

National Jewellery Awards

Evaluation & Selection Process

All entries submitted for the National Jewellery Awards undergo a rigorous evaluation process, led by expert jury panels. The entire winner determination process is independently moderated by the appointed 'Process Advisors' Ernst & Young LLP.

After submission, entries first go through an eligibility review, followed by the detailed process outlined below:

Jewellery Categories

1. Technical Review

Each entry is reviewed by a technical panel to ensure it is submitted under the correct category and meets all specified criteria. If any discrepancies are found, participants are given an opportunity to make necessary corrections.

2. Screening Round

Eligible entries, including submitted photos and descriptions, are evaluated by an expert jury panel. The jury shortlists the **Top 10 entries per category**. If an entry is deemed more suitable for a different category, it is recategorized by the jury accordingly, and the participant is informed.

3. Grand Jury Round

The jewellery piece/set from each of the Top 10 shortlisted entries are physically submitted by the participant along with the required certificates and documentation for a two-day process:

- **Day 1:** Professional product shoot for promotional and marketing purposes
- **Day 2:** Evaluation by Grand Jury

A panel of leading industry experts forms the Grand Jury, which physically evaluates each finalist entries. Based on their scores, the Top 5 entries in each category are announced on the official website ahead of the Awards Ceremony. The **category winners** are then revealed live during the live awards event.

Students & Designers Category

1. Screening Round

Based on the submitted designs, an expert jury panel evaluates all entries and shortlists as follows:

- **Students:** Top 30 entries selected
- **Designers:** Top 5 entries selected in each sub-category – **CAD/Procreate** and **Hand Sketch**

2. **Grand Jury Round**

This round is conducted physically in the participants' respective cities. An on-the-spot topic is provided, and participants must complete their designs within a specified timeline given

- Physical presence is mandatory, except in cases of valid emergencies, where online participation may be permitted
- The Grand Jury evaluates the final designs to determine the winners in both the Student and Designer categories
- Selected winners are invited to the Awards Ceremony for felicitation

Store Awards

The Grand Jury evaluates the submitted entries, including profiles, photos, and video links, in accordance with the defined evaluation criteria. Based on their scores, zone-wise winners are determined

Women Entrepreneur Award

The Grand Jury evaluates the submitted profiles of the participants aligned with the defined criteria and determine the winner based on overall merit and impact.

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