



## INTERVIEWS

Responsible Jewellery Council . 31 July 2025

### 20 Stories Of Impact Hitesh Shah, Venus Jewel



As part of our 20 Stories of Impact series, we're speaking with RJC members, stakeholders, and pioneers who've shaped our journey over the past two decades, exploring sustainability, industry trends, the future of jewellery, and more. Hitesh Shah is a Partner at Venus Jewel.

#### WHAT MOTIVATED YOU TO BECOME AN RJC MEMBER, AND HOW HAS IT INFLUENCED YOUR APPROACH TO RESPONSIBLE BUSINESS?

Since our early roots, we have focused on providing confidence to our customers. Traceable sourcing and ethical manufacturing practices are at the heart of nurturing this trust through the supply chain. Hence, it felt like a natural step for us when we became India's first RJC-certified member, because the core principles of RJC align perfectly with our philosophy and values.

#### WHAT ARE SOME UNIQUE SUSTAINABILITY INITIATIVES THAT VENUS JEWEL HAS IMPLEMENTED THAT YOU'RE PARTICULARLY PROUD OF?

In 1998, during our factory's construction, we invested in sandwich panels and having an optimum blend of daylight and well-placed electric lighting to minimise energy use. We built upon this by installing solar panels in 2014. Today, we continue to embrace sustainability in small, everyday actions, such as encouraging car-pooling among employees, recycling of water for gardening, growing our own vegetables and fruits for our canteen, and using reusable bottles and glasses wherever possible.

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WHAT'S SOMETHING EXCITING HAPPENING AT VENUS JEWEL RIGHT NOW THAT YOU THINK WILL SHAPE THE FUTURE OF THE SECTOR?

We're striving towards innovative ways to improve consumer experience. We're building a better understanding of the product through a consumer-friendly Venus Grading and Matched Pair Reports. At the same time, we are educating consumers about the origin of their diamonds, through Diamond Journey and Rough 3D models. We're also trying to communicate our intricate craftsmanship better through various marketing channels. We believe that proactive transparency from participants will shape the future of the sector by creating well-informed consumers.

IF YOU COULD CHANGE ONE THING ABOUT THE INDUSTRY OVERNIGHT TO MAKE IT MORE RESPONSIBLE AND FORWARD-THINKING, WHAT WOULD IT BE?



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We should be more passionate and positive about our beautiful products. Diamonds have a rich history that go back millennia. When negative or misleading news stories crop up in short-term, we sometimes let our temperament get affected. We should remember that the story of diamonds is an enduring human legacy that we inherit from our forefathers, and one that we'll pass onto generations that succeed us.



BEYOND COMPLIANCE AND CERTIFICATION, WHAT DOES 'RESPONSIBLE BUSINESS' TRULY MEAN TO VENUSJEWEL, AND HOW DO YOU BRING THAT PHILOSOPHY TO LIFE IN YOUR DAILY OPERATIONS?

For us, responsible business means to think carefully about the granular effects of our actions on people and environment. In the minutest things at work or outside work, we ask ourselves: how can we do this ethically, responsibly, and with excellence? We then make efforts to percolate this thoughtfulness through our workforce, so that every person who works with us internalises these values deep in their hearts.