Ronnie Vanderlinden, president



Industry veteran Vasant Mehta honoured at the event for his significant contribution towards the industry's progress.



Snapshot of all dignitaries on dais.

of IDMA, cleared the air. It was decided that the US associations would take the nomenclature issue further with the FTC.

On the subject of dealing with synthetic diamonds, Blom said, "Our biggest concern is nomenclature. I have no problem with synthetic diamond manufacturers. My only problem is the unethical promotion of synthetics by using us as scapegoats. We employ tens and millions globally, while they are trying to denigrate our product to promote theirs."

Mehta observed that the Indian government had listed natural and lab-grown polished diamonds under the Harmonized Commodity Description and Coding System (HS Code) separately, and it was imperative, according to him, to have separate codes for natural and lab-grown rough diamonds, too. He noted that China was the only country that had a proper HS Code system for all types of diamonds. "India should lead by example and soon adopt HS codes for synthetic diamonds," Mehta added.

Blom said that the World Diamond Mark initiative for promoting consumer desirability and confidence in diamonds is being relooked at and would be

relaunched, starting with the Far East.

Legacy planning

On the final day, the WFDB and BDB hosted a meeting of Young Diamantaires (below 40 years) to discuss topics like 'changing with the times' and 'continuing the legacy'. Rami Baron, a third-generation jeweller, and president of the Diamond Dealers Club of Australia (DDCA), urged young diamantaires to play an active role in shaping the future of the diamond industry.

Baron informed that there are about 180 young diamantaires from 18 countries on the WFDB's WhatsApp group of young diamantaires and discussions happen on a daily basis on important industry issues. Some interesting results emerged in a recent survey held in the group: 87.5% believe WFDB should allocate resources to deal with synthetic diamonds and the FTC ruling; 42% utilise a digital trading platform for their members, 58% do not; 68% feel that the WFDB could offer education on relevant emerging technologies; 71% of bourses do not have a young diamantaires group; and 88% do attend trade fairs, but it

is increasingly felt that they were having less appeal.

In a statement, Blom announced that during his fourth two-year term in office, he would be pushing a succession planning policy to ensure that younger members of the diamond trade are brought on board and become active in the running of the organisation. "It is imperative that we all work to bring this about. There are many excellent younger members of the trade, both men and women, across the globe and we must help to groom them for positions of leadership."

Blom also told the meeting that an additional layer of administration was needed to deal with an increased workload. On the challenges the diamond industry faces, Blom said bourses must be forceful in dealing with people found to be breaking the rules. "Every president and bourse must have zero tolerance for this activity and this must be clearly communicated."

Blom also commented on Know Your Client programmes which, he said, were extremely important to the industry and which can help diamond firms become even more transparent. In addition, responsible sourcing has become a standard element of operations and members should embrace it. ■

GJSCI's New Chairman Presents Future Roadmap For Skilling & Training



(From left) Retail management expert Dr. Gibson Vedamani, GJSCI chairman Sanjay Kothari, GJC director of finance Manoj Jha, and GJSCI executive director and CEO Rajeev Garg, fielding questions at the event.



GJSCI chairman Sanjay Kothari addressing the press meet.

Founded in 2012, under the aegis of the National Skill Development Corporation (NSDC) and currently functioning under the Ministry of Skill Development & Entrepreneurship (MSDE), The Gem & Jewellery Skill Council of India (GJSCI) aims to impart and skill workers related to all the fields in the industry and make sure that the next generation of artisans willingly join the industry.

GJSCI held a press meet at the Indian Institute of Gems & Jewellery (IIGJ) in Mumbai last month to introduce its new chairman Sanjay Kothari, who was the past chairman of the Gem and Jewellery Export Promotion Council (GJEPC). Rajeev Garg has stepped in as the new executive director and CEO.

In his keynote address, Kothari said that the gem and jewellery industry employs 4.64 million

people and plans to give jobs to an additional 3.59 million people over the next decade. Despite being the major diamond cutting and polishing hub, with a strong jewellery manufacturing base, Kothari lamented that India was not among the main jewellery sourcing centres for top global brands. "Italy, China and Hong Kong are the main destinations of sourcing branded jewellery," he noted, adding, "India should also enter into that space, and Indian manufacturers should supply jewellery to top global brands. But to achieve that goal, the industry has to work as one force." He urged the training institutes and industry bodies to come forward to work as partners and take the skilling programmes ahead.

He noted that the primary mandate of the GJSCI was to upgrade skills of the current

workforce and train the trainers, improve designing skills through manufacturing and quality control. "We have to take the previous chairman Premkumar Kothari's legacy forward," he said.

Till date, GJSCI has taken several steps ahead in keeping with its mandate. It has trained and certified 133,230 candidates under its Short Term Training (STT) course, and 24,141 artisans under the Recognition of Prior Learning (RPL) programme. GJSCI is also affiliated with over 150 training partners and 36 assessment agencies across the country, and has enlisted 938 assessors, as well as 906 trainers.

The aim is to train the additional 3.59 million people and enable them to work in modern factories. In his presentation, Garg said, "The GJSCI's mandate is already in place. The council does not train

people directly, instead it creates infrastructure and engages training partners.”

The mandate was to create a skilling ecosystem for the gems and jewellery industry by engaging training partners and assessment agencies; to train the trainers nominated by the training partners for conducting training in qualification packs and certify them; and to certify the assessors and engage assessment agencies, for certification of candidates trained by the training partners; identification of skill development needs, including preparing a catalogue of types of skills, range and depth of skills to facilitate individuals to choose from them; develop a sector skill development plan and maintain skill inventory among others.

Highlighting some key initiatives being undertaken by GJSCI, Garg spoke about Project Vanika, an initiative to train tribal women in the art of jewellery making to enable them to earn a livelihood and, in turn, reduce the rate of migration among tribal communities. In the pilot phase alone, over 1,200 women have been trained so far, and they earn ₹1,500 to ₹2,000 every month working from home in their spare time. GJSCI has proposed to the tribal ministry, Government of Maharashtra, to train 12,000 women in the art of jewellery making that will help them become self-reliant.

Project Rupaantar is dedicated to transform the lives of prisoners, especially first-time offenders, by imparting skills and helping them secure a source of income while they are still serving their term. Once they are released from jail, these skills can ensure a better future for them, allowing them to live a life of dignity. GJSCI has completed training of two batches in the pilot phase, and regular work is being provided to the trained inmates. On paper, a proposal to

train over 800 inmates in Tihar and Mandoli jails of Delhi has been approved by NSDC as a special project.

GJSCI's Project Hupari has been closely involved in transforming this small silver town which is famous for producing silver anklets. There are about 20,000 artisans engaged in silversmithing in six nearby villages of Hupari. The council has introduced advanced technology in place of ancient methods that are followed in Hupari. The new-age techniques will have a positive impact on qualitative and quantitative production of silver ornaments. The ministry of skill development, Government of Maharashtra has approved ₹50 lakh through District Planning and



Rajeev Garg, CEO and executive director, elaborates on the way forward.

Development Council (DPDC), Kolhapur, for the project, and the Maharashtra Industrial Development Corporation (MIDC) is currently working on a proposal for building a training and common facility centre there.

GJSCI looks forward to gain larger participation from the industry and attract fresh focus on its various skilling activities and initiatives.

At the time of going to press, GJSCI announced that along with NSDC it was going to conduct a roadshow in SEEPZ on 26th October where in the Joint Secretary from the Ministry of Skill Development and Entrepreneurship, Government of India would be present to highlight the new features of

“Soft skills, too, play an important role in skilling and workers should be imparted the 4Cs – namely, they should be cooperative, courteous, confident and committed. Kothari believes that this will improve their company management skills and help them in becoming successful entrepreneurs of tomorrow.”

revamped Apprenticeship Act 1961 and National Apprenticeship Promotion Scheme (NAPS).

The new chairman called upon training institutes to join hands with GJSCI towards imparting skilling as an assessment agency or training partner as all the curriculum and qualification packs are aligned to NSQF levels based on international standards.

Kothari insisted that soft skills, too, play an important role in skilling and workers should be imparted the 4Cs – namely, they should be cooperative, courteous, confident and committed. He believes that this will improve their company management skills and help them in becoming successful entrepreneurs of tomorrow.

According to Kothari, the industry has to be open to training its workforce, even if it means an increase in cost to company. In the long run, it will benefit both the manufacturer and the skilled workforce to improve quality and productivity, thus resulting in sustainable growth. ■



LOWER IMPORT DUTY Boosts Chinese Presence At VicenzaOro

The latest edition of VicenzaOro, the international gold and jewellery trade show organised by the Italian Exhibition Group (IEG) from September 22nd to 26th, concluded on an optimistic note. IEG said foreign visitors accounted for more than 40% of the overall visitor attendance, with buyers from 117 different countries attending the show.

The total visitor attendance remains in line with that of

the September 2017 edition, at over 20,000, despite the period overlapping with Jewish festivities. IEG said there was a boom in the number of visitors from China, which rose by 73% mainly due to the lowering of import duties, a consistent 23% growth of visitors from the US, while those from the United Arab Emirates remained stable, as did those from Europe.

Some 1,500 buyers were in attendance, including representatives from large-scale

American department stores and leading Chinese and European chain stores, as well as over 140 journalists, all selected in collaboration with the ministry of economic development, through ICE Agenzia (Italian Trade Agency), in close coordination with Confindustria Federorafi.

The organiser said the sector is starting to show positive signs, and that VicenzaOro continues to consolidate its position as the most prestigious and important European gold and jewellery showcase.

Joining IEG president Lorenzo Cagnoni at the ribbon-cutting ceremony were the Indian Ambassador to Italy, Reenat Sandhu; the minister for regional affairs and autonomies, senator Erika Stefani; the vice minister for economic development, Dario Galli; the president of ICE, Michele Scannavini; the president of Confindustria Federorafi, Ivana

Ciabatti; and the mayor of Vicenza, Francesco Rucco.

VicenzaOro had over 30 educational events open to exhibitors and visitors alike and numerous well-attended seminars for debate and further information on the sector. The topics of discussion included product innovation, consumer modalities, and the market trends bound to leave a mark.

The discussion on the first day of the show at Visio.Next: Trends, the first round table at VicenzaOro September, gathered together international experts, including top influencers and leading jewellery companies and insiders.

The show witnessed a 52% growth in the number of users on its website www.vicenzaoro.com and considerable participation and content sharing among bloggers, influencers and Instagrammers. The Digital Talks series,





organised in collaboration with Confcommercio Federpreziosi, also met with enormous success.

The show also hosted 30-minute meetings and brainstorming sessions on the hottest digital innovation topics specifically aimed at jewellery and watch retailers, which saw the involvement of sector experts, including representatives from Amazon. The Gem Talks meetings, organised by

the Italian Gemmological Institute and sponsored by CIBJO, Borsa Diamanti d'Italia, Confcommercio Federpreziosi and Associazione Gemmologica Italiana, were modelled in the same way.

Among the new entries at this autumn edition of the show was T.Evolution – Jewellery Machinery & Technology, organised in collaboration with Centro Produttività Veneto (CPV). The project had an innovative exhibition-training format, specifically dedicated to jewellery and gold processing and machinery, whose core focus was on the digital technologies and methodologies that are being increasingly used in jewellery manufacturing.

The Watch Room, a section entirely dedicated to watches, hosted the latest collections and previews of 12 independent brands.

The IEG-managed Museo del Gioiello, a museum dedicated exclusively to jewellery, opened a temporary exhibition entitled “Jewels of Power: Crowns and Tiaras”, under the curatorship of Alessandra Possamai. The exhibition will be open to the public until March 17th, 2019.



Future gazing

During this edition of VicenzaOro, Paola De Luca, creative director and forecaster, presented TrendBook 2020+, the publication compiled by VicenzaOro's independent research centre, Trendvision Jewellery + Forecasting, that IEG has devised to offer a glance at the trends that will be influencing the jewellery world, consumer attitudes and international luxury market situations during the next 18 months.

“We are currently going through a period of considerable change and rule-breaking,” explained De Luca. “The standards of beauty are no longer the same. Uniqueness lies in imperfection, enhanced by pride in one’s own diversity, whether ethnic, physical or cultural. Therefore, a mature beauty, no longer linked to age but more to a lifestyle, tastes and personal values, now has a place in the consumption system and is being proudly expressed.”

Brands are responding to this trend by creating collections with items that, rather than being coordinated and matching, can be combined according to individual taste in a mix and match that breaks the rules of style and leaves the consumer totally free to express his/her own identity. For example, by wearing earrings sold singularly that go with a toe-ring.

Where everything tends to be globalised, the search for roots is starting to re-emerge. “One of





the most interesting phenomena,” continued De Luca, “is the re-interpretation of items like the tiara, a historical trend that has always been as strong and reassuring as the past it draws upon, nurtured by news reports on the comeback of royal families, and one that satisfies the fairytale desire to escape reality.”

The millennials themselves are changing purchasing priorities: the perception of luxury is associated





to life experiences, emotions, not to owning an object.

Asia, on the other hand, is producing designers and photographers able to look at their past with a futurist eye who are becoming the mouthpieces of a cultural revolution that breaks with the past. And that is no small thing in an age where the world speaks through aesthetic codes and semiotic elements and photography is the global language.

Therefore, in a global context where we are re-writing the rules, there are five megatrends on which to keep an eye in order to find the right direction and understand consumer evolution in the jewellery world:

- **SOFT POWER:** pride in standing out.
- **SYBILLE:** spirituality, mysticism, irrationality. Innovation passes through the wisdom of nature and an awareness of ancient know-how.
- **RURAL VISIONNAIRE** - Nature Odyssey. Importance given to meaning and origins. Organic and sustainable, great attention to sustainability.



The millennials themselves are changing purchasing priorities: the perception of luxury is associated to life experiences, emotions, not to owning an object. Asia, on the other hand, is producing designers and photographers able to look at their past with a futurist eye who are becoming the mouthpieces of a cultural revolution that breaks with the past.

- **BABEL** – The phygital. This consumer has an extremely open mind and is convinced that everything can be re-thought and re-defined. He/she lives in the name of simplicity and minimalism, preferring a highly casual and functional style in order to be exactly what he/she wants.
- **ANOTHER MAN** – The disruptive. A “good” individualism emerges, one that pays more attention to shape and essence rather than appearance. Inspiration comes from the aesthetics of purity and celebrates authenticity and uniqueness. Considered as one of the most important consumer groups over the next five years, it consists of men with an open mind who are not afraid of showing their own emotions. ■





◀ The multifunctional jewellery collection titled The Maharajah Frescoes can be worn as a pendant, brooch or earrings. By Alessio Boschi

Tracking Design Directions

@VICENZAORO

Some major jewellery trends emerged at the Vicenzaoro September 2018 trade show in Vicenza, Italy. Playful textures, minimalistic designs, modular jewellery, and gem-encrusted jewels stole the limelight. Whet your appetite!

Versatile Wearables

You can wear jewels in more ways than one – reversible or modular pieces are the new norm.



▲ Dancing In The Rain reverse earrings in 18-karat gold, studded with diamonds and multicoloured gems. By Nanis



▲ Reverse Ring in 18-karat gold set with pavé of tsavorite, pink sapphires and amethysts on one side. On the flip side, it is set with doublet – green labradorite and rock crystal. By Nanis



➤ Reversible bracelet and clasp in 18-karat yellow gold set with diamonds. By Luisa Rosas



▲ 18-karat gold Trinity bracelet set with brown diamonds, rock crystals and citrine quartz. By Bia Tambelli



▲ Black jade and diamond Obelisco gold earrings. By Roberto Coin



▲ Gold ring. By Shiva Jewels



▲ Rose gold nose ring. By Burato Gioielli



▲ Rose gold middle finger ring. By Burato Gioielli

Simple Outlines

When a few strokes of unfussy lines can convey fluid grace and minimalism, why would one settle for something more ostentatious? Here are some jewels that take design to another level.



▲ Rose gold Duomo earrings set with diamonds. By Dada Arrigoni



▲ D.Side mother-of-pearl ear studs in rose gold. By Damiani



▲ Gold-plated silver ring topped with malachite. By Kuvo Plata



➤ White and rose gold diamond-studded necklace. By Pasquale Bruni



▲ Rose gold rings set with rose chalcedony and white diamonds from the Lakshmi collection. By Pasquale Bruni



▲ The Spiral Galaxy earrings are patterned with sapphires, white, pink and black diamonds and South Sea pearls. By Autore

Medley of gems

An outburst of colour or a suffusion of diamonds seems to be the key ingredient for standout jewels.



▲ Drago gold rings set with diamonds and highlighted with black micro ceramic. By Garavelli



▲ Extraordinaire gold ring topped with a ruby and a drizzle of diamonds. By Antonini



▲ 9-karat gold ring from the Fruit Colors collection set with orange sapphires and diamonds. By Lucy G



▲ A sumptuous gold ring set with white and green diamonds and smoky quartz. By De Lazzari



▲ A semi-suite of bracelet, earrings and ring. By Femar



▲ The rose gold Millerighe rings showcase technical innovation. By DI.GO SRL

Tantalising Textures

Textural treatment to a piece of jewellery can add an amusing element to it. Check these high-on-drama pieces.



➤ 18-karat yellow gold necklace with a reversible clasp in white gold set with diamonds. By Luisa Rosas



▲ The Mosaico 18-karat rose gold bracelet set with diamonds. By Treemme



▲ Saluting the lotus petals are these silken earrings and bracelet from the Lakshmi collection. By Pasquale Bruni



➤ Oval pendants bearing the initials of a person's name reflect individuality, and are fast gaining popularity.

▼ The layered necklace with a hamsa hand, lotus and evil eye is worn as a good luck charm. The wearer can personalise it by opting for one, two or three layer(s) and change the charm(s) as per her choice.



Jewellery Trends For 2019



▲ Bangles with pave-set diamond motifs can be worn singly or stacked.

Customers today are on the lookout for creative, modern jewellery styles that have a strong feel-good factor. Some tend to buy bespoke jewellery that suits their personalities, while others opt for talismans that augur good luck for the coming days. Millennials on the other hand prefer less ostentatious styles, but are careful about choosing designs that reflect their individual identities.

By Vivek Shah



Vivek Shah is the owner of Karma Designs, Ahmedabad, which specialises in fashion-forward sterling silver and brass jewellery. Established in 2002, the company exports jewellery to large chain stores and TV channels in the US, UK and Europe.



➤ The statement coin necklace features symbols of spirituality.

➤ Another example of personalised jewellery, the earrings can be simply worn as hoops or with removable charms. Seen here are shooting stars, which help fulfil your wish. The necklace too bears interchangeable pendants.



So, let's look at the main factors that will influence consumers while buying jewellery in 2019. I believe that everything from the global economy, geopolitics, the slowdown of Western economies and the rising purchasing power of the megacities of the Eastern world, the growing influence of fashion centres like Japan and South Korea, the shift towards genderless clothing, and the growing demographic of smart and well-informed younger consumers is shaping the subconscious of designers today.

Millennials form the major chunk of today's inclusive, urban-centric society and their acceptance of multiple cultures and diversity, the barriers that once restricted jewellery designs, are slowly being blurred and more disruption and innovation is expected.

Jewellers will need to walk a tightrope and maintain classicism in design yet tweak it to offer personalisation or the fashion edge, which will be more important than ever before.

Of late, the customer seems to be looking for a 180-degree turn. While minimalist jewellery styles continue to be in demand, I have observed the rising popularity of over-the-top designs at the recent fashion weeks in Paris and Milan.

Gucci, Louis Vuitton and Y/Project have come up with big gold

▼ Millennials opt for jewellery that's more meaningful.



hoops, while the 1990s logo-mania is once again drawing attention with large-size brand logos by Dior and Chanel. Alongside, overshadowed arm candies such as bangles and bracelets were seen on display in the latest collections by Alexander McQueen, Balenciaga and Marni.

Tech-savvy customers love the process of discovering new brands through social media, blogs and influencers as well as navigating through different apps to discover designs that interest them. I can't begin to stress the importance of digital media profiles and product photography, which leaves a lasting impression.

It is important for a traditional retailer or brand to have an omni-channel marketing strategy that is highly interactive and engaging. They should also understand what today's millennial is looking for—

the importance of tangible aspects such as the touch of jewellery, as well as the intangible aspect of the customer discovering designs on social media apps.

For mainstream brands and retailers, it is vital to understand the psychographic attitudinal insights along with the demographic and lifestyle information. There has to be a cumulative and consistent design theory passed on to the consumer through multiple channels.

Younger consumers between the ages of 20 and 40 favour products and experiences that are unique and personalised: think of coin necklaces with one's name or initials that makes the jewellery more meaningful.

To sum up, the jewellery trends for 2019 are talismans as well as big hoops, bangles and good-luck charm bracelets, and pendant charms with initials or full names. ■



Kirtee Shah



The Colourful World of Kirtee Shah

Sometimes a strong sense of intuition leads us to our professional destiny. Belonging to a family of non-jewellers, KIRTEE SHAH knew early on that she found creative peace when she painted, cooked, or indulged in any other craft. So when this Commerce graduate came across a jewellery manufacturing course, she was instantly drawn to it. Life is full of surprises... Today, Kirtee is a notable designer who has developed a distinct signature of her own.

By Shanoo Bijlani





Kirtee Shah's jewellery is striking – thanks to the clever combination of unusual colour gemstones, and contemporary enamelling techniques. The trendy yet classic pieces are timeless, infused with artistic Indian elements. “Nature, fantasy, mystic world are the sources of my inspiration,” says Kirtee, adding, “working with gold, silver and copper gives me flexibility to introduce enamelling in a piece”.

Hailing from a family of chartered accountants and entrepreneurs, Kirtee completed her graduation in Commerce, but was immediately drawn to jewellery manufacturing.

“Since childhood I was inclined to do something creative with my hands, and later, that led me to enrol for a jewellery manufacturing course. The designing process gave me a unique sense of contentment; it felt like going into a meditative mode,” reveals Kirtee.

It was during her manufacturing course that she got introduced to enamelling as one of the mediums. “Since I’m a visual person, I imagine motifs in colour. Hence my jewellery has an eclectic use of colour stone combinations and enamelling,” notes Kirtee.

After the manufacturing course, Kirtee worked with Sama Jewellery to gain experience. Here, she was introduced to the world of gemstones and got hands-on experience in designing. Thereafter, she earned a Graduate Gemmologist and Design diploma at GIA. Impatient to start giving life to her ideas, she designed her first collection in silver in the year 2008. Kirtee explains, “Jewellery designing and making is an expensive venture, mistakes can be costly. So I worked in silver to test my products in the market. Happy with the response, I gradually started working with gold.”

Being a woman and, to top it a rank outsider in the industry can make the going very tough. But Kirtee's dream of becoming a jewellery designer of repute and the rock solid support of her family were so strong that she launched her brand officially in 2012 at the India International Jewellery Week (IJW) held by the Gem & Jewellery Export Promotion Council of India.

Today, Kirtee has a large list of clients who love her gem-encrusted creations that take a good six months from concept to creation. “All gemstones pull me towards them, and I have no favourites as such ... there are phases when I may work with one kind of a stone and then switch to another. I love working with unconventional gems and enjoy experimenting with new material.”

The artist believes that jewellery should convey what words cannot. It should be striking yet complement an individual's personality and beauty.

Kirtee also takes on assignments for bespoke jewellery. “I love taking on such assignments because one gets the chance to make a unique piece every time. In any case, I don't repeat a design in my

(Facing page, top right) Kirtee Shah takes a bow along with models at the launch of her brand at India International Jewellery Week 2012.

(Facing page, below right) Gypsy Dream gold earrings patterned with tanzanite, Ethiopian opals and rose-cut diamonds.

(This page, top) The Royal Cascade gold earrings set with rubies and diamonds. (Above) Indian sun bracelet composed with rubies and pearls featuring a diamond floral motif with a carnelian in the centre.



“All gemstones pull me towards them, and I have no favourites as such ... there are phases when I may work with one kind of a stone and then switch to another. I love working with unconventional gems and enjoy experimenting with new material!”



(Facing page, bottom) Children at the enamelling workshop conducted by Kirtee; and a collage of enamel paintings and objects in copper and steel. (Facing page, top) The Chicago fringe gold bracelet decorated with opals and diamonds. (This page, top left) The Enchanted Garden necklace set with tanzanite beads, citrine and diamonds. (Above right) The Royal Spunk gold earrings set with carved pink opal, ruby beads, carved sapphire and diamonds. (Right) The blooming floral gold earrings featuring carved watermelon tourmalines and diamonds.

collections, and just make 20 different pieces in a year.”

While Kirtee meets her clients at her studio in Mumbai, she also participates in jewellery shows. “It gives me exposure to a new set of audiences,” she states.

If not a jewellery designer, what would she be? “Maybe a chef or a ceramist. Can’t say. I am happy doing what I do. During school vacations, I conduct enamelling workshops for children and art enthusiasts at my studio. Besides, I love travelling and getting to know different cultures and meeting new people. I enjoy cooking, doodling, dancing, driving, and adventure sports.” ■



POOJA JUNEJA

An Entrepreneurial Designer

Jewellery designer POOJA JUNEJA'S designs are mostly inspired by nature and blend Indian and global influences skilfully. Educated at the Kazuko Araki School of Design, Japan, and trained as a gemmologist from International Gemological Institute (IGI), Pooja is one of the members of the all-India panel of designers for MMTC and a visiting faculty at NIFT.



Pooja Juneja

Was jewellery designing your first passion?

Designing was definitely my passion right from the time I can recollect. From participating to winning all the interclass and inter-school craft competitions, design came to me naturally. Belonging to an academically inclined family, the pressure to keep up to my family's expectations was immense. In spite of a Bachelor's degree in Mathematics and an MBA, I found my calling in the jewellery trade.

What inspired you to enter this field?

I entered the field of designing by default, but in hindsight I feel I was born to be a part of the jewellery industry. While studying creative designing in Tokyo, I got an opportunity to design accessories for my mentor Kazuko Araki's fashion show under her guidance. The collection was so well appreciated that I haven't ever looked back.

Was the jewellery designing helpful?

I got selected in the creativity course under the guidance of Japan's accomplished designer Kazuko Araki. The said part of my study in Japan included market research,

designing and manufacturing selected pieces. A golden rule Japan taught me was to never compromise on the quality of the product manufactured. And that's the guideline I follow even today.

Tell us more about it.

I got selected in Kazuko Araki School of Design, Japan, and I started my entrepreneurial journey by designing, manufacturing and selling my own semi-precious jewellery while I was studying.

Coming back to India gave me a reality check. I began working in Chandni Chowk, the hub of jewellery trade in Delhi. Here I was nobody; I was a laughing stock for people who thought of me as a spoilt kid trying out an expensive hobby. Nevertheless the attitude did not bother me for long and I bounced back even stronger.

I enrolled myself in International Gemological Institute (IGI) for a course in gemmology, topped the course and got the opportunity to teach in the institute itself. The career I chose and the society we live in is very male-dominated and I had this urge to break the glass-ceiling and prove that women, too, can be a part of this trade. I left no



stone unturned to give it my best. A year later, I founded my brand, Pooja Juneja Design Studio.

What is the most important aspect of your work?

My mantra is 'Making the simple, awesomely simple, yet elegant and classy'. That according to me is creativity. Making wearable jewellery is my forte. I also make transformable jewellery like necklaces that can be worn as bracelets and so on. Solitaires with changeable jackets are very popular with our customers.

As my business grew, I was fortunate to be selected as a vendor and one of the panel designers for Metals and Minerals Trading Corporation (MMTC), the only Central government company dealing in precious jewellery. This was a stepping stone in my career – not only did my production increase, I was also given a set of strong quality checks to pass. It's been almost nine years of association with MMTC.

How many pieces do you create in a year?

We try to produce around 100 new pieces for the collection launch. Our products are priced between ₹20,000 and ₹30 lakh.

Does your association with NIFT help you in your designing?

Definitely! Being associated with NIFT gives me an edge. I try to mentor students every year. It's the biggest lesson I've learnt from my teacher and guide Kazuko Araki, who says, 'You gain more when you give honestly'. She is 65 today, and continues teaching creative design in Saitama, Japan.

Innovation is the key to being successful in the competitive design world today. It's very satisfying to surprise your patrons with designs that are beyond their expectation. ■



Spectroscopic Methods Of Detecting Synthetic Diamonds

By M.D. Sastry, Sandesh Mane, Mahesh Gaonkar, Bhavik Joshi, Rajendra Ardalkar

Courtesy of the Gemmological Institute of India (GII)



During the recent past, there has been tremendous progress in laboratory-grown diamonds, ranging from nano diamonds to large single crystals of gemmological interest. The diamond synthesis is done by two routes; one is by high pressure high temperature (HPHT) method and the other using Chemical Vapour Deposition (CVD). A major breakthrough, which has relevance to gemstone industry, is the large-scale production of colourless diamonds by HPHT and CVD routes in sizes ranging from half a cent to a few carats. This article deals with the distinct spectroscopic features observed in synthetic diamonds and their use as diagnostic methods for the detection of synthetic diamonds. Further, it gives an account of development of the luminescence-based method in our laboratory to detect and isolate synthetic diamonds in large diamond batches (or packets) of natural diamonds in star-melee sizes.

The diamonds grown via HPHT route are predominantly of type Ib, and more recent ones are of type IIb (few cases of type IIa are also reported); all CVD diamonds are known to be of type IIa. Currently, the most challenging aspect is the detection of synthetic diamonds mixed in the natural diamond supply chain; this is of special relevance to the Indian gem grade diamond industry.

Diamond, made up of sp^3 hybridised carbon atoms, has remarkable optical, thermal and electronic properties. Its gemmological applications are well known. It is a colourless solid when free of point defects and chemical impurities. However diamond can be obtained in many attractive colours due to plastic deformation and interplay of nitrogen impurity and carbon vacancies. Diamond can be formed in nature only under high pressure and high temperatures that exist deep inside the earth; typical pressure and temperatures being in the range of 10 GPa and 2500°C respectively. Carbon would exist as graphite at lower pressures and temperatures. The triple point at which graphite, diamond and a molten concoction of carbon can coexist is around 5000K and 12 GPa. The synthesis involving the dissolution of graphite in molten iron and crystallisation under suitable HPHT conditions using a diamond seed crystal is practised in various laboratories; more often nickel catalyst is added to lower the temperature and pressure.

Since the first successful attempts of HPHT synthesis by Swedish General Electric Company and the first patent for the HPHT process by American General Electric Company (GE) in 1955, a lot of progress was made and large-scale production facilities have come up. The high pressure conditions

were achieved using four anvils in tetrahedral geometry. The pressure and temperature conditions were 100,000 atmospheres and 1600°C respectively.

An alternative route is epitaxial growth by chemical vapour deposition (CVD) on suitable substrate. The substrate could be diamond (for homoepitaxial growth) or Si/ β -SiC (for heteroepitaxial growth) or a metallic substance like iridium. The carbon atomic vapour is produced by dissociation of ($CH_4 + H_2$) mixture under microwave or DC-arc induced plasma or thermally dissociated by hot filament and it gets deposited on the substrate forming diamond structure. The process occurs at a pressure of

10–200 torr and the substrate temperature ranging from 700–1000°C. During the process of the CVD growth doping can be done by addition of gases containing dopant atoms such as boron or nitrogen. The hydrogen impurity, however, could always enter the lattice as it is present in the plasma as a dissociation product of methane or as an additive to the hydrocarbon gas.

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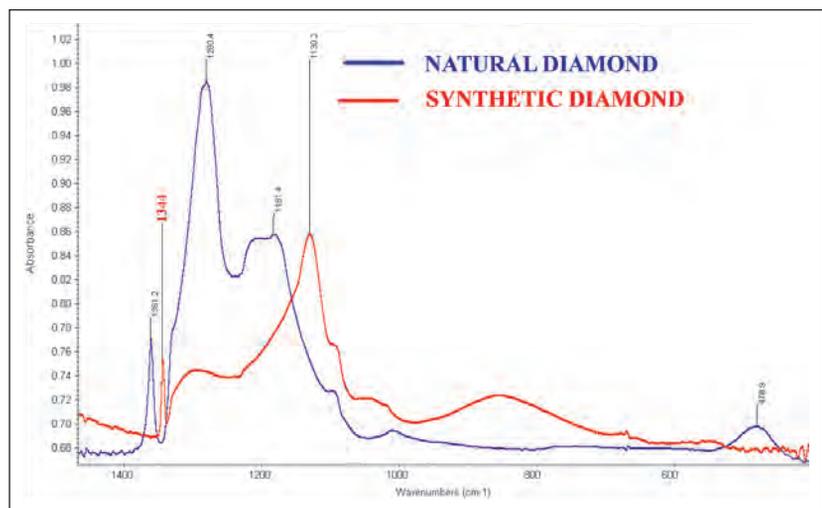


Figure 1: FT-IR spectra of a natural type Ia diamond and a HPHT synthetic diamond. The synthetic diamond has peaks at 1344 and 1107 cm^{-1} characteristic of isolated nitrogens.

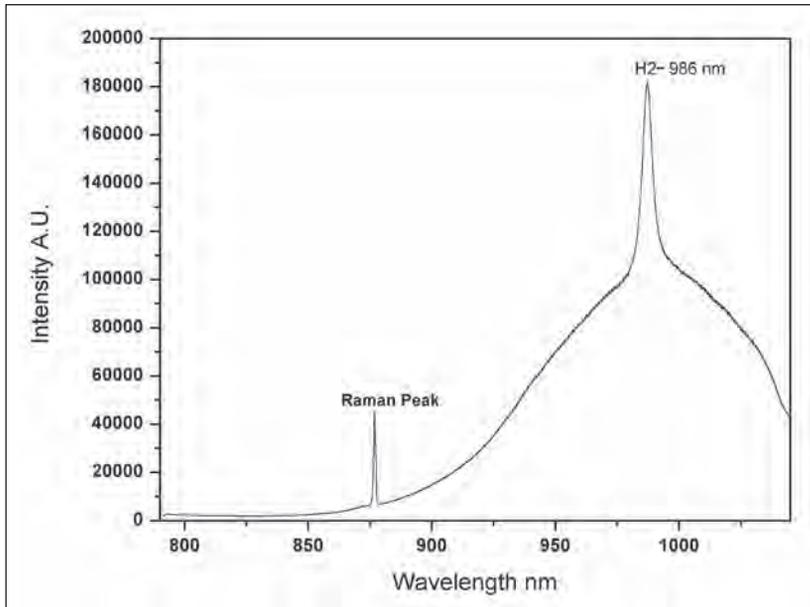


Figure 2: 785 nm excited photo luminescence (PL) of a HPHT synthetic diamond at 77K. Strong signal due to H2 centre at 987nm can be seen.

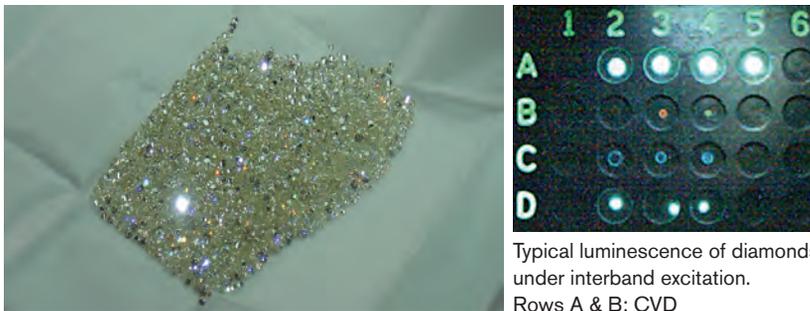


Figure 6: Typical diamond sample lot in small sizes (0.5 cent to 5 cents).

Typical luminescence of diamonds under interband excitation.
 Rows A & B: CVD
 Row C: Natural
 Row D: HPHT

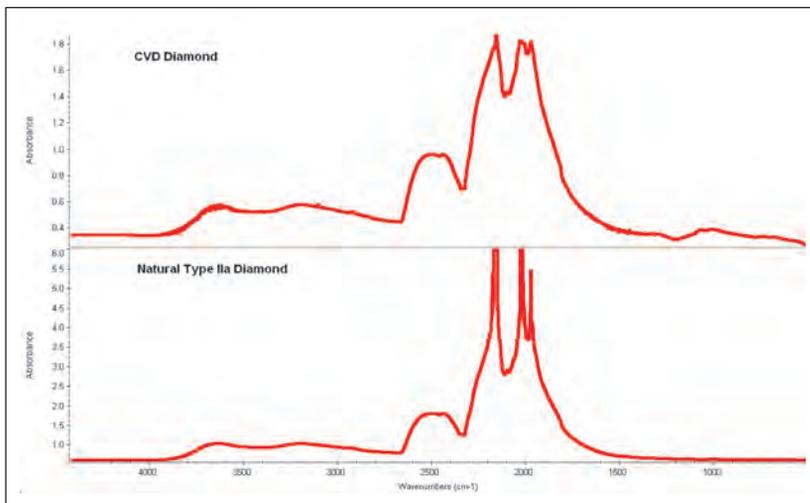


Figure 3: FT-IR spectrum of a CVD synthetic diamond (top). The spectrum of natural type IIa (bottom) is included for comparison.

in the natural diamond supply chain; this is of special relevance to the Indian gem grade diamond industry.

The R&D efforts at the Gemmological Institute of India (GII) resulted in the development of an instrument which meets this requirement with a high degree of satisfaction. In what follows these aspects will be presented briefly.

HPHT Synthetic Diamonds

Fourier Transform-Infrared (FT-IR), Raman, Photoluminescence (PL) and UV-Visible absorption methods are conventionally used for diamond diagnostics. Figure 1 shows the spectral differences between natural diamond and HPHT synthetic diamonds.

The HPHT synthetic diamond contains predominantly isolated nitrogens at carbon sites as impurities (type Ib diamond).

The local mode of such a nitrogen site has absorption at 1130 cm^{-1} and it is distinctly different from that due to A and B aggregates of nitrogen that occur in natural diamonds. Figure 2 shows the 785 nm excited PL of HPHT synthetic diamond. The emission observed at 987 nm is due to the H2 centre, electron trapped N-V-N centre. Such centres are observed in natural crystals only after radiation and heat treatments, as grown HPHT synthetics do stabilise H2 centres.

CVD Diamonds

We have studied the spectral properties of a number of CVD-grown crystals obtained from different sources. While all the synthetic HPHT grown diamonds are of type Ib or IIb by addition of boron, quite often one can grow highly pure type IIa diamonds by the CVD

route. Figure 3 shows the FT-IR spectra of a typical CVD-grown diamond. The spectrum of natural type IIa diamond is included for comparison. It can be seen that there are no absorption features in the nitrogen region (600-1400cm⁻¹) in both crystals.

Compared to HPHT-grown diamonds, the detection of CVD diamonds poses more challenges. The point defects in CVD diamonds are different from those observed in HPHT diamonds. These are silicon-vacancy centres (SiV and SiV⁻) and hydrogen related centres such as N-V-H. Figure 4 shows the 514 nm excited PL of a CVD diamond and Figure 5 shows the 785 nm excited PL of the same diamond at 77K. The PL emission from SiV⁻ at 737 nm and that due to SiV⁰ at 947 nm can be seen in Figures 4 and 5 respectively.

This work demonstrates the necessity of using all the spectroscopic techniques in tandem to get the complete information about the diamonds.

Luminescence Method

The luminescence properties of diamonds have proved to be invaluable in the detection of synthetic diamonds. It is known that all natural diamonds belonging to Ia (98% abundant) and IIa diamonds (nearly 2%) do not show phosphorescence. The exceptions are those belonging to IIb (abundance less than 0.1%). In the fluorescence mode all natural diamonds exhibit blue fluorescence (A-band). Among colourless to near colourless synthetics, most of HPHT synthetics exhibit phosphorescence; among CVD-grown synthetics some exhibit phosphorescence and most others show fluorescence in green/pink or yellow. Using the luminescence

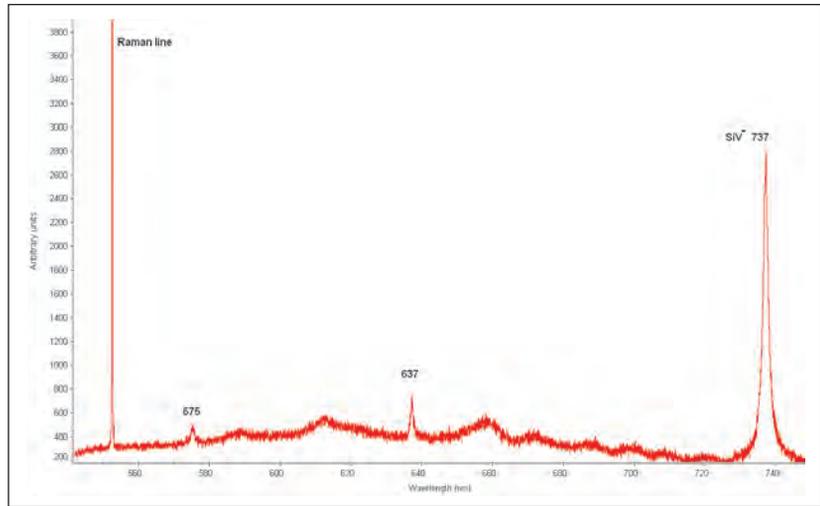


Figure 4: 514 nm laser excited PL of a CVD synthetic diamond at 77K. The emission due to SiV⁻ at 737 nm can be seen. This is absent in most natural diamonds.

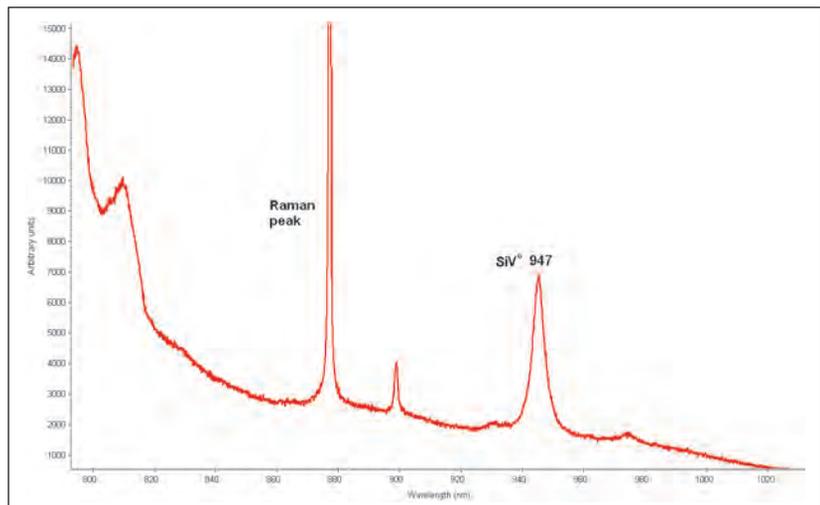


Figure 5: 785 nm laser excited PL of a CVD synthetic diamond. The emission at 947 nm is due to SiV⁰

technique, we have developed an instrument for quickly screening diamond lots typically in 0.5 cents to a few cents, for the presence of synthetic diamonds.

A summary of the performance of the machine developed by GII is given below.

Table I: Present status of diamond screening of colourless to near colourless synthetic diamonds by GII (Qchk) machine. ■

TYPE OF DIAMOND	DETECTABILITY
HPHT – Ib (Yellow)	NA
HPHT – IIb (Phospho)	YES
HPHT – IIa (Ph & Fl)	YES
HPHT – Treated?	NA/ YES
CVD – as grown	YES
CVD – NV- rich	YES
CVD – SI weak to moderate	YES
CVD – Treated	YES



Winners of UBM India's Retail Jewellers Guild Awards 2018.

UBM India Honours Retailers With RJGA Trophies

The 4th edition of UBM India's Retail Jewellers Guild Awards (RJGA) recognised and honoured the impeccable contribution of individuals and organisations in the retail jewellery industry of India, at a

gala ceremony on 30th September at The Lalit, New Delhi. The most coveted awards of the evening witnessed the presence of industry stalwarts and dignitaries including Naveen Kumar, spokesperson, BJP; Ashok



Seth, chairman, northern region, Gem & Jewellery Export Promotion Council (GJEPC); Yogesh Singhal, president, Bullion Jewellers Association, Delhi and Ramavtar Verma, chairman, Bullion Jewellers Association, Delhi.

The RJGA has grown impressively and is recognised as one of the most transparent and process driven awards in the sector. There has been a 40% growth in nominations received over last year, which is a good indicator of RJGA's rise in the popularity on a pan-India scale. The tally of over 650 nominations came from known jewellers hailing from tier 2 and tier 3 towns as well as metros.

Along with Ernst & Young as process advisors, and its reputed panel of judges comprising industry veterans such as jewellery designers Neha Lulla and Paulomi Sanghavi, managing editor of *Solitaire* and *Adorn* magazines, Shanoo Bijlani, fashion designer Rosy Ahluwalia, Saurav Maheshwari, Piyush Gupta, Sudhir Singhal and Ashok Seth. The RJGA drew out the best of India's talent in the retail jewellery industry through two rounds of jury – a preliminary round, followed by the final round, where jewellers had to display actual jewellery pieces to the judges.

The award categories were expanded this year keeping in mind the diverse activities of the retail jewellery industry. These included Store of the Year, Employer of the Year, Most Innovative Marketing Campaign, Excellence in Customer Service and Excellence in Design.

With more than 500 jewellery retailers, manufacturers, HNIs and the capital's



fashionable set in attendance, the awards night also comprised four captivating fashion sequences by showstoppers such as Aditi Hundia, Yamaha Fascino Miss Diva Supranational 2018; Shraddha Shashidhar, Yamaha Fascino Miss Diva 2017 - Miss Universe India; Priyadarshini Chatterjee, Fbb Femina Miss India World 2016 and Peden Ongmu Namgyal, Yamaha Fascino Miss Diva Supranational 2017. They upped the glamour quotient and provided a glimpse of the stunning jewellery collections that will set the trends for the upcoming season.



» AWARDS



The highlight of RJGA 2018 was the Walk of Fame for the jewellery industry – an exclusive showcase of masterpieces by eminent brands including Shri Balaji Gold, Vikas Chains, Savio and Savya Jewels. Insights from industry stalwarts, entertainment acts and networking sessions were some of the other high points of the evening. ■

Winners of ‘The Retail Jewellers Guild Awards 2018’:

CATEGORIES

Excellence in Customer Service - Sales Process Initiative

Excellence in Customer Service - After Sales Initiatives

Store of the Year (standalone) less than 1,000 sq ft

Store of the Year (standalone) 1000-5000 sq ft

Store of the Year (standalone) more than 5,000 sq ft

Store of the Year (Chain stores) more than 10 stores

Store of the Year (Chain stores) less than 10 stores

Most Innovative Marketing Campaign - OOH

Most Innovative Marketing Campaign - Social Media

Most Innovative Marketing Campaign - Experiential/Activations

Most Innovative Marketing Campaign - Experiential/Activations

Most Innovative Marketing Campaign - Print

Most Innovative Marketing Campaign - Radio

Most Innovative Marketing Campaign - TV

Employer of the Year

Excellence in Design - Diamond

Excellence in Design - Gold

Excellence in Design - Silver

Excellence in Design - Platinum

Excellence in Design - Jadau

Excellence in Design - Coloured Gemstones

Jury Recognition - Lifetime achievement Award

UBM Initiative Recognition - Rising Star

UBM Initiative Recognition - Innovation in Design

WINNERS

Tanishq

Tanishq

Fiona Solitaires

ANS Guptha & Sons

Motisons Jewellers

PN Gadgil Jewellers Ltd.

Aishpra Gems & Jewels

Sawansukha Jewellers

Badri Prasad Arun Kumar Jewellers

Keshavji Chagganlal

Viswa and Devji Diamonds Pvt. Ltd.

Vummidi Bangaru Jewellers

PN Gadgil Jewellers Ltd.

NAC Jewellers

AVR Swarnamahal Jewellery Pvt. Ltd.

Dhadda Diamond Jewellery

Sumangali Jewellers

Takat Gems India

Nikkamal Jewellery House

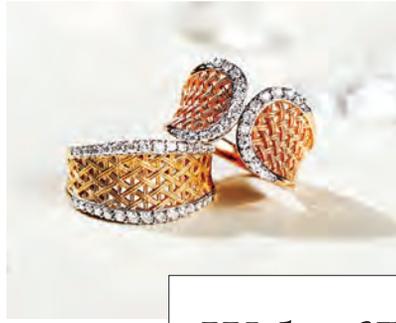
Sumangali Jewellers

Keshavji Chagganlal

Balkrishna Saraf

Shree Balaji Gold

N K Chains



Web of Desire

CaratLane, India's leading omni-channel jewellery brand, introduces Weave, a collection that highlights the versatility of gold. Designed with 18-karat yellow and rose gold threads and garnished with diamonds, Weave has 34 designs – the earrings available in plain weave, cocktail rings in twill and bracelets in entwined weave. Using 3D techniques, CaratLane's designers have paid a modern tribute to gold. Starting from ₹13,500, the chic yet understated designs add a glamorous twist to your ensemble.

Standout Jewels

Adawna by Sonal's Bijoux brings to you an alluring collection of bridal jewellery accessories that are unmatched in style. The ARRA collection is patterned with brilliantly-cut silver Swarovski crystals and gemstones in traditional Indian motifs. Consisting of a range of cocktail rings and elaborate linear and chandelier earrings, the line-up is apt for the new-age bride celebrating her pre-wedding functions.



» **BRAND WATCH**

High Style

Silver jewellery designer Sangeeta Boochra presents a festive collection designed to suit Indian or Western outfits. Bold chokers, multi-row pearl necklaces, textured open cuffs, and elegant jhumkis crafted in silver and 18-karat gold and accented with semi-precious stones and pearls will add a bold touch to your personality.



Diamond Glamour

Rivana Gold & Diamonds' latest cocktail edition drips with diamonds of all shapes and sizes. The 18-karat white, rose and yellow gold collection consists of eye-watering earrings, cuffs, and neckpieces. Floral motifs easily blend with geometric patterns lending a glamorous touch to the collection that is a must-have for luxury lovers.



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Jewellery Arabia, 20th - 24th Nov 2018, Hall 2, Booth # 1398

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Stylish Rings

Dress up your fingers with the latest collection unveiled by Anaqa Jewels. Go over the top by selecting statement double-finger rings designed with superb craftsmanship or adopt the minimalistic approach and choose a sleek and curvaceous ring. These dressy rings are sure to amp up your look.



Sparkling Essentials

Mia by Tanishq surprises yet again with its contemporary fare – a tribute to the modern-day woman, who loves unfussy, but festive lines. The traditional designs get a contemporary makeover for the fashion forward generation. The new collection comprises stylish designer pendants, necklaces, rings, earrings, and bracelets starting at ₹12,500. Add a touch of glitter to your festivities!

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The April Show

13th JEWELLERS ASSOCIATION SHOW

The mystery of a gemstone...

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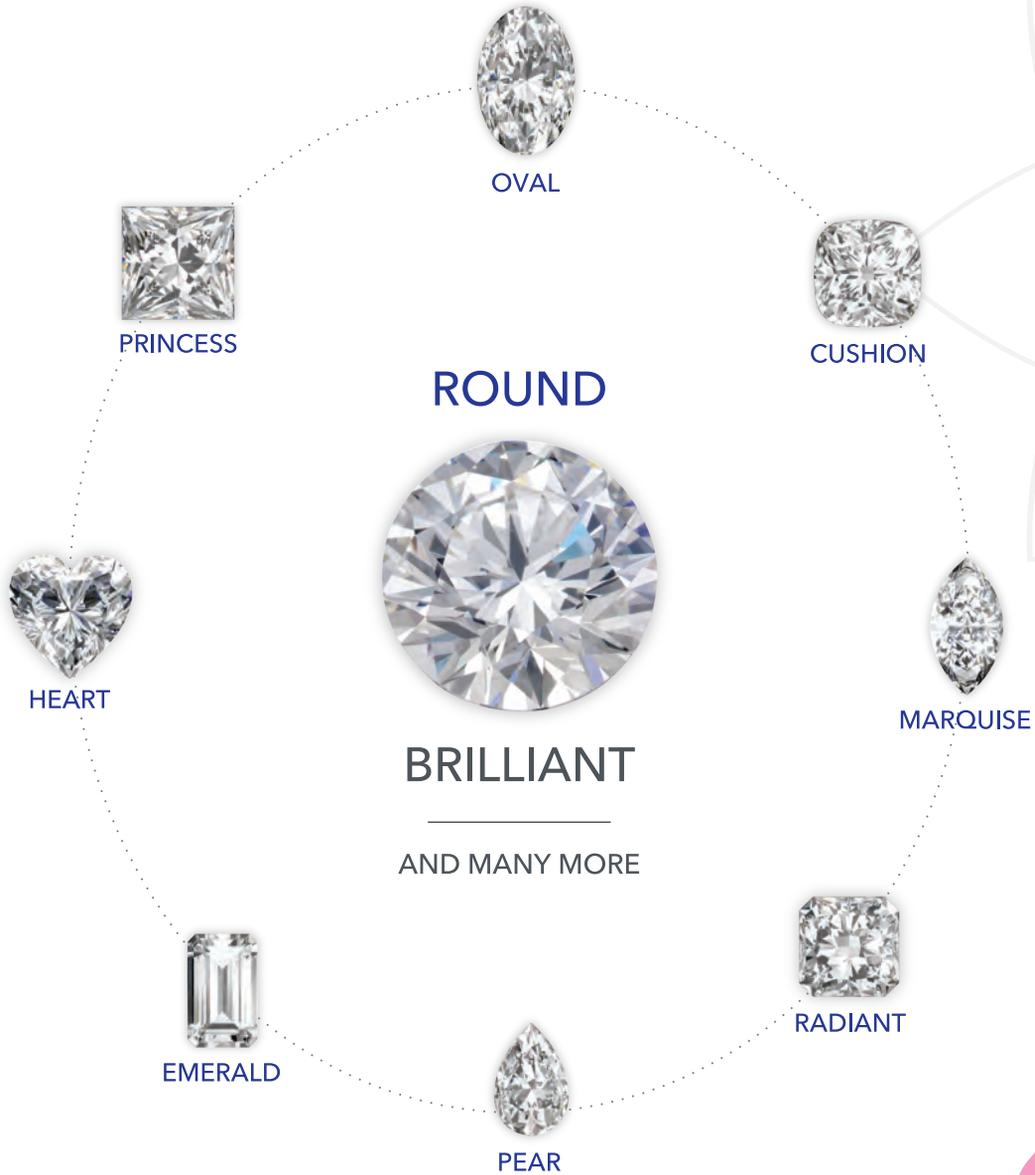
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