

#SHOWBUZZ - BIJS 2024

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BIJS 2024 inaugurated at Kolkata



Bengal International Jewellery Show (BIJS) 2024 was inaugurated at **Milan Mela Exhibition Complex, Kolkata** by Chief Guest **Salem Abdullah Al Ammari** of Dewan Al Dahab Jewellery LLC, KSA in the presence of Guests of Honour, **Mohammad Ishrat**, Mustafa's Pte. Ltd, **T.A. Sharavana**, Member of Karnataka Legislative Council and Special Guests **Saiyam Mehra**, Chairman GJC, **Dr Chetan Kumar Mehta**, President - Jewellery Division - IBJA, President - JAB, **Sachin Jain**, Regional CEO India -WGC, **Samar Kumar De**, Working President - SSBC, **Deepak Soni**, Burrabazar Bullion Gems and Jewellers Welfare Association, **Subir Sen**, President -SSBC, **Alok Adhya**, Howrah Jewellery Traders Welfare Association, **Tagar Chandra Poddar**, Gen Sec, Akhil Bharatiya Swarnakar Sangh, **Kranti Nagvekar**, Founder KNC Services and dignitaries from GJ industry.

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Coffee with Dr Chetan Kumar Mehta in conversation with Suvankar Sen

**BENGAL
INTERNATIONAL
JEWELLERY
SHOW**
Real Essence of Handcrafted
Calcutta Jewellery



Dr Chetan Kumar Mehta's fireside chat with **Suvankar Sen**, MD & CEO - Senco Gold and Diamonds unearthed the wisdom and passion that drives one of India's respected corporate retail jewellers, which boasts of 165 outlets across the country.

He spoke on how he had responsibility to carry forward a four generation legacy.

Coffee 

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Suvankar Sen was fortunate to have as mentor his father and an icon of the jewellery industry Shankar Sen. The learnings from his father include:

Focus and determination to see an initiative to its successful completion despite the odds and obstacles.

Quick decision-making and then sticking by one's decision

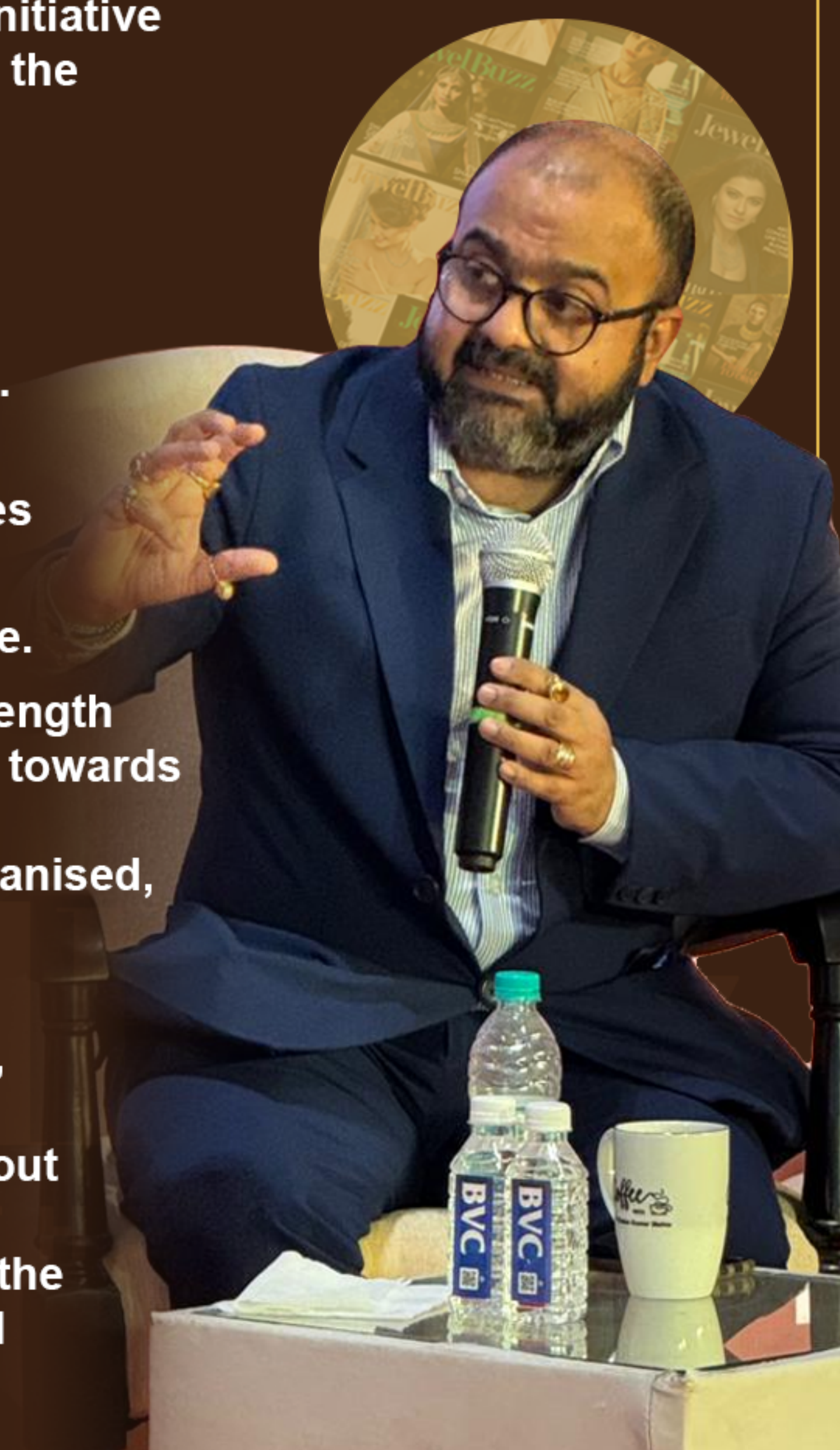
Carry along your people, and your team—this will ensure your success.

Face good times and bad times with equanimity. Remember that bad times are not the end of the world.

Maintain a work-personal life balance.

Suvankar Sen displayed his own strength and that of Senco as they journeyed towards their IPO- a dream of Shankar Sen. The objective was to be a better, organised, clean and transparent organisation.

The journey was tough - it had its challenges. Identifying PE investors, getting the best auditors on board, battling negativity and suspicion about the jewellery sector, convincing the legitimacy of jewellery industry and the strengths and integrity of Senco and bearing the loss of his father.



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Acknowledging Guest of Honour at the BIJS 2024



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Honoring the Chief Guests at BIJS 2024



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Empowering Women Icons: Durga Awards Celebrate Remarkable Achievements

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Bestowed with Pride a Legacy of Brilliance: Lifetime Achievement Award at BIJS 2024

*Mahavir Prasad Agarwal- Abhushan Jewellers,
Kolkata Receives the prestigious award*



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