



RESPONSIBLE
JEWELLERY
COUNCIL

MEMBER STORIES

Case studies and interviews



MEMBER STORY

Venus Jewel

Venus Jewel goes above and beyond to not only ensure they have sustainable supply chains, but to also ensure that the wellbeing of their workers and local communities are protected. They have established the 'Venus Hospital' in Surat, serving employees and the wider state of Gujarat , including COVID19 patients. The company also engages in extensive philanthropic work, such as disaster relief funds, COVID-19 relief, and donating to schools and educational institutions such as the Computer Engineering Faculty at the Sarvajani College of Engineering and Technology (SCET) in Surat.

INTERVIEW



The company sources rough diamonds only from ethical, conflict free mines, backed by the Kimberley certificate and ensures full-traceability of the diamond journey from rough through polish. Venus Jewel are certified for their diamond provenance claim by RJC, for tracking the entire diamond journey from rough to polish. They also partner with De-Beers on The Tracr Internet of Value Platform, to record a diamond's journey throughout the full value chain, using blockchain technology.

Venus Jewel also works on the adoption of green, clean and renewable sources of energy. Not only is 20% of their power requirement fulfilled by Solar Panels, but they have also adopted energy and resource saving features into offices, such as water and energy conserving utilities. Furthermore, they have fields measuring around 20% of the facility for self-farming purposes to meet factory needs, with kitchen waste being converted to organic bio-compost used for self farming.

www.venusjewel.com