



NJA

NATIONAL JEWELLERY AWARDS

2017

INDUSTRY'S
MOST
PRESTIGIOUS
JEWELLERY
AWARD



Organised by





NJA

NATIONAL JEWELLERY AWARDS



GJF - NATIONAL JEWELLERY AWARDS 2017

- NJA is GJF's endeavor to stimulate industry growth. It is the ultimate platform to inspire and recognize true talent among GJF's valued members and associates. Nurturing creativity and honoring innovation, inspiration, passion, craft and devotion that inspires the flair for new talent is the core objective of NJA.

- The immense success and recognition of NJA Awards in the industry have determined the 4 innings of NJA to emphasize on brilliant aspects catering to every vital section of the industry.

- NJA is not a reserved body or an assortment of panel which does not comprehend every level of the pyramid; it is industry's recognition by the industry, from the industry to the industry.

Objective of NJA

The National Jewellery Awards serves to connect with the National Gems and Jewellery communities which further emphasize and support the upcoming talent in national destinations and communities. It promotes & motivates the traditional essence of Indian culture in the form of Jewellery through the craft, inspiration, passion, devotion, enthusiasm and innovative spirit of the jewelers in the industry.

Benefit to Participants

- National platform to showcase your talent!
- National Level recognition
- Networking
- Enhances one's knowledge with latest Jewellery trends



NJA Categories

The National Jewellery Awards will be given in 25 categories across 6 different segments. Each category has a timeline along with its very own intensive assessment process to recognize and reward the winner in the most appropriate manner that will propel the growth and provide opportunities that one rightfully deserves.

1. Jewellery Awards
2. Excellence Awards
3. Store Awards
4. Designer Award
5. Student of the Year Award

Segment 1 - Jewellery Awards

1.1 Gold Jewellery Design of the Year

- The Jewellery pieces submitted under this category must be made of gold (22kt or in 18Kt only) without the use of any other metals and/or stones.
- The jewelry piece can be made either purely in gold or in minimum 75% gold & 25% kundan or stone
- Necklaces, Necklace and earring sets, kangans, arm and waist bands etc. are eligible for participation under this category
- All design of the jewelry sets submitted (any combination i.e necklace and earnings, earnings and kangans etc) should be of the same theme/design
- The pieces submitted should be aesthetically appealing and practically wearable. It should set a new benchmark in terms of design, craftsmanship and inspiration in a way that it highlights the beauty & virtues of gold to appeal to the present day Indian consumers
- The participant can submit multiples entries provided the design of the Jewellery submitted is different. In case of multiple entries with the same design is submitted, only one entry will be considered for the awards category

1.2 Diamond Jewellery Design of the year

- The Jewellery pieces submitted under this category must be primarily made with diamond in gold and must be of 22Kt, 18Kt or 14Kt
- The Jewellery piece must not include any other precious/semi-precious stones, beads, pearls.
- Necklaces, Necklace and earring sets, kangans, arm and waist bands etc. are eligible for participation under this category
- All design of the jewelry sets submitted (any combination i.e necklace and earnings, earnings and kangans etc) should be of the same theme/design
- The pieces submitted should be aesthetically appealing and practically wearable. It should set a new benchmark in terms of design, craftsmanship and inspiration in a way that it highlights the beauty & virtues of diamonds to appeal to the present day Indian consumers
- The participant can submit multiples entries provided the design of the Jewellery submitted is Different. In case of multiple entries with the same design is submitted only one entry will be considered for the awards category

1.3 Platinum Jewellery Design of the year

- The Jewellery piece contending for this award should be primarily made of platinum
- Any jewelry which is made of platinum studded with or without precious stones is eligible for participation in this category
- Necklace set (including earrings), chains, rings, earring sets, kangans, pendent/pendent sets (including earrings) are eligible for participation under this category
- The pieces submitted should be aesthetically appealing and practically wearable. Besides it must also have fantastic design, impressive finish and remarkable craftsmanship
- The participant can submit multiples entries provided the design of the Jewellery submitted is different. In case of multiple entries with the same design is submitted only one entry will be considered for the awards category

1.4 Gold Bridal Jewellery of the Year

- The Jewellery pieces submitted under this category must be made of gold with or without precious and semi-precious stones & can be of various gold colors above 200 Grams in 22Kt or in 18Kt only
- The jewelry piece should be made without the use of any other metals listed above
- The Jewellery piece must be a design that can be worn by brides as part of the bridal attire
- The Jewellery can be of traditional type or ethno-contemporary style
- The Jewellery pieces submitted for under this category must have minimum 3 pieces of ornaments (e.g. necklace with pair of earrings)
- All the Jewellery submitted for this award category should be wearable in nature
- The participant can submit multiples entries provided the design of the Jewellery submitted is different. In case of multiple entries with the same design is submitted only one entry will be considered for the awards category

1.5 Diamond Bridal Jewellery of the Year

- The Jewellery pieces submitted under this category must be primarily made of diamond in gold of 22kt, 18kt, 14kt and should be above 25 carats of diamond
- The Jewellery pieces can also include color stones,

uncut diamonds in gold or platinum (open setting without shellac/lac or any filling)

- The Jewellery pieces must be a design that can be worn by brides as part of the bridal attire
- The Jewellery pieces submitted for under this category must have minimum 3 pieces of ornaments (e.g. necklace with pair of earrings)
- All the Jewellery submitted for this award category should be wearable in nature
- The participant can submit multiples entries provided the design of the Jewellery submitted is different. In case of multiple entries with the same design is submitted only one entry will be considered for the awards category

1.6 Jadau Bridal Jewellery of the Year

- The Jewellery pieces submitted under this category must be above 150 grams primarily in gold and set with kundan on any precious gem stones, uncut diamonds, beads and pearls, with or without enameling
- The Jewellery pieces must have excellent finishing, intricate craftsmanship and impressive designs
- The Jewellery pieces must be a design that can be worn by brides as part of the bridal attire
- The Jewellery pieces submitted under this category must have minimum 3 pieces of ornaments (e.g. Necklace with pair of earrings)
- All the Jewellery submitted for this award category should be wearable in nature
- The participant can submit multiples entries provided the design of the Jewellery submitted is different. In case of multiple entries with the same design is submitted only one entry will be considered for the awards category

1.7 Color Stone Jewellery of the Year

- The Jewellery pieces submitted under this award must be made in gold and primarily set with colored precious and semi-precious stones with or without enameling, diamonds, beads and pearls
- Necklace sets (including earrings), kangans, rings, bracelets, armlets, hair adornments etc. are eligible for participation under this category
- All the Jewellery submitted for the awards category should be wearable in nature

The participant can submit multiples entries provided the design of the Jewellery submitted is different. In case of multiple entries with the same design is submitted



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only one entry will be considered for the awards category

1.8 Paramparik Jewellery of the Year

- Jewellery pieces submitted under this category must be made of gold with uncut diamonds, kundan and gemstones (precious / semi-precious) and must have an essence of Indian heritage and ethnicity
- The designs should be inspired from or symbolic of a bygone era – (Mughal, Victorian, Rajputana, etc)
- It should have an essence of timeless elegance – an heirloom piece which can be passed down generations
- Necklace sets (including earrings), kangans, hair accessory arm and waist bands are eligible for participation under this category
- All the Jewellery submitted under this category should be wearable in nature
- The participant can submit multiples entries provided the design of the Jewellery submitted is different. In case of multiple entries with the same design is submitted only one entry will be considered for the awards category

1.9 Silver Jewellery of the Year

- The Jewellery pieces submitted under this category must be made in 925 sterling silver only
- Any Jewellery which is primarily made of silver with or without precious, semi-precious stones, diamond, color stones, pearls, coral, beads with/without enamel work are eligible to participate in this category – we have removed CZ and Swarovski elements out of this
- The Jewellery can be of any styling or fashion but should be wearable in nature
- Only one Jewellery piece/ pair of ornament can be submitted under this category
- The participant can submit multiples entries provided the design of the Jewellery submitted is different. In case of multiple entries with the same design is submitted only one entry will be considered for the awards category

1.10 Men's Jewellery of the Year

- The Jewellery piece participating under this category must be specifically designed for men
- The Jewellery can be made of precious metals such as gold, platinum, and precious, semi-precious stones, diamonds,
- Other materials such as rubber, leather and ceramics

can be used to enhance the look of the product

- The Jewellery designs submitted must complement appeal to the fashion sensibilities of the present day's Indian men
- Jewellery piece can be of styling or fashion but must be wearable in nature
- The participant can submit multiples entries provided the design of the Jewellery submitted is different. In case of multiple entries with the same design is submitted only one entry will be considered for the awards category

1.11 Innovative Jewellery of the Year

- Jewellery designs demonstrating innovative strength, distinctive visual appeal, manufactured using unique and innovative technology
- Besides making a style statement, the hall mark of this shortlisted Jewellery piece should be the Inspiration of its innovative streak and design quotient
- It must also possess good design and craftsmanship that would by definition make it unique in character
- The entries submitted under this criteria can be any innovative Jewellery or any innovative accessory item (non-Jewellery pieces as well) e.g. Brooch, tiara, key chains, wallets, belts, watches, mobile covers etc.

1.12 Best Accessory of the Year

- The pieces submitted under this category can be any man or woman accessory made of precious metals like gold, platinum, silver, etc
- Non – Jewellery Pieces are eligible for participation under this category, e.g. brooch, tiara, wallets, belts, etc
- The pieces submitted under this category should be innovative, unique, wearable and should be very different than the odds, exquisitely designed and perfectly crafted
- The participant can submit multiples entries provided the design of the Jewellery submitted is different. In case of multiple entries with the same design is submitted only one entry will be considered for the awards category

Segment 2 - Excellence Awards

2.1 Advertising Campaign of the Year - Audio Visual

- An innovative and creative advertising campaign created by the participant in an audio/video medium to be displayed on television only
- The advertisement must be unique in nature and must stand out of the clutter to send a very positive message about the product and the company.
- The entries should clearly highlight the objective of the campaign, the execution strategy and impact of the campaign

2.2 Advertising Campaign of the year – Print

- An innovative and creative advertising campaign created by the participant in the print medium for e.g. newspaper, magazines, journals etc.
- The advertisement must be unique in nature and must stand out of the clutter to send a very positive message about the product and the company
- The entries should clearly highlight the objective of the campaign, the execution strategy and impact of the campaign

2.3 360 Degree Campaign of the year

- 360 degree campaign award will be given to a unique and creative marketing campaign that
- facilitates brand visibility to customers through using all advertising and promotional tools, such as Television Ads, Print Ads, Outdoors, Digital, Activation, Radio (minimum 3 mediums)
- The participant will be required to submit the relevant AV/JPEG's of these campaigns done in the year 2016 and also the report of effectiveness if available

2.4 Digital/Social Media Campaign of the year

- To recognize specialized retailers who have effectively built a promotion campaign to tap into online medium by designing innovative website/application/social media platforms aimed to enhanced sales
- The jury panel for this category will include renowned web designers and senior personnel from ecommerce businesses

2.5 Innovative Promotion of the year

- A unique, innovative, creative marketing idea or promotion used by the jeweler to create significant impact on the target consumers base, achieve consumer delight and has contributed to increased sales. For eg. Festive schemes, discounts, loyalty program.

Segment 3 - Store Awards

3.1 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. For this category, one or more of the following criteria will be used to shortlist and determine the winners –

- Aesthetics of the store (interiors, lighting, environment, display etc.)
- Creativity & Innovation
- Customer Service
- The selection panel will be renowned interior designers, HR grooming trainers and visual merchandisers.

3.2 Single Store of the year

Recognize the most innovative concept for a single store set up in North, Central –East, West and South of India. The concept should have been successful in enhancing product display and footfalls. For this category, one or more of the following criteria will be used to shortlist and determine the winners

- Aesthetics of the store (interiors, lighting, environment, display etc.)
- Creativity & Innovation
- Customer Service

North

North India comprises of Delhi, Uttar Pradesh, Himachal Pradesh, Jammu & Kashmir, Punjab, Uttarakhand, Chandigarh, Rajasthan and Haryana

Central-East

Central- East India comprises of Assam, Arunachal Pradesh, Bihar, Jharkhand, Nagaland, Orissa, Sikkim, Tripura, West Bengal, Mizoram, Manipur, Meghalaya and Madhya Pradesh



West

Western India comprises of Gujarat, Maharashtra, Daman & Diu, Dadra & Nagar Haveli and Goa

South

South India comprises of Karnataka, Kerala, Tamil Nadu, Andhra Pradesh, Lakshadweep, Telangana, Andaman & Nicobar and Pondicherry

Segment 4 - Designer Award

1.1 Designer – CAD

This category is to acknowledge CAD Jewellery designers based on the design aesthetics, finesse and proportion. Rendering of the product on the software must be exceptional and the design must be feasible to manufacture and wear.

One or more of the following evaluation criteria to be used by the Jury:

- Workmanship and Skills
- Design aesthetics & Innovation
- Feasibility and Practicality of design

1.2 Designer - Hand sketch

• This category aims to award the designer with the most aesthetic hand sketched design of Jewellery piece. The Jewellery designs must be feasible to manufacture and should be wearable.

One or more of the following evaluation criteria to be used by the Jury:

- Workmanship and skills
- Design aesthetics & Innovation
- Feasibility and Practicality of design

Segment 5 - Student of the Year Award

- Any individual who is currently studying in a Jewellery designing institute (May or may not be affiliated to any other body/board) can participate for these Awards
- The Jewellery design submitted must be innovative, novel and extraordinary. It must be technically viable to manufacture and must be wearable with ease and

comfort

- The student is allowed to submit only one design for the category. Multiple entries of same or different design will not be accepted
- The award will be given to the top 4 applications received zone wise.



Timelines or Deadlines

Call for Entries

S.No.	Timeline	Date
1	Call for entries start date	May 22, 2017
2	Call for entries end date	June 25, 2017



NJA 2017 - Awards Ceremony July 28, 2017

Award Night Venue: Grand Hyatt, Mumbai.



National Jewellery Awards Terms & Conditions:

- Entire Jewellery Fraternity (The Jewellery fraternities include Retailers, Wholesalers, Manufacturers, e-commerce entity, Designers and Gold smiths.) across India can apply for the National Jewellery Awards 2017.
- It is explicitly understood that the entry details are approved and overseen by the owner /partner/ director of the company.
- An application fee is not refundable.
- Kindly issue the Cheque or Demand draft or NEFT or RTGS on the name of "All India Gems & Jewellery Trade Federation"
- 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 2017.
- For applying in student category the participant should have completed 18 years of age as on April 31, 2017
- 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 2017 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 2017 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 2017
- 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.
- For every category to get qualified for the award, minimum 10 participations are required from at least 5 different companies. In case of less participations/ no participation, NJA Committee holds the right to discontinue the award category/ segment and refund the amount received.
- 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.

o Designs/Jewellery which is manufactured in the year 2017 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 your 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 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

S.No.	Category	GJF Member Application Fee	GJF Non-Member Application Fee
1.	Jewellery Awards	Rs. 3,500/-	Rs. 4,500/-
2.	Excellence Awards	Rs. 7,500/-	Rs. 10,000/-
3.	Store Awards	Rs. 7,500/-	Rs. 10,000/-
4.	Designer Award	NA	Rs. 1,000/-
5.	Student of the Year Award	NA	Rs. 500/-

An application fee per category is inclusive service tax 15 % (per category)

E.g.: if a company applies for 4 categories, the applicant has to pay a sum of Rs.16, 000/- as application fee (Rs.4000x4). i.e. $4000 \times 4 = 16000/-$



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