



CFBP

COUNCIL FOR FAIR BUSINESS PRACTICES

JUNE-JULY, 2019

CFBP TIMES

Our Mission

"We shall promote the highest ethical practices, by business and professionals, in order to provide complete satisfaction to consumers and other stakeholders."

KNOW YOUR DIAMONDS



L-R : Ms. Asha Idnani, Mr. Chandrapal, Mr. Pramod Shah, Mr. Anand Patwardhan, Ms. Shelly Gupta, Mr. Swapnil Kothari, President, Ms. Leena Amin, Ms. Nirupa Bhatt, Ms. Alka Aggarwal, Mr. Sachin Jain, Mr. Sandeep Shah and Mr. Jayesh Khemka

Swapnil Kothari, President

and

Shelly Gupta, Chairperson (Programmes Committee)

Awareness Seminar

"KNOW YOUR DIAMONDS"

Diamond Master Class

Ms. Leena Amin, Training Manager, Forevermark Diamonds

Panel Discussion

Mr. Sachin Jain - Managing Director, Forevermark India

Ms. Nirupa Bhatt - Managing Director, GIA India & Middle East

Moderator - Mr. Sandeep Shah, Special Invitee Member, CFBP

Wednesday, 24th July, 2019 at 6.00 p.m.

Walchand Hirachand Hall, 4th Floor, IMC Bldg.,

IMC Marg, Churchgate, Mumbai 400020

EXECUTIVE BOARD 2018-2020



SWAPNIL KOTHARI
PRESIDENT



HEARTFELT FROM THE PRESIDENT



Swapnil S. Kothari
President

CFBP engaged in an altogether different discussion recently – Know Your Diamonds. It was a panel discussion moderated by one of our Invitees commenced by a Master Class. Naturally, we invited the foremost exponents of the Diamond and Jewellery Industry to educate the huge audience and showcase CFBP in a *bejewelled* box of Consumer Activism!! We have devoted quite a few pages in this issue to it.

Prefatory as it may seem on one of the seminal topics – *Environment* – we thank one of our very well-known Advisory Board members for writing on it – a topic close to her heart. We hope to cover more on this in our forthcoming issues and maybe even curate a Seminar mingling it with some of the disasters Mumbai and other cities have faced this torrid monsoon!

The first of the Women's Rights seminars should be held soon and we are eager to announce the same as we work feverishly to put together an enviable panel. What else can be a matter of pride that we give due respect to half of the population of this country by assembling the *Divas* and attempt to turn the clock back a little bit (or perhaps more *brutally*) right the wrongs that our *stronger* sex have faced since decades!

Experts have also brought to our notice that most poor children go under-nourished and are prone to more diseases than any of us. "Food Nutrition" would be the clarion call for any organisation today that seeks to feed the hungry mouths and we have already summoned our expert to help us devise a way to do the least we can.

CFBP is proud to state that it is increasing its membership across the spectrum and is determined and at the top of its game to inform every possible corporate classroom that "with great power and great wealth comes great responsibility." It is also adding people to its team with exceptional profiles who will add value and discipline for years to come.

I have a trait (perhaps not a very good one) that I take my job very seriously because I had read an adage somewhere during my college days, "*No pillow is as soft as a clear conscience*" and I like to sleep well! My team *reeks* with talent and *busbles* with enthusiasm and I endeavour to speak the *truth* every time. I end with the wise words of that Russian literary giant whose "*The Gulag Archipelago*" virtually brought down the Soviet Empire to its knees,

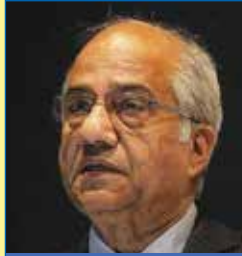
"One word of truth shall outweigh the whole world"

(From the speech delivered by Aleksandr Solzhenitsyn to the Swedish Academy on the occasion of his acceptance of the Nobel Prize for Literature)

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"KNOW YOUR DIAMONDS" 24th July, 2019 @ IMC

5 Ways to Check the quality of your Diamond



Diamonds certainly come in a variety of sizes, colors, and shapes. All diamonds possess intricate combinations of characteristics that make them unique, and these characteristics also help

determine a diamond's value. Therefore, you must know what characteristics to look for in order to choose the best diamond. The best way to start is by learning about the 4Cs of diamond quality.



The 4Cs of Diamond Quality

The American Gem Society (AGS) notes, "After all, diamonds are expensive. You want assurance that the quality you've paid for is the quality you are getting." Expert jewelers and appraisers possess the knowledge and experience needed to assess the quality of a diamond. Jewelers and expert



graders can evaluate your diamond using a systematic rating system for specific characteristics.

However, knowing a bit about diamonds prior to purchase is valuable to consumers. The

good news is that you can use the same grading system professional jewelers and gem experts use.

These are known as the 4Cs. When all these elements are combined, they paint a perfect picture of the quality of your diamond.

The 4Cs of diamond quality are:

- Color
- Clarity
- Cut
- Carat Weight (size)

All of the 4Cs are important, and when it comes to the diamond quality, all should be considered. In addition, the official certification your diamond holds is just as important.

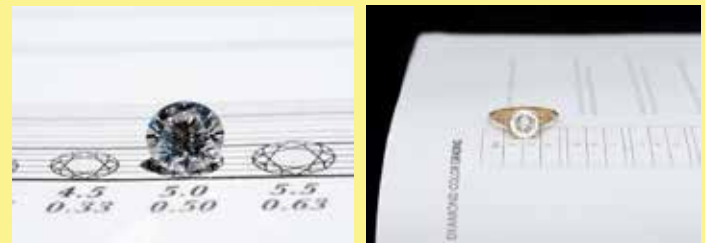
Let's take a closer look at **five ways to check the quality of your diamond** the way the experts do.



1. Carat Weight of Your Diamond

Carat weight is certainly the most objective of all the 4Cs. A calibrated digital scale measures a diamond's carat weight. Since larger diamonds are typically worth more than smaller ones, the carat weight is often associated with the quality and value of a diamond.

You may be familiar with fractional carat weight delineations for diamonds, such as one-quarter, one-half, one, etc., but carat weight is actually best represented using decimals. A diamond marked one carat in the store may actually have a carat weight of 0.89, a rounding practice commonly used in



retail stores to make the value of a piece seem higher. But a 0.89 carat diamond should be significantly less expensive than a true one carat stone, all other factors being equal.

It is also essential to understand that **not all carat weights are created equal**. Remember, the carat weight is just one of the many factors that affect the diamond's value. Therefore, a two-carat diamond of lesser color, cut, and clarity could be less expensive than a one-carat of higher quality. Basically, this measurement of quality can give you a skewed perception of value. "Comparing the value of diamonds by carat weight is like comparing the value of paintings by size," explains AGS.

It's also important to note that one diamond may look bigger than another even if they both have the same carat weight. Why? Some diamond shapes simply look bigger than others. For example, a one-carat round or emerald cut diamond may appear larger than a one-carat cushion cut diamond even though they are the exact same weight. Your eyes aren't playing tricks on you—this is solely because of the shape of the diamond.

Always consider the 4Cs, and not simply the weight when checking the quality of your diamond.



2. Color Quality of Your Diamond

The color quality of your diamond can have a big impact on its value. **The perfect diamond is colorless**, and any hint of color makes a colossal difference in the quality of your diamond. As you move down the color scale, tinges of yellow or brown appear in the stones, and this colored tint reduces the value and quality of the diamond.



“Many of these color distinctions are so subtle as to be invisible to the untrained eye,” explains the Gemological Institute of America (GIA). “But these slight differences make a very big difference in diamond quality and price.”

There is one exception to this rule, however. Having color will not lower the value of the diamond if the color is judged to be a ‘fancy color’, like a canary yellow or the ultimate in rarity, a red diamond. In fact, these colors can actually lead to a significant increase in the price of a diamond.

A diamond’s color quality is assessed using a 23 color grading scale ranging from D to Z. Each letter corresponds with five subcategories of color quality.

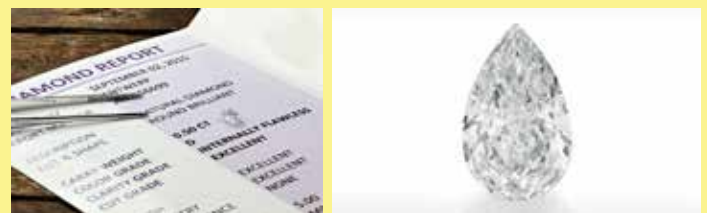
Elements of the GIA diamond color grading scale are:



- Colorless (D-F)
- Near Colorless (G-J)
- Faint (K-M)
- Very Light (N-R)
- Light (S-Z)

As previously mentioned, the closer to colorless a diamond is, the higher the value and quality, but color is an exceedingly subjective member of the 4Cs. **Surroundings when examining the color of a diamond can affect its color appearance.** The setting and metal of the setting can also influence color. Women are also statistically more sensitive to color differences in diamonds than men.

The color quality of your diamond is certainly important. A four-carat diamond with an “S” color grade might be far less impressive than a one-carat colorless diamond. If you want to judge the color quality of a stone yourself, take a page from the professionals. Turn the diamond face down on a white sheet of paper in a well-lit room. This will help make any tint of color more apparent, and then you can decide what range you are most comfortable with when making your purchase. Just remember that while color is graded from the bottom, diamonds are viewed from the top, so



consider the look of the entire stone before ruling out a color grade.

3. Clarity Rating of Your Diamond

The clarity rating of your diamond is another essential element to understand. A flawless diamond has no inclusions or surface imperfections, while a poor clarity quality will have inclusions that can be spotted by the unaided eye and may even have chips or other surface aberrations.

Why does clarity impact the quality and value of a diamond? AGS notes, “Clarity is considered important in the value of a diamond because of the notion that diamonds with a higher clarity are rarer in nature.” Not only is clarity an important characteristic in the rarity of a stone, but a diamond with a very low clarity grade will actually be less brilliant and may even have a somewhat cloudy appearance. Diamonds with poor clarity grades are also prone to chipping, cracking, or even shattering, especially if the inclusions are located around the edges of the diamond.

Diamond clarity characteristics are graded while the diamond is being examined under 10x magnification. The clarity quality is then indicated using a clarity scale with 11 clarity grades. And these grades are important for you to understand.

Diamond clarity grades under 10x magnification include:

- Flawless (FL) diamonds have no inclusions or blemishes.
- Internally Flawless (IF) diamonds have no internal inclusions but may have slight surface blemishes visible under 10x magnification.
- Very, Very Slightly Included (VVS1) and (VVS2) diamonds have minute inclusions that are difficult to see, even under 10x magnification.
- Very Slightly Included (VS1) and (VS2) diamond have minor inclusions that are sometimes detected very easily under 10x magnification. These inclusions are invisible to the naked eye, however.
- Slightly Included (SI1) and (SI2) diamonds have noticeable inclusions under magnification that can be visible to the unaided eye.
- Included (I1), (I2), and (I3) diamonds have obvious inclusions easily visible to the naked eye with potential durability risk the further down the scale you go.

Flawless diamonds are very rare—and incredibly expensive. But fortunately, **diamonds with lower clarity grades can appear flawless to the naked eye.** Diamonds that appear flawless, even though they are not actually flawless, are known as “eye clean” diamonds. This means the diamond does not have any inclusions that are visible to the naked eye. Eye clean diamonds are far less expensive than flawless diamonds and just as beautiful, so most customers feel comfortable choosing these diamonds.

If you’d like a more detailed look at the diamond, you can always ask for a jeweler’s loupe to examine the stone under



magnification, but it can be hard to judge clarity for a layperson. Just be sure that you view the diamond outside of the fancy lights in a jewelry store, as these lights are specifically designed to increase brilliance and to help hide visible clarity characteristics.

4. Cut Quality of Your Diamond

The cut quality of your diamond is of aesthetic importance. A well-cut diamond is designed to dazzle, as every angle and facet of your diamond interacts with light beautifully. For round diamonds, the cut quality is fairly objective, but

judging cut quality of fancy shape stones (any shape other than a round) is a little bit more subjective.

“Keep in mind that a well-cut diamond will have more life and sparkle than one with a lesser cut quality,” according to AGS.

The perfect cut encompasses these three optical effects, making your diamond stunning:

- **Brightness.** This is the white light reflection of your diamond.
- **Fire.** Fire refers to the flashes of color your diamond displays as light refracts due to a prismatic effect.
- **Scintillation.** This factor is the play between the light and dark areas of your diamond.

The general idea of a quality cut is to have the perfect contrast between the light and dark areas of your diamond for that brilliant, sharp appearance.

The AGS and other reputable diamond graders use a 10-point cut quality scale, but different grading laboratories will use slightly different nomenclature. Knowing how your diamond’s cut is assessed is a vital element to understanding the quality of your diamond.

The cut quality for AGS grading ranges from:

- Ideal Cut (0)
- Excellent Cut (1)
- Very Good Cut (2)
- Good Cut (3 to 4)
- Fair Cut (5 to 7)
- Poor Cut (8 to 10)



The cut of a diamond is often confused with its unique, stunning shape. While cut is related to shape, as previously mentioned, **the cut and the shape are not the same.** Most people are familiar with the round brilliant cut diamond, but might be less familiar with the fancy shapes. The most well known fancy shapes are the princess, pear, cushion, emerald, oval, and marquise. Some of the lesser known main shapes are the Asscher, heart, and radiant.

The best way to judge cut quality of a diamond isn’t to use tools like the Holloway Cut Advisor, which is both outdated and horribly inaccurate, but is actually to view a diamond in person. There is no better judge of light performance than to see the light performance for yourself, and you will know immediately if you are happy with it or not. To get the best feel, examine the stone under different types of lighting, including indoors and natural light. Move the diamond around to see how it sparkles when the light hits it. Just remember, if there is poor external lighting, you can’t expect a lot of brilliance from the stone since diamonds don’t generate light on their own!

5. Diamond Certification

The 4Cs are certainly vital when you want to check the quality of your diamond. For this reason, it is important to learn more about where each diamond lands on the 4C

grading scales prior to making a purchase. However, simply taking a jeweler's word for it is not best practice. Instead, **verify the diamond's grades by taking a look at its official certification.**

A diamond certification is documentation of a diamond's quality by a third party. This is not a certification by the diamond buyer or seller. These have become increasingly important due to diamond scams.



The certification will include detailed information on the diamond's cut, color, clarity, and carat weight. For example, the report will contain a computer-generated image of the diamond with marks that indicate the location of each inclusion. The computer-generated image will also provide information on the diamond's various proportions. In addition to this image, the report contains a table that tells you where the diamond falls on the color, cut, and clarity grading scales.

Diamond certificates feature various security features to ensure they are original. One or more of the most reputable diamond graders in the U.S. and Europe issues them.

The top diamond graders in the U.S. and Europe are:

- Gemological Institute of America (GIA)
- American Gemological Society (AGS)
- European Gemological Laboratory (EGL)
- Diamond High Council (HRD)
- International Gemological Institute (IGI)
- International Confederation of Jewelry, Silverware, Diamonds, Pearls, and Stones (CIBJO)

Ensuring your diamond has been certified by one of the above diamond graders is absolutely essential to checking its quality. GIA has a diamond "Report Check" you can utilize online. To check your report, simply enter the number on the top of the certification to verify its authenticity.

If a certificate is presented from any other grading entity, do some research to make sure it isn't owned by the person selling you the stone. You want a truly independent report of the diamond's quality.

In order to check the quality of your diamond, you must know what to look for before making a purchase. A working knowledge of the 4Cs and a basic understanding of the importance of a diamond certification from a reputable gemological laboratory will ensure you get the facts.

With so many elements supporting a diamond's true

brilliance, one can never be too informed prior to making one of the most important purchases of a lifetime.

Diamond Quality Factors

Diamond is available in a range of sizes and qualities to fit every consumer's tastes.

One of the first things most people learn about diamonds is that not all diamonds are created equal. In fact, every diamond is unique. Diamonds come in many sizes, shapes, colors, and with various internal characteristics.

All polished diamonds are valuable. That value is based on a combination of factors. Rarity is one of those factors. Diamonds with certain qualities are more rare—and more valuable—than diamonds that lack them.

Jewelry professionals use a systematic way to evaluate and discuss these factors. Otherwise, there would be no way to compare one diamond to another. And there would be no way to evaluate and discuss the qualities of an individual diamond. Diamond professionals use the grading system developed by GIA in the 1950s, which established the use of four important factors to describe and classify diamonds: Clarity, Color, Cut, and Carat Weight.

Diamonds can be fashioned into a variety of shapes and still be beautiful.

These are known as the 4Cs. When used together, they describe the quality of a finished diamond. The value of a finished diamond is based on this combination.

A diamond's value is often affected by the rarity of one or more of the 4Cs. Colorless diamonds are scarce—most diamonds have tints of yellow or brown. So a colorless diamond rates higher on the color grading scale than a diamond that is light yellow. Value and rarity are related: In this case a colorless diamond is more rare and more valuable than one with a slight yellow color. The same relationship between rarity and value exists for clarity, cut, and carat weight.

The 4Cs describe the individual qualities of a diamond, and the value of an individual diamond is based on these qualities. The terms that people use to discuss the 4Cs have



become part of an international language that jewelry professionals can use to describe and evaluate individual diamonds.

Today, the descriptions of each of the 4Cs are more precise than those applied to almost any other consumer product. And they have a long history. Three of them—color, clarity, and carat weight—were the basis for the first diamond grading system established in India over 2,000 years ago.

COLOR

Subtle differences in color can dramatically affect diamond value. Two diamonds of the same clarity, weight, and cut can differ in value based on color alone. Even the slightest hint of color can make a dramatic difference in value.

This emerald cut diamond is colorless and is a D color grade. – Courtesy Lazare Kaplan Diamonds

In the normal color range, the closer a diamond gets to colorless, the higher its per-carat price. There's an especially large leap in the price of a colorless diamond, which is extremely rare.

Diamonds come in many colors. Diamonds that range from colorless to light yellow and brown fall within the normal color range. Within that range, colorless diamonds are the most rare, so they're the most valuable. They set the standard for grading and pricing other diamonds in the normal color range.

These diamonds—graded E, K, and Z—represent diamond colors near the top, middle, and bottom of the GIA Color Scale. - © GIA & Tino Hamid

At the GIA Laboratory, diamonds are color graded under controlled conditions by comparing them to round brilliant diamonds of known color, called masterstones.

To eliminate the guesswork from grading a diamond's color, graders compare it to masterstones that represent known colors in the GIA D-to-Z scale. - © GIA & Tino Hamid



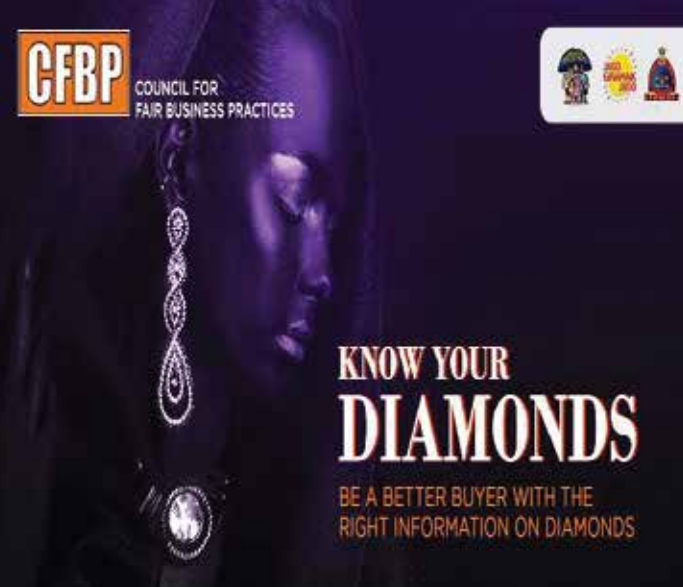
The GIA D-to-Z scale is the industry standard for color-grading diamonds. Each letter represents a range of color based on a diamond's tone and saturation.

Many diamonds emit a visible light called fluorescence when they're exposed to ultraviolet (UV) radiation. Although invisible to the human eye, UV radiation is everywhere. Sunlight contains it. Fluorescent lights emit it, too. Under the right conditions, you can see fluorescence in about 35 percent of gem diamonds.

Blue is the most common fluorescent color in gem-quality diamonds. In rare instances, fluorescence can be white, yellow, orange, or many other colors.

Strong blue fluorescence can make a light yellow diamond look closer to colorless in sunlight. Blue and yellow are color opposites and tend to cancel each other out, so blue fluorescence masks the yellow color. If the fluorescence is too strong it can make the stone look cloudy or "oily," which can lower the value of the diamond.



KNOW YOUR DIAMONDS

BE A BETTER BUYER WITH THE RIGHT INFORMATION ON DIAMONDS

How sure are you about the quality of the diamonds you purchase? Learn the art of getting the real deal from some of the biggest names in the diamond industry. Presenting "KNOW YOUR DIAMONDS", an exclusive event emphasizing on various aspects of diamonds organized by Council for Fair Businesses Practices (CFBP). Turn-up for this insightful event on diamonds.

 24 July 2019, 5:45pm to 8:00pm  Waichand Hirachand Hall, 4th Floor, Indian Merchants Chamber Building, Churchgate, Mumbai 400020

Event Panellists:



Mr. Sachin Jain,
President,
Forevermark India



Ms. Nirupa Bhatt,
Managing Director of
GIA India & Middle East



Event Moderator:



Mr. Sandeep Shah
Partner - N. A. Shah Associates,
CFBP Special Invitee



SYNOPSIS OF THE PANEL DISCUSSION



Synopsis of the panel discussion “KNOW YOUR DIAMONDS” organized by Council For Fair Business Practice which was held at Indian Merchants Chamber, Mumbai on Wednesday, 24th July.

Mr Sachin Jain , President of Forevermark Diamonds India & Ms. Nirupa Bhatt, Managing Director GIA India & MiddleEast were the panelist.

About Forevermark:



It is a diamond brand from De Beers Group which has a vast history of diamond expertise more than 130 years and comes with a promise that it is beautiful, rare & responsibly sourced.

About GIA:

Established in 1931, GIA is the world’s foremost authority on diamonds, colored stones, and pearls. A public benefit, nonprofit institute, GIA is the leading source of knowledge, standards, and education in gems and jewelry.

Mr Sachin Jain, President while addressing the query on:

- a. what is the young consumer looking at and what would his advice be to Retailers & buyers

Since India will have the largest young workforce by next year (2020) with more than 65 percent of the population below age of 35 years, they are looking for buying Jewellery to wear and not keep in locker for 364 days. They are looking at design which fulfills their aspiration. Young buyers must be aware of the various facets of Diamonds and trade practice so that they pay right price for right product. For the sellers, they will have to gain trust of the young consumers and learn to listen. The age

old days where the youngsters went to the jeweler whom their parents directed to is disappearing.

- b. Should the buyers look at diamonds as a systematic investment plan.

The young consumers are wanting to enjoy the Jewellery and occasion.

- c. What precaution should be taken when Jewellery is given for polishing and should you be physically present?

This must be given to persons in whom you have explicit trust and faith. Since the polishing is a process and hence it is not possible to be there physically.

- d. Is young India ready to buy branded diamonds

The willingness to buy branded diamonds like forevermark can be seen with more than 200 stores in India participating in selling the forevermark diamonds. The aspiration is not restricted to metro cities alone.

- e. Does the value of lab grown or synthetic diamonds appreciate? What is the government stance on this industry?

With every passing year, the value of synthetic diamonds is decreasing as cost of manufacturing is coming down. Whereas the value of natural diamonds in last 10 years has increased. The quantity of natural diamonds is limited. The Government has recently introduced a specific, 8-digit HS (Harmonized System) code for synthetic rough diamonds. This will help maintain the integrity of the diamond pipeline.



- f. What does responsibly sourced diamonds mean.

At Forevermark, responsible sourcing lies at the very heart of our business. It means that throughout a Forevermark diamond's journey from rough to polished, particular care has been taken to ensure responsible business practices, support for the advancement of women and protection of the natural world, which is the ultimate source of our diamonds.

Ms. Nirupa Bhatt, Managing Director while addressing the query on:

a. I believe machines are used for grading, is this the final verdict or there is a human element to final grading?

The grading machines are specially designed to grade all the characteristics of natural gemstone. However, there is a trained eye which is also required. No two stones can be similar as they come from nature. The machines are a tool to aid in grading and not an end in itself.

b. Can precious stones also be graded?

Yes, it can be and again specialized machinery is required for this grading and it even more difficult than diamonds to grade.

c. What is your advice to buyers of diamond.

They must insist on grading certificate as this will ensure that quality of diamond which they are buying is validated

ed by independent & reputed agency. As one goes to diagnostic unit which is reputed & reliable for getting the medical reports, so is the case with Grading agency. GIA follows the strictest grading policy & guidelines and since it is set up as a Not for Profit Organization, it has not conflict of interest.

d. Can the grading certificate and graded diamonds be co-related?

Yes, it can be. On each of the graded diamonds, micro-laser inscription is applied to the edge of the diamond which enables the buyer to co-relate the diamond and certificate.

e. How has grading of diamonds helped the country.

Apart from doing service to the buying and selling community in India, the grading has also helped the export market as the international community is getting diamonds which are graded.

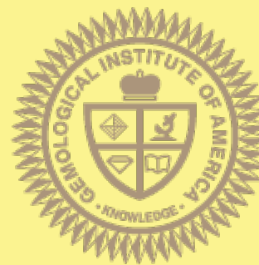
GIA® (GEMOLOGICAL INSTITUTE OF AMERICA®)

Established in 1931, GIA is recognised as the world's foremost authority in gemmology. GIA invented the famous 4Cs of Diamond Quality - Color, Clarity, Cut and Carat Weight - and, in 1953, created the GIA International Diamond Grading System™ which is recognised around the world as the standard for diamond quality.

A nonprofit, public benefit research and educational institution, GIA is as an independent and impartial entity for evaluating the quality of gems and delivering unbiased gemmological reports. We do not sell gemstones, nor do we represent the interests of gem sellers. GIA's mission is to ensure the public trust in gems and jewelry by upholding the highest standards of integrity, academics, science and professionalism through education, research, laboratory services and instrument development.

GIA developed and maintains the standards, methods and best practices for evaluating diamonds, colored stones and pearls. As creator of the 4Cs of Diamond Quality and the GIA International Diamond Grading System™, we established the common language for describing the quality of D-to-Z diamonds. We also developed the terminology and methodology for evaluating fancy coloured diamonds, and the classification standard for natural and cultured pearls – the 7 Pearl Value Factors™.

GIA has been entrusted with grading some of the world's most famous diamonds, including the Hope (45.52 carat),



the Steinmetz Pink (59.60 ct), the Taylor-Burton (69.42 ct), the Allnatt (101.29 ct), the Centenary (273.85 ct) and the Incomparable (407.48 ct).

Today, GIA has a presence in 14 cities spread across 12 countries.

With seven campuses, 11 grading and gem identification labs, five lab take-in locations and four research centres, GIA has a presence in all of the major gem and jewellery centres around the world.

GIA Diamond Origin Report

Consumers now, more than ever, have a greater interest in sustainably and ethically sourced products. To meet this demand, GIA introduced the Diamond Origin Report, which uses scientific evaluation to provide confirmation of a natural diamond's geographic origin. Origin information delivers a strong message on the good mined diamonds do for the countries they come from. The proof of a diamond's origin – including whether it is natural or laboratory-grown - will help provide consumers peace-of-mind before their purchase.

To find retailers that carry GIA-graded diamonds or have GIA-trained staff, visit GIA.edu/retailer-lookup.

To learn more about diamonds and other gemstones, visit GIA.edu

At the onset, I would like to thank our President Swapnil for asking me to pen my thoughts on anything that was close to my heart. For me it is the environment and what we as citizens of this beautiful planet are doing to it. Please forgive me if it seems that I am pontificating.



Salome Roy Kapur

I have no intention to do so but on a subject like environment it may seem so. Let us ask ourselves an uncomfortable but a honest question. Why are we here in this precarious situation? When did it start?

It started when man's greed outdid his requirements. The age of unbridled consumerism and waste. Gandhiji's famous line, "The earth has enough for man's needs but not for his greed". There is a limit and like it or not we have reached it. Are we in our individual capacity doing anything about it? The buck stops with each one of us and it has stopped now. If we decide that each one of us can make a difference, it can turn things around. Here are a few suggestions which most of us are aware of but may not be implementing:

WATER

Have a bucket bath as it consumes less water than a shower.

Don't keep the tap on while brushing our teeth.

Make sure the person who cleans your car uses a damp cloth and not buckets of water.

Introduce rain water harvesting in buildings.

Use the water that vegetables pulses and meat are washed with to water plants. They will also flourish.

PLASTIC

Carry your own shopping bag.

Avoid plastic water bottles.

Use Bamboo tooth brushes available on the net.

I was a regular consumer at a famous food mall. I asked the manager if I could bring back their own bag to shop so that it would stop my getting a new

bag every time I shopped. The man could not see the sense in this and refused.

We must all put are minds to thinking out of the box. Plant more trees, each one plant one. We know not only help in controlling pollution but that creates a catchment for rain. Thousands of trees have been destroyed for the metro in Mumbai. We must ensure that our green cover is restored.

WET WASTE

Convert our wet waste into manure. There are centres that collect water bottles to convert them into fuel. One such centre is at the CPRA GREENS at Cuffe Parade

Tetrapaks can be deposited at Sahakari Bhandar, an NGO makes furniture out of them.

Ganesh Chaturthi will be celebrated soon. Let us hope sense will dawn on people to use ecofriendly statues. This should be mandatory.

When we see all the garbage that the sea spews out onto our beaches and roads is it not alarming? For unpolluted air we will have to move out of our houses with portable oxygen mask. There will be no food that one can call organic and water will be rationed to one bucket per person.

I have just returned from a trip to Alaska and it was very painful to see icebergs breaking. We went on a glacier and did not have to wear warm clothes and we also drove through the rockies and marveled at nature in all her greenery and now I hear that there have been forest fires there caused by the heat which is unusual for that region.

We are witnessing a change that is happening quite rapidly. Are governments doing enough? Our own BMC came out very aggressively against plastic bags. They were raiding establishments and fining vendors and then what? It all fizzled out because of its brazen apathy.

We have to raise our voices and make governments and institutions accountable or we are headed for doom. Every one of us has to become an environment warrior.

We are all consumers of the Great Benefactor Mother Nature. Let us be responsible consumers

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HOW TO ACHIEVE WORK-LIFE BALANCE

If there is one thing common among all my personal coaching clients, it's the desire to achieve work-life balance. We often feel compelled to choose one over the other and, sometimes, the thought behind it is to get related to the phase of life we are in.

However, my concept of work-life balance is a little different. While I might agree with Mahatma Gandhi when he said that every person should work as long as they possibly can, I do feel that who we are might help us to do what we do. But what we do is not all of who we are.

We all have our reasons to justify why we are not striking a balance between the two. Nothing has been able to convince me to underestimate the importance of work-life balance.

Being able to achieve that in my life has helped me achieve much more – both personally and professionally.

So, how do you create a balance? Perhaps the following five points will help you do so:

1. Re-frame Your Idea of 'Balance' –

Balance doesn't mean working for eight hours, sleeping for eight hours, and giving yourself and your loved ones the remaining eight hours. Instead, balance is a relative term and should have a personal definition ... just like success.

For some, work-life balance means working for 60 hours a week, building an amazing business, and spending less time with family and friends. For others, it means working 30 hours a week and spending the rest of their time outdoors or hanging with friends and family.

So, it is important to understand what YOUR idea of work-life balance is for yourself.

2. Eliminate the "Vampires" from Your Routine –

The vampires in our routine are the things which give us short-term gratification or seem important to us, but could possibly stymie our growth or make us stagnant.

Binging YouTube videos or doing errands that can be done by anyone else are some of the common vampires in our routine. That hinders work-life balance.

So how do you eliminate them?

Think of it this way. If your car breaks down, would you start fixing it yourself knowing that it would take away a lot of your time? You won't, right? You would, instead, seek the services of a mechanic to fix it and pay the mechanic a price for doing the



Ms. Yukti Mehendiratta
Founder CEO - Silhouette
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work. While that would cost you some money, it will save you some precious time. And in that span of time, you can make more money than what you'd spend by utilising your time.

So, why would you not do the same with other mundane chores?

3. Health Comes First –

If we take proper care of our mind and body, we will be more productive, happier, and be better able to navigate the challenges of life in the 21st century.

Start eating healthy food. Pamper your stomach instead of your taste buds.

Health and fitness go hand-in-hand. So, join a club ... any club where your fitness can improve. It doesn't have to be a gym. It could be a cycling club, a Zumba club, or even a swimming club.

Remember the adage – 'All work and no play makes Jack a dull boy'? Well, it is incomplete. Sleep is equally important. Get enough (7-8 hours) sleep every night. If you take care of your body, it will take care of you.

4. Time Management –

Staying in the office for 10 hours doesn't mean that you have worked for 10 hours. Ask yourself, what are you busy doing? Recognize the things that you should be doing and eliminate the rest. There is a research to prove that we must take 15 minutes break after every hour of work. During that break, we strongly recommend no screen-time.

The moment we get some free time during a day, we start scrolling through Facebook, Twitter, or Instagram to check what other people are doing with their day. We see how they are enjoying their lives and that makes us feel bad about our own. So, it's no surprise that we end up feeling stressed and with even less time.

5. Redesign your mornings –

For many people, this time of day usually gets overlooked. We tend to hit the snooze button on the alarm until the only thing left for us is to jump out of the bed. Then we rush to get ready and leave for work, which adds up to a hectic commute.

Ironically, that is exactly what highly successful people don't do. After getting adequate sleep, they wake up early (much before most people do). That gives them an early start to the day. History and Science have proved that people who start their day early are more likely to do better than those who wake up late.

So, having said all this, I'd like to conclude by saying that no matter how much we love to do what we do, there is more to life which we can only discover when we strike work-life balance. Hope you find what works for you in the aforementioned hacks. I'd love to know if there is something else that helps you bring better balance in your work-life.



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The Lok Sabha on Tuesday passed the Consumer Protection Bill 2019, with the aim to protect the interests of consumers, address and resolve their issues in a hassle-free manner.



Vikesh Wallia

Moving the Bill, Minister of State for Consumer Affairs, Food and Public Distribution, Raosaheb Patil Danve said, “The bill aims to simplify a number of rules. Consumers do not get quick redressal of their complaints and with the passage of the Bill, consumers will be able to get speedy justice. The government aims to simplify the entire process of redressal of consumer grievances.

Under the Bill, there is also a provision for the central government to set up a Central Consumer Protection Authority (CCPA) to promote, protect and enforce the rights of consumers. CCPA will be empowered to investigate, recall, refund and impose penalties. It will regulate matters related to violation of consumer rights, unfair

trade practices, and misleading advertisements. There is also a provision for class action law suit for ensuring that rights of consumers are not infringed upon. The authority will have the power to impose a penalty on a manufacturer or an endorser of up to Rs 10 lakh and imprisonment for up to two years for a false or misleading advertisement.

The Bill also has the provision for rules for new age consumer issues, pertaining to e-commerce and direct selling.

CCPA, an Executive Agency, has been formed to provide relief to consumers. It will be empowered to conduct investigations into violations of consumer rights, institute Complaints/Prosecution, and order recall of unsafe goods and services among other things. The other salient features include a simplified dispute resolution process followed by mediation, which includes an Alternate Dispute Resolution (ADR) mechanism.

There will be thorough focus on product liability where in a manufacturer or product service provider or product seller will be responsible to compensate for injury or damage caused by a defective product or deficiency in services.

IMPORTANT HIGHLIGHTS

Landmark Judgement by Mumbai High Court with regards to Co-op Housing Societies.

Mumbai High Court has overruled the order of Labour Court regarding re-employment of Watchmen. HC ruled that Co-op Housing Societies is not a "Business Entity", so Labour Laws as applicable to businesses are not applicable in case of CHS.

It is a good relief for CHS.

Now you can directly employ staff instead of going through ineffective Contractors. The contractors charge big amounts without much results. In addition CHS pays GST to Contractors at 18%. CHS can save some money by directly employing staff on short-term contracts.

* Senior Citizen benefits that you must know.

At 60 one is considered a senior citizen in India.

Senior citizens are entitled to a multitude of financial benefits. While you can avail some benefits at 60, you also get some added benefits at 65.

From time to time, the government offers senior citizens financial benefits to make their life easier.

Here are a few benefits available to senior citizens in India.

1. Interest Income

Senior citizens are entitled to a tax exemption of Rs. 50,000/- for income from fixed deposits, post office interest and savings bank accounts.

2. Health Insurance premium

Senior citizens get a tax exemption of Rs. 50,000/- on health insurance premium under Section 80 D. Exemption on medical expenditure for critical illnesses is Rs. 1 lakh for both senior citizens and super senior citizens.

3. Pradhan Mantri Vaya Vandana Yojana (PMVVY)

The PMVVY scheme was recently extended from March 2018 to March 2020. The investment is capped at Rs. 15 lakhs and gives a guaranteed 8% fixed rate of return for a period of 10 years.

4. Senior Citizens' Saving Scheme (SCSS)

The SCSS offers an interest rate of 8.3% per annum. Any senior citizen above the age of 60 can open the senior citizen savings scheme. If the senior citizen has retired on superannuation or VRS at 55, they can still opt for the SCSS scheme provided they open an account within a month of receipt of retirement



Asha Idnani

benefits and the amount shouldn't be more than the number of retirement benefits.

5. Professional Tax

In some States resident senior citizens aged 65 and above are exempt from professional tax.

6. Income Tax

For senior citizens, an income up to Rs. 3 lakhs is non-taxable. For senior citizens over the age of 80, an income of up to Rs. 5 lakhs is non-taxable.

7. Travel Concessions

Senior citizens are entitled to discounts on fares. For instance, senior citizens over the age of 60 can avail a discount of 50% on economy class for domestic travel. Women aged 58 are eligible for 50% discount and men aged 60 and above are eligible for 40% discount on rail fare. The concession is on all classes of Mail/ Rajdhani/ Jan Shatabdi/ Shatabdi/ Duranto/ Express trains.

Some State and Municipal Corporations also give give discounts on bus fares to senior citizens.

There are seats reserved for senior citizens as well. The passenger reservation system automatically allots lower berths to senior citizens subject to availability during ticket booking.

8. Insurance Policies

For seniors aged 60-80, National Insurance offers the 'Varishta Mediciam Policy' where the maximum sum insured is Rs.1 lakh in case of hospitalization and Rs. 2 lakhs for critical illnesses.

LIC offers the Varishtha Pension Bima Yojana that provides assured pension for senior citizens.

9. Subsidized Phone Bills

Senior citizens over the age of 65 can avail of BSNL connections without registration charges. They are also eligible for registration of telephone on priority. Senior citizens over the age of 65 get 25% concession on monthly service charges and installation charges for landline connections.

10. Miscellaneous Benefits

Senior citizens get separate queues in hospitals for registration and clinical examination.

Senior citizens can also avail of preferential hearing for their cases by writing to the Court.

Banks have separate queues for senior citizens and offer them senior citizen cards, priority services etc.

In Delhi MCD gives 30% relaxation in Property Tax to senior citizens.

Conclusion

Senior citizens benefits are accorded to those over the age of 60 to make sure that they aren't burdened financially during retirement. The benefits also ensure that they don't end up being dependent on anyone.

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