

FOR IMMEDIATE RELEASE

The Esteemed Jury of the 6th Edition of National Jewellery Awards 2015-16 meet up in Mumbai.

.....Process Advised by Ernst & Young (EY) – the awards will be given on February 06th at the Swarovski Gemstones presents National Jewellery Awards 2015-16.

Event Managed by Wizcraft International Entertainment Pvt. Ltd.

The Final Jury Round for the Jewellery category for the 6th edition of the **Swarovski Gemstones Presents National Jewellery Awards 2015-16 (NJA)** organized by All India Gems & Jewellery Trade Federation (GJF) was on 31st January 2016, at Hyatt Regency, Mumbai.

The Jury for the NJA comprises of key and leading personalities from the world of Jewellery & Fashion including Fashion Designer Archana Kochhar, Jewellery Designers Poonam Soni, Gautam Benerjee, Pallavi Foley were also present at the gathering. After receiving over 1000 entries from all over India, around 130 Jewellerys across categories were showcased at the final jury round.

NJA is the Industry's most prestigious annual award show, organized by GJF and a platform to recognize and honor talent with unbiased and relentless efforts for the welfare of Gems & Jewellery industry in India. Honouring the works from 29 categories, the Awards comprise of 16 Jewellery Award Categories, Excellence Awards – 9 Categories, Artisan / Craftsman / Designer Awards – 3 Categories, Student Awards* – 1 Category. The winning Student gets a Scholarship from the Association to pursue a career in Jewellery industry (10 winning students shall be provided with a total scholarship of Rs. 15 lacs), Gem of the year award and Anmol Ratna Award amongst others. The entire category list is available on <http://www.gjf.in>.

The National Jewellery Awards show will be organized on February 06, 2016 at J W Marriott, International Airport, Mumbai, from 6 pm and the evening will witness leading Jewellers from the industry, Govt. Officials & Ministers, Industrialists and Many Bollywood celebrities. Ace Fashion Designer Archana Kochhar has created a perfect marriage of trendy Jewellery and her collection through a fashion sequence, which will have prominent Bollywood Celebrities as show stoppers. The evening will be hosted by Anchor and Bollywood Actor Manish Paul with performances by co-host Manasi Scott, MJ5 and Lauren Gottlieb amongst others.

Mr. G V Sreedhar – Chairman, GJF shared his joy on the 6th edition saying, “GJF’s unbiased and relentless efforts for the welfare of Gems & Jewellery industry have won itself tributes and an unquestionable credibility of being fair, compassionate and appreciative towards the industry. NJA helps to 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.”

NJA Committee Convener and Director of GJF– Mr. K. Srinivasan is exhilarated and says, “NJF has grown every year and this year right from receiving the entry and nominations, to the versatile and experienced Jury and then to the main event – NJF has set a new benchmark for the industry. It is a perfect platform to recognize and honour talent across the Gems & Jewellery industry”.

The NJF Committee comprises of NJF Committee Convener – Mr. K. Srinivasan , NJF Committee Members – Mr. G V Sreedhar (Chairman of GJF), Mrs. Nirupa Bhatt, Mr. Dinesh Jain, Mr. Rajendra Jain, Mr. Pramod Agarwal, Mr. Ashok Baradia and Mr. DD Karel.

These Awards were started to motivate crafting inspiration, passion, devotion and innovative opportunities to get recognized on a national level.

The Awards are being Presented by Swarovski Gemstones, with other valuable Partnerships from the World Gold Council as Associate Partner, Platinum Evava as Platinum Partner, Logistic Partner: Sequel Logistics, Co-Supporting Partners: GRT Jewellers and MMTC PAMP, Trade Media Partner: Heera Zhavaraat International, Outdoor Media Partner: Art Media Advt.

About GJF

The All India Gems and Jewellery Trade Federation (GJF) represents over 6,00,000 players comprising manufacturers, wholesalers, retailers, distributors, laboratories, gemologists, designers and allied services to the domestic Gems & Jewellery industry. The Gems & Jewellery industry has over 1 crore strong labour force engaged in the manufacturing of Jewellery, across the country. The Federation’s mission is to support and promote the progress and prosperity of all the members in the Gems and Jewellery industry across India. It also provides regular news & updates pertaining to the industry, rules & regulations declared by the Government. It promotes the trade, by participating in promotional events on a national level. It also counsels educational and research institutes that help in developing superior quality and high standards for effective functioning of the trade. The Gems and Gold Jewellery business has made significant contribution to the Indian economy and society. The sector has grown phenomenally on the National and International front in the last few years. The industry is in transition phase where family owned entrepreneurial businesses are slowly evolving and transforming into organized professional organizations.