



NJA

NATIONAL JEWELLERY AWARDS



NATIONAL JEWELLERY AWARDS 2015-16



ALL INDIA GEMS & JEWELLERY TRADE FEDERATION

National Jewellery Awards (NJA)

GJF is presenting the 6th edition of NJA, the most prestigious awards for the Gems and Jewellery Industry.

GJF provides a platform under the National Jewellery Awards 2015-16 (NJA) to recognize and honor talent, set and new trends in the Indian Jewellery Industry. National Jewellery Awards appreciates true talent to stimulate industry growth and showcase creativity that inspired the industry during the year 2015.

The immense success and recognition of the Awards have established excellence while catering to key sections of the industry. NJA stands for Craft, Inspiration, Passion, Devotion and Motivation for the industry. NJA is not a reserved body or an assortment of panel which does not comprehend every level of the pyramid. NJA sources its credibility through its process of honoring success of the industry by the industry.

GJF's unbiased and relentless efforts for the welfare of gems and jewellery industry have won itself tributes and an unquestionable credibility of being fair, compassionate and appreciative towards the industry. The trust, faith and belief that GJF has earned from its members, industry and government has undoubtedly contributed for the growth of this non-profit organization in the Gems and Jewellery Sector.

These Awards aim to encourage the talent to create new benchmarks for people working in the Gems and Jewellery Industry and support the upcoming generation. It promotes & motivates the traditional essence of Indian culture in the form of Jewellery. NJA motivates the Crafting Inspiration, Passion, Devotion, Enthusiasm and Innovative Spirit of the jewellers in the industry.

This year the awards are open for the entire Gems & Jewellery industry to participate. The process advisors for the awards are Ernst & Young (E &Y).

The event will be managed by 'Wizcraft International Entertainment Pvt. Ltd.', the leading event management entity.

Archana Kochhar - India's leading Ace Fashion Designer is on board for the Fashion sequence on the awards nite.

Top Jewellers, Politicians, Industrialists & Bollywood celebrities will be part of the NJA Grand Finale on 6th February, 2016 at J W Marriott, Sahar, Andheri East, Mumbai.

Benefit to Participants:

NJA offers an opportunity to get recognized on a National level in the Jewellery industry. It helps in building a sustainable image within the industry as well as to the direct customers at large. NJA enhances the knowledge of individuals with the latest trends and fashion of the industry. NJA indirectly helps encourage one's competence in terms of designs and trends of the industry. NJA opens up an untapped business opportunity for participants in the industry.

National Jewellery Awards – 2015 - 16

National Jewellery Awards comprises 4 Award segments which constitute 29 Award categories wherein each category has a personalized timeline and appropriate assessment process in order to define the brilliance of the winner in the most adequate procedure that will propel the vital recognition that one accurately earns.

Below are the 4 Award segments:

1. Jewellery Awards
2. Excellence Awards
3. Artisans/ Craftsman Awards
4. Students Awards

The process advisors for the awards are Ernst & Young (E &Y).

Segment 1 Jewellery Awards	These awards are concentrated on the jewellery products that have showcased exclusivity in design, creativity, innovation and set new benchmarks of product revolution within the industry. The awards are based on the estimated valuation of the jewellery products.
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Eligibility criteria for Jewellery Awards:

- Applications for the Jewellery Awards are open to all stakeholders of the jewellery industry operational in India. The stakeholder includes retailers, wholesalers, manufacturers, e-commerce entities, designers and goldsmiths.

Categories under this segment:

1.1 Best Diamond Necklace Set of the year:

- The jewellery should be primarily made with diamond in gold of 22Kt, 18Kt or 14Kt only.
- The necklace set submitted for this category requires having minimum 3 pieces of ornaments. (e.g.: necklace and earrings).
- Jewellery designed should complement a particular fashionable trend or appeal.
- The Necklace Jewellery Set(s) in this category should be estimated at a price range of MRP ~₹ 1 lac to ₹ 10 lacs.
- A participant can apply multiple entries per category; however one piece / pair of ornament can participate only in one category.

1.2 Best Diamond Necklace Set of the year –(Bridal):

- The jewellery should be primarily made with diamond in gold of 22Kt, 18Kt or 14Kt only.
- The Necklace Set submitted for this category requires having minimum 3 pieces of ornaments. (e.g.: Necklace and Earrings).
- The jewellery should be inspired from a culture, tradition and finesse with a grace and elegance combined with richness.

- The Necklace Jewellery Set(s) in this category should be estimated at a price range of MRP ~ above ₹ 10 lacs.
- The set(s) should be specifically designed and marketed as bridal wear.
- A participant can apply multiple entries per category; however one piece / pair of ornament can participate only in one category.

1.3 Best Gold Necklace Set of the year:

- The Necklace Jewellery Set(s) in this category should be made of gold and can be composed of various gold colors and enameling, but without the use of any other metals and stones.
- The Necklace Jewellery Set(s) in this category should be estimated at a price range of MRP ~ ₹ 25,000 to ₹ 5 lacs.
- The gold should be in 22kt or in 18Kt only.
- The Necklace Set requires having minimum 3 pieces of ornaments.(e.g.: Necklace and Earrings).
- Jewellery designed should complement a particular fashionable trend or appeal.
- A participant can apply multiple entries per category; however one piece / pair of ornament can participate only in one category.

1.4 Best Gold Necklace Set of the year - (Bridal):

- The Necklace Jewellery Set(s) in this category should be made of gold and can be composed of various gold colors and enameling, but without the use of any other metals and stones.
- The Necklace Jewellery Set(s) in this category should be estimated at a price range of MRP ~ above ₹ 5 lacs.
- The gold should be in 22Kt or in 18Kt only.
- The set(s) should be specifically designed and marketed as bridal wear
- The jewellery should be of traditional type or it shall be of ethno- contemporary style.
- The Necklace Set submitted for this category requires having minimum 3 pieces of ornaments. (e.g.: Necklace and Earrings)
- A participant can apply multiple entries per category; however one piece / pair of ornament can participate only in one category.

1.5 Best Jadau Necklace Set of the year - (Precious Stones):

- The Necklace Jewellery Set(s) in this category should be primarily made of gold and set with Kundan precious gem stones, uncut diamonds, beads and pearls with or without enameling.
- The Necklace Jewellery Set(s) in this category should be estimated at a price range of MRP ~above ₹ 3 lacs.
- The necklace set submitted for this category requires having minimum 3 pieces of ornaments. (e.g.: Necklace and Earrings)

- A participant can apply multiple entries per category; however one piece / pair of ornament can participate only in one category.

1.6 Best Jadau Necklace Set of the year - (Non-Precious Stones):

- The Necklace Jewellery Set(s) in this category should be primarily made of gold and set with Kundan non-precious stones, uncut diamonds, beads and pearls with or without enameling.
- The Necklace Jewellery Set(s) in this category should be estimated at a price range of MRP ~above ₹ 1,00,000/-.
- The Necklace Set submitted for this category requires having minimum 3 pieces of ornaments. (e.g.: Necklace and Earrings)
- A participant can apply multiple entries per category; however one piece / pair of ornament can participate only in one category.

1.7 Best Colored Stone Necklace Set of the year (Precious/ Semi Precious):

- The Necklace Jewellery Set(s) in this category should be primarily made of gold and set with colored precious /semi-precious stones & uncut diamond/chakri stones, beads and pearls with or without enameling.
- The jewellery should be of traditional type or it shall be of ethno- contemporary style.
- The Necklace Jewellery Set(s) in this category should be estimated at a price range of MRP ~ above ₹ 2 lacs.
- The Necklace Set submitted for this category requires having minimum 3 pieces of ornaments. (e.g.: Necklace and Earrings)
- A participant can apply multiple entries per category; however one piece / pair of ornament can participate only in one category.

1.8 Best Men's Jewellery of the year:

- Any type of jewellery specifically designed for men is eligible to participate in this category.
- Jewellery piece in this category should be estimated at a price range of MRP~ above ₹ 25,000/-.
- The jewellery can be made of precious metals (gold or platinum only) and precious / semi-precious stones such as diamonds, CZ etc.
- Other materials such as rubber, leather and ceramics can be used to enhance the look of the product.
- The designs should complement the present day's modern men.
- Jewellery piece can be of any styling or fashion but shall be wearable.
- Should set a new standard in men's segment.
- A participant can apply multiple entries per category; however one piece / pair of ornament can participate only in one category.

1.9 Best Platinum Jewellery Design of the year:

- Any jewellery which is made of platinum, studded with or without diamonds is eligible to participate in this category.
- Jewellery piece in this category should be estimated at a price range of MRP~ above ₹ 25,000/-.
- Should be of classic category.
- A participant can apply multiple entries per category; however one piece / pair of ornament can participate only in one category.

1.10 Best CZ Jewellery Design of the year:

- Any jewellery which is made of gold and is primarily made with white or color cubic zirconia is eligible to participate in this category.
- The jewellery can have any shape, size and color of CZ's.
- The jewellery should be of traditional type or it shall be of ethno- contemporary style.
- Jewellery piece in this category should be estimated at a price range of MRP ~ above ₹ 25,000/-.
- A participant can apply multiple entries per category; however one piece / pair of ornament can participate only in one category.

1.11 Best Hand Worn Jewellery Design of the year:

- The Hand Worn Jewellery can consist of bangle, kangan, kada, bracelet, armlets etc. Finger rings are not included.
- The Hand Worn Jewellery in this category should be made of precious metals with or without precious / semi-precious / diamond / CZ / colour stones / pearls / coral / beads & with / without enamel.
- The jewellery should be of traditional type or it shall be of ethno- contemporary style.
- Jewellery piece in this category should be estimated at a price range of MRP~ above ₹ 50,000/-.
- A participant can apply multiple entries per category; however one piece / pair of ornament can participate only in one category.

1.12 Best Earrings Design of the year:

- The Earrings in this category should be made in gold with or without precious / semi-precious / diamond / CZ / colour stones / pearls / coral / beads & with / without enamel work.
- The jewellery should be of traditional type or it shall be of ethno- contemporary style.
- The earrings in this category should be estimated at a price range of MRP ~ above ₹ 50,000/-.
- A participant can apply multiple entries per category; however one piece / pair of ornament can participate only in one category.

1.13 Best Chain Design of the year:

- The Chain(s) in this category should be handmade or machine made in gold, with or without precious / semi-precious / diamond / CZ / colour stones / pearls / coral / beads & with or without enamel work.
- The Chain in this category should be estimated at a price range of MRP~ above ₹ 25,000/-.
- The Chain should set a new standard in this segment.
- A participant can apply multiple entries per category; however one piece / pair of ornament can participate only in one category.

1.14 Best Waist or Hair Accessory Design of the year-(Precious Metal):

- The jewellery specifically designed as Waist or Hair Accessories are eligible to participate in this category.
- The jewellery should be made in gold with or without precious / semi-precious / diamond / CZ / colour stones / pearls / coral / beads & with / without enamel work.
- Jewellery piece in this category should be estimated at a price range of MRP~ above ₹ 50,000/-.
- A participant can apply multiple entries per category; however one piece / pair of ornament can participate only in one category.

1.15 Best Studded Silver Jewellery of the year:

- Any jewellery which is primarily made of silver with or without precious / semi-precious / diamond / CZ / colour stones / pearls / coral / beads & with / without enamel work are eligible to participate in this category.
- A participant can apply multiple entries per category; however one piece / pair of ornament can participate only in one category.
- The jewellery should only be made in 925 sterling silver.
- Jewellery piece can be of any styling / fashion but shall be wearable.

1.16 Best Plain Silver Jewellery of the year:

- Any jewellery which is primarily made of silver without any studded precious / semi-precious stones and gems are eligible to participate in this category.
- A participant can apply multiple entries per category; however one piece / pair of ornament can participate only in one category.
- The jewellery should only be made in 925 sterling silver.
- Jewellery piece can be of any styling / fashion but shall be wearable.
- Jewellery designed to complement a particular fashionable trend or appeal, can be composed in various metal colors and enameling but without the use of any other metals and stones.

Segment 2

Excellence Awards

These awards are focused on recognizing the innovative marketing and operational excellence adopted by the jewellery retailers creating business impact successful increase in footfalls, higher sales and customer delight.

Eligibility criteria for Excellence Awards:

- Applications for the Excellence Awards are for all jewellery stores or jewellery e-commerce entities operational in India.

Categories under this segment:

2.1 Best Unique & Innovative Promotion of the year:

- A unique, innovative, creative marketing idea or promotion used by the jeweller to create significant impact on the target consumers base, achieve consumer delight and has contributed to increased sales.

2.2 Best Advertising Campaign of the year – Print:

- An innovative and creative advertising campaign conducted by the participant in the print medium – newspaper, magazines, journals etc.
- The advt. must be of a unique nature and must stand out of the clutter and send a very positive message for the product and the company.

2.3 Best Advertising Campaign of the year – A/V:

- An innovative and creative advertising campaign conducted by the participant in an Audio/Video medium on television only.
- The advt. must be of a unique nature and must stand out of the clutter and send a very positive message for the product and the company.

2.4 Best Digital / Social Media Campaign of the year:

- Recognize specialized jewellers who have effectively built promotion campaign tapped into online medium by designing an innovative website / application which is used for enhanced sales.

2.5 Best Single Store of the year- North:

- Recognize the most innovative concept for a single store set up in **North Zone** of India. The concept should be successful in enhancing product display and footfalls.
- Aesthetics of the store (interiors, lighting, environment, display etc.)
- Creativity & Innovation
- Customer Service

North Zone

As per GJF records- North India comprises of Delhi, Uttar Pradesh, Himachal Pradesh, Jammu & Kashmir, Punjab, Uttarakhand, Chandigarh, Rajasthan and Haryana

2.6 Best Single Store of the year- Central-East:

- Recognize the most innovative concept for a single store set up in **Central-East Zone** of India. The concept should have been successful in enhancing product display and footfalls.
- Aesthetics of the store (interiors, lighting, environment, display etc.)
- Creativity & Innovation
- Customer Service

Central-East Zone	As per GJF records- Central- East India comprises of Assam, Arunachal Pradesh, Bihar, Jharkhand, Nagaland, Orissa, Sikkim, Tripura, West Bengal, Mizoram, Manipur, Meghalaya and Madhya Pradesh
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2.7 Best Single Store of the year- West:

- Recognize the most innovative concept for a single store set up in **West Zone** of India. The concept should have been successful in enhancing product display and footfalls.
- Aesthetics of the store (interiors, lighting, environment, display etc.)
- Creativity & Innovation
- Customer Service

West Zone	As per GJF records- Western India comprises of Gujarat, Maharashtra, Daman & Diu, Dadra & Nagar Haveli and Goa.
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2.8 Best Single Store of the year-South:

- Recognize the most innovative concept for a single store set up in **South Zone** of India. The concept should have been successful in enhancing product display and footfalls.
- Aesthetics of the store (interiors, lighting, environment, display etc.)
- Creativity & Innovation
- Customer Service

South Zone	As per GJF records- South India comprises of Karnataka, Kerala, Tamil Nadu, Andhra Pradesh, Lakshadweep, Telangana, Andaman & Nicobar and Pondicherry
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2.9 Best Retail Chain of the year:

- To recognize a Retail Chain (this consists of minimum 5 or more retail outlets in India) with the most innovative concept. The concept should have been successful in enhancing product display and footfalls.
- Aesthetics of the store (interiors, lighting, environment, display etc.)
- Creativity & Innovation
- Customer Service

Segment 3

Artisan / Craftsman / Designer Awards

These awards are to recognize individual jewellery designer(s) who with their skills and craftsmanship outline innovative product designs across various platforms setting new benchmarks in the industry.

Eligibility criteria for Artisan / Craftsman / Designer Awards:

- Applications for these Awards are for the individual artists / craftsmen and designers who are involved in the designing of the jewellery products.

Categories under this Segment:

3.1 Best Designer of the year- (Hand Sketch):

- The design should be the most outstanding hand sketched design of a jewellery product.
- The jewellery design should be feasible to manufacture and wearable.
- The designs can be of traditional, modern or ethno contemporary type.
- Design aesthetics, flow & design proportion should be outstanding.
- Rendering of the product should be excellent.
- It should create a new benchmark.

3.2 Best Designer (CAD):

- The designs can be of traditional, modern or ethno contemporary type.
- Design aesthetics, flow & design proportion should be outstanding.
- CAD design must be the most outstanding design in CAD of a jewellery product.
- Rendering of the product should be excellent on the software.
- It should create a new benchmark.
- Designs created should be feasible to manufacture & should be wearable.

3.3 Best Craftsmen/Artisan:

- Applicant must showcase the highest levels of artistry, innovation and finest skill set and quality.
- Product made should have outstanding aesthetics & flow.
- Fineness & finishing of the jewellery should set high standards.
- In case of assembled products, flexibility of the product should be perfect.

Segment 4

Student Awards

Awards to recognize the young talent for their creativity and skill in jewellery designing.

4.1 Eligibility criteria for the Student Awards:

- Any individual who is currently studying in a jewellery designing institute in India can participate for these awards.
- Jewellery design should be innovative, novel and extraordinary.
- It should be technically viable to manufacture.
- It should have its own identity & jewellery should be practically wearable with ease and comfort.
- Rendering of the product should be excellent.

Timelines or Deadlines:

Sr. No.	Jewellery & Excellence Awards	Date
1	Closing Date for Application	17th Jan 16
2	First Jury Round	19th Jan 16
3	Call in Date for Categories	20th Jan 16
4	Final Jury Round	28th Jan 16

Sr. No.	Artisan/ Craftsman/ Designer & Student Awards	Date
1	Closing Date for Application	17th Jan 16
2	First Jury Round	18th Jan 16
3	Call in Date for Categories	19th Jan 16
4	Final Jury Round	26th Jan 16

NJA 2016- Grand Finale Awards Nite	6th Feb 16
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* **Awards Nite Venue:** J W Marriott, Sahar, Andheri (East) from 7.15pm onwards

National Jewellery Awards

Terms & Conditions:

- Applications for the Jewellery Awards are open to all stakeholders of the jewellery industry operational in India. (The jewellery fraternities include Retailers, Wholesalers, Manufacturers, e-commerce entity, Designers and Goldsmiths.) across India can apply for the National Jewellery Awards 2015-16.
- It is explicitly understood that the entry details are approved and overseen by the owner /partner/ director of the company.
- At the time of submitting the application, please ensure that you have provided all the necessary details. Please make a note that incomplete applications will not be accepted.
- All the supporting materials wherever necessary should be specifically attached with the entries.
- One jewellery piece / set / pair can participate in one category only.
- Winners of the previous editions of NJA are not eligible to participate with the winning jewellery piece / set.
- The jewellery has to be 100% manufactured in India to participate in the National Jewellery Awards 2015-16.
- In case there is a dispute with a particular jewellery design, then the manufacturer has to prove that he has designed that particular jewellery piece. The decision of the NJA Awards committee will be final and binding.
- The third party process auditor shall monitor the system process of NJA 2015-16 Program.
- You are requested to cooperate with the NJA Awards committee on the deadlines for submission of material / jewellery for smooth operations.
- The Jury of the NJA 2015-16 shall have the final authority in determining the winner of the awards. The decision of the jury shall be final, conclusive and binding, the winner or any other person shall have no legal or any other rights to contest or dispute the decision of the jury.
- GJF shall not be legally liable for any loss and or damage arising for any reason whatsoever regarding the National Jewellery Awards 2015-16.
- Please submit photographs of finished jewellery or sketches only. Size of photographs must be 8*10 inches only.
- The award categories may be changed / modified / split / merged / increased or cancelled by the jury based on the number and quality of entries received in each category. Awards management / jury may apply minimum cap for the category to be awarded to maintain high standards of Awards. This is at the discretion of awards management / jury and this cannot be contested in any manner.
- In the event that no participant in a category are found to be worthy of inclusion by the jury, the award category may be cancelled by the jury. The jury may decide to add organizations in the category to maintain high standards of participation. The decision

of the jury in this regard will be final and non-contestable. The awards management will not entertain any queries in this regard.

- o The jewellery applied for the awards should be: Commercially available
- o Original design
- o Meet the category requirements (General and Specific) for each category in which it is entered. The category requirements are set forth below. Designs /Jewellery which is manufactured in the year 2015-2016 can only take part. Entries that do not comply with any of these rules will be disqualified.
- By submitting your entry, you grant organizer the right and license to reproduce, publish, distribute , and display you entry materials, and portions thereof, in any of its publications in all media ,and advertising the same, and you represent and warrant:
That the work depicted in your entry is your entry is your own original creation, that organizer's use and publication of your entry materials will not infringe upon or otherwise violate any copyright, trademark, patent, trade secret, or other intellectual property right, any right of publicity , privacy, or other personal right or any law, rule, or regulation
- That the information provided on your payment form and entry form is accurate and complete.
- That you have obtained all necessary license and releases from persons depicted in, or involved in creating(including photographers), your entry materials and listed on your entry form so that organizer will not incur any obligation or liability to them based upon its use or publication of your entry materials.
- Entry materials (other than actual jewellery pieces) will not be returned.
- Organizer is not liable for lost, stolen, illegible, misdirected, damaged, or mutilated entries. Entry fee is nonrefundable and will not be returned (even if your entry is determined to be ineligible or disqualified) unless competition is cancelled or postponed by organizer.
- Organizer reserves the right to cancel or postpone all or portions of the completion for any or no reasons. If you have submitted an entry for a cancelled or postponed portion of the completion, organizer will refund your entry fee for that entry within thirty (30) days of any decision to cancel or postpone, and the licenses granted by you to organizer under these rules for the attached entries will terminate. In addition, organizer reserves the right to combine selected categories.
- Winners will be required to sign and return an affidavit of eligibility and publicity / liability release within thirty (30) days of notification or may be disqualified.
- Taxes and other expenses on the awards are the responsibility of the winners.
- By entering, each entrant accepts and agrees to be bound by these official rules and by the decisions of organizer regarding the same. Organizers are final on all matters regarding these awards.
- Awards Participation in the Awards is subject to defined Terms & conditions available on website: www.gjf.in

Application Fees:

- Application fees are not refundable.
- Kindly issue the Cheque / Demand draft on the name of "ALL INDIA GEMS & JEWELLERY TRADE FEDERATION"
- NEFT / RTGS details:

Bank Name: HDFC Bank Ltd, Santacruz Branch.

Bank Address. S'ana Building, Linking Road, Santacruz (W), Mumbai – 400054.

Account Type - Current

Name - ALL INDIA GEMS & JEWELLERY TRADE FEDERATION

Account No. 00792320002503

RTGS/NEFT IFSC: HDFC0000079

Sr. No.	Category	GJF Member Application Fee	GJF Non-Member Application Fee
1	Jewellery Awards	₹ 3,000/-	₹ 4,000/-
2	Excellence Awards	₹ 7,500/-	₹ 10,000/-
3	Artisan / Craftsman / Designer Awards	NA	₹ 1,000/-
4	Students Awards	NA	₹ 500/-

An application fee per category is inclusive of service tax 14.5% (per category).

E.g.: if a company applies for 4 categories in Jewellery Awards, the applicant has to pay a sum of ₹ 16,000/- as application fee i.e. $4000 \times 4 = 16000/-$ inclusive of 14.5% ST

E.g.: if a company applies for 4 categories in Excellence Awards, the applicant has to pay a sum of ₹ 40,000/- as application fee i.e. $10,000 \times 4 = 40,000/-$ inclusive of 14.5% ST





ALL INDIA GEMS & JEWELLERY TRADE FEDERATION

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Event Managed by: *Process Advisors:*

