

The New Jeweller

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IS YOUR JEWELLERY CERTIFIED?

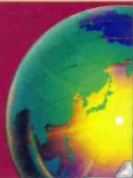
In Focus

Poonam Soni

The pioneer of customized jewellery in India.

International

- Australia-India Gold Trade
- Hong Kong Trade Fair





Govt Initiative Can Speed The Process

David Atlas
Director of DGLA



In an exclusive interview Mr David Atlas, Director, DGLA - Diamond and Gem Laboratories of America, speaks of the future expansion plans and the thought process behind a 100 year old reputed institution in India. DGLA plans to expand in Mumbai in certification and diamond grading and formalize a location in SEEPZ, Mumbai. India is what the United States of America was 40 yrs ago. Indian market has tremendous potential and the country will see more and more diamond jewellery sold with time. The consumer has to be aware and the government of India is doing a good job in examining the quality of products that are being currently sold in the country. Retailers need to understand the compliance and it is the

government's obligation to set viable institutions that serve the purpose of certification.

On equipments and testing techniques David adds, DGLA will be using traditional electronic testing or acid testing and are acquiring X ray equipment shortly. Services for diamond grading has started in India and DGLA is targeting the retailers and Diamond traders for the same. "One needs to be seen as competitive, willing confident and flexible." Say David.

DGLA's reputation has been built over a 100 years internationally and DGLA will stand upto offering quality services for the Indian market, David concludes.