

# INTERVIEW



## Beyond Brilliance. Unveiling the Value of Craftsmanship, People and Purpose

The natural diamonds at Venus Jewel are a product of a commitment to craftsmanship, ethics, and community impact, valuing craftsmen as family, and pioneering early digitalisation.

BY RITUPARNA SOM | FEBRUARY 13, 2024



Over many years, mankind has learned to express eternity's embrace through the diamond. It's a luminous testament to alchemy perfected by nature and time, creating an almost celestial embodiment of sentiment. And it is craftsmanship, a delicate dance of hands skilled by the tapestry of experience and instinct, that sculpts the diamond into a kaleidoscope of emotions. A sentiment that Venus Jewel, one of the world's premier diamond cutting and polishing maestros, knows only too well. The Venus Jewel craftsman is an artisan of dreams, channeling ancestral wisdom, a legacy honed by the whispers of countless gems. With each incision, the diamond breathes, mirroring the craftsman's soul. Skill and intuition transform the raw essence of a block of carbon into a jewel, a radiant vessel carrying tales etched in facets of love and legacy.

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Legacy is a firm cornerstone in Venus Jewel's approach to not just business but also the way they handle their employees. Thanks to the founders' foresight—Ramniklal Shah and Sevantilal Shah, the 55-year-old firm has been at the forefront of innovation whether it's the way they have upskilled their workers and standardised their grading, or digitised their business to the extent where 60 per cent of their natural diamonds are sold online today. Supported by detailed photos and high-def videos, they have a band of loyal customers, increasing every day, as they take them through the artistic journey of each diamond virtually, transforming a rough diamond into a radiant, meaningful jewel. Three generations have worked to integrate ethical, healthy and high quality practices to make sure Venus Jewel is a responsible intermediary in the diamond pipeline. Today the company is responsible for polishing more than 15 percent of the world's 1 carat and above gem quality natural diamonds.



With each facet polished to perfection, Venus Jewel exemplifies excellence in craftsmanship

## Craftsmen & Cuts: Artistry and Ethics Behind Venus Jewel's Signature Diamonds

Venus Jewel diamonds stand out for real reasons. The signature Venus Excellent cut ensures meticulous attention to technical parameters like light performance, avoiding bowtie and crushed-ice effects. The final product always catches the light just right, creating a *je ne sais quoi* moment. Weeks, and sometimes months, are spent figuring out what to make from a single rough piece. Each diamond is a personal project, created by one craftsman from start to finish. It's not just about technical expertise—it's a mix of creativity and careful planning at every step, responding to market demands and balancing it with the diamond's inherent essence. Venus Jewel's ethos revolves around a simple question: "Would they be happy to buy this diamond for someone they love?"

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This care extends to a commitment to nurturing and ethical practices. Transparent from rough to sale, every diamond carries in-house and GIA certificates, guaranteeing authenticity. Sourcing conflict-free natural diamonds to all the diamonds tagged and tracked through their processing.



Each diamond is a personal project for Venus Craftsmen

## The Artisans Behind the Brilliance

The craftspeople at Venus Jewel are distinguished by their intrinsic values of loyalty, dedication and proficiency that shine through the diamonds they carve. “Once they become Venus craftsmen, it is like an inseparable birthmark that stays forever with them,” says Hitesh Shah. “The wisdom that they acquire with us and the output they give is what makes them our family members. Each craftsman is associated with us at an average of 15 years plus tenure.” An environment of nurturing commitment, encouragement of home-like sentiments tinges the passion that creates brilliant glimmers, making them a part of something bigger. “The core values of honesty, transparency, dedication and passion that Venus Jewel holds, differentiates us from the industry. This value helps them work ethically, with complete dedication. They are accountable of their output. It helps them bring the best out of every diamond which in-turn helps them earn incentives. Both the company and the craftspeople benefit & support others’ mutual growth,” he continues.

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Upskilling craftspeople was a cornerstone of the company's outlook. Traditional companies have specific craftsmen for specific functions. Sevantilal Shah instead focussed on training his cutters in crafting the whole diamond. "You can actually visualise and imagine the whole process much better and actually improve the natural diamond's beauty," says Shah. "Now he's in full control, making coordinated decisions and ensure that the diamond being made is of maximum beauty and maximum value."

Employees are encouraged to voice opinions and suggestions, and the open participative and people-oriented leadership speaks of a strong relationship between them. It extends to teamwork where people are empowered to feel like contributing more, if only for their own potential progress.



Mr. Hitesh Shah, Partner, Venus Jewel



From humble beginnings to global acclaim, Venus Jewel shines as a pioneer in India's diamond industry

## Early Adopters of Digitalisation

It is now futile to think of the future, or for that matter even the present, without considering a certain level of digitalisation. Venus Jewel was one of the rare companies that adopted computers into their daily system of creating and administering in the 1980s-90s. Shah says, "Most of the craftspeople use the computer like a CAD designer. They are trained and skilled enough to process our diamonds, cutting and polishing them virtually on our computer. Using their 3D files, they are able to imagine what they are going to do to the diamond. Then, they take the necessary precautions and realign the crafting schedule before they actually start working on the piece. We have the highest number of computers per person in any factory in our industry. And the reason is that we implemented the use of computers early on—our first server and computers came in the mid-1980s."

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**NATURAL  
DIAMONDS**  
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A WORLD-CLASS  
HOSPITAL THAT WAS  
INSTRUMENTAL DURING  
COVID TREATING OVER  
90,000 PATIENTS.



Beyond diamonds: Venus Jewel's philanthropic efforts shine bright with initiatives like the Smt. Rasilaben Sevantil Shah Venus Hospital

## A Workforce Committed to Community Impact

As with most companies that have made significant investments in the future, Venus Jewel does more than just craft diamonds. Their impact on education, healthcare, and community development keeps in mind not just the employees but also their extended world. A world class hospital that was instrumental during Covid treating over 90,000 patients, strict environmental policies, and girl child education that encourages women to dream bigger and better—the company's philosophy looks towards shaping a future that's decidedly uplifting. "Our commitment to sustainability goes beyond energy and we've embraced diverse initiatives. We promote water conservation with automatic taps and have replaced plastic with glass bottles. We champion education and supporting children through donations. Our crafting hub cultivates fresh vegetables. The volunteers are our employees, who tend to the farm," explains Shah.

A natural diamond's value is far-reaching—from sentiment to skill, it reflects a journey that is both nature's impact as well as the nurture that the craftsperson has imbibed within it. Nurture is more than just a skill. At Venus Jewel, it's a reflection of a commitment fueled by passion and encouraged by positive reinforcement. Just as carbon, under immense pressure, transforms into a radiant diamond, the artisans, honed by the company's investment, undergo transformative pressures—not of nature, but of skill mastery and artistic precision. Both processes require time, commitment, and the belief that the outcome will be a masterpiece.