

# Diamantaires get tech savvy

## Firms Adopt New Technology To Increase Productivity

Melvyn Thomas | TNN

**Surat:** Following a slump in the diamond industry, software and hi-tech machine manufacturing companies are looking to provide cutting edge technologies for increasing the productivity and quality of the diamonds.

Experts said the use of technology is the need of the hour when the industry is passing through a tough phase. Barring the 60-odd big manufacturing companies in India, the IT and hi-tech technology has low penetration in the small and medium diamond units.

However, in the last two years most of the small and medium manufacturers have started adopting technology. There has been up to 30 per cent growth in the use of hi-tech technologies such as laser cutting machines, auto bruters, planning and marking machines in the manufacturing of the sparkling gems in the last two years.

"The industry has to embrace latest technology and IT solutions for precision in order to increase the yield and quality. Effective use of human resources, technology and management will determine the success or failure over the next decade," said Aagam Sanghavi, director of the leading Sangini diamond brand owned by Sanghavi Exports, who is organizing a two days events on latest technology and IT known as "JewelTech-2008" in Surat.

According to Sanghavi, the two-day exhibition on technology is likely to give a major boost to the diamond industry, especially the small and medium manufacturers. Some of the leading IT and machine manufacturers like Saha-Janand laser technologies, Lemon technologies, Lexus, Polygon, Microsoft etc have been participating in the event.

### CHANGING TRENDS



Experts say use of technology is need of the hour, as the industry is passing through a tough phase. The exhibition on technology is likely to give a major boost to the industry

Sanghavi said "There are some the leading diamond machine manufacturing companies in India and abroad who are coming up with latest technologies such as laser bruting, auto blocking and auto polishing."

Sources said the industry is changing its image rapidly from traditional to organised sector. But the industry as a whole spends less than one per cent of its turnover on IT compared to the rest of the organised industry, which spends up to 6 per cent of their total turnover.

Nirav Jogani, vice-president, Lemon Technologies said "We have been offering wide range of solutions to the gems and jewellery industry like diamond manufacturing, inventory tracking and decision support, import-export, jewellery manufacturing, overseas office inventory, software design etc. We have big companies in the industry as our clients, but now our focus is on the small and medium manufacturers."

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