



I would like the industry to shift to a more professional style of working

- Samveg Shah, Venus Jewel

Samveg Shah joined Venus Jewel 4-5 years ago. "When I go back in time, my first memory is of a vibrant office space, beaming with positivity, and me sitting beside my uncle observing how he responds to people and situations." His grandfather Shri Sevanti bhai Shah gave him the most crucial advice when he joined. "He coached me to actively learn from people at all levels, right from the artisan who crafts a diamond, to the people in managerial positions. He would ask me to understand how they do what they do, and what helped them build their skills."

Currently, Samveg is in charge of rough procurement and manufacturing operations, both in Surat and in Botswana. His education was unique through the Gurukulam system of learning. "It was out of the box and helped me develop a well-rounded personality. I learnt about various aspects of life – ranging from Sanskrit, to justice lessons, to scriptures, and also modern accounts, marketing and strategy building. More fundamentally, I learnt how to think about the whole world and not just myself and those around me."

According to Samveg, the diamond industry is rife with challenges in the manufacturing, marketing and consumer aspects. "Supply chains are shortening. The role of distributors and wholesalers

is constantly evolving both in the rough and polished side. Manufacturing has become fully demand-driven. So, we have to learn new ways of reaching the end consumer. Consumers are also expecting brands to be sustainable and fair, and we have to think of marketing our brand beyond our product."

The diamond industry in India is by and large traditional, run by families. "Even though that is the case, I would like the industry to shift to a more professional style of working, from a traditional family driven culture. This is a

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major opportunity for change within the diamond industry."

Technology, according to Samveg, has led to an increase in the supply of high-grade goods. "Improved technology has allowed for rough diamonds that would have otherwise been polished into poor-grade diamonds, using labour intensive methods, to be polished into better quality diamonds, with enhanced parameters. Thereby increasing the

Biggest Inspiration

My biggest inspiration is my grandfather Shri Sevanti bhai Shah for his exceptional leadership and phenomenal business practices, which put the Indian diamond industry onto the world-stage.



supply of high-grade polished diamonds in the market."

After coming in, Samveg has been actively involved in establishing Venus Jewel's operations in Botswana. "All achievements at Venus Jewel are a result of collective team efforts. I believe in taking a holistic in-depth approach towards any business problem." In his free time, he spends quality time reading books.