

A 'diamond' jubilee salutation to the nation in style

While talking of a virtuous person, a comparison is made of his glowing character to a diamond that is cut into facets. This reveals the respect and regard which the gem commands from one and all in society.



Diljit Shah serving the society in their own inimitable way for the past many decades, and marching ahead, in keeping with the trends.

The firm owes its existence to Gopaldas, a poor school teacher of Ahmedabad, in the early 1920s. To meet both ends meet, he also undertook to serve as labour overseer after school hours in a firm. When it came to the knowledge of the head of the institution, the latter advised the teacher to pursue education in law and avail of two months holiday.

The school teacher soon donned the mantle of the legal profession and fought and won legal battles on behalf of his clients. But soon he got

frustrated and opted for a change. That marked his entry into the gem trade in Mumbai.

Later, he settled down at Tiruchy, introducing the diamond jewellery business. Thus came into existence the firm, N.Gopaldas, in 1929. A pious and philanthropically inclined person, Gopaldas always



A diamond- studded ring on display

kept himself reminded of his moorings. While taking a walk to the Cauvery and back in the mornings, he would at once offer a sari or dhoti suitably, if he saw anyone in the slum area with inadequate clothing. His charitable disposition came to light, when large numbers of slum dwellers turned up at his funeral in the 1970s.

A move to set up a branch of the firm at Thanjavur was withdrawn on a request to Gopaldas from one Govindasamy Pathar of the town as the latter feared that his trade would be smothered by the arrival of new entrants. Following the motto of 'live and let live', a branch of the firm was opened at Kumbakonam.

Assistance to pursue education after verifying the true worth of the candidate enabled many to come up in life who expressed their gratitude to the family even after the demise of the noble soul.

Keeping up the traditions set up by the founder, N.Gopaldas & Co is offering sincere service to society. As a mark of reverence and gratitude on the occasion of the diamond jubilee of our Independence, the firm has launched a new concept in its commercial venture. A collection of diamonds called 'Vande Mataram' has natural diamonds in the tri-colour that are being offered for sale.

These are at affordable costs and may be used by anyone without any health hazard, says Diljit Shah, one of the partners. Let us salute the nation with the goodwill earned out of customer satisfaction, adds Diljit in all humility.

— Lakshmi Rajamani