



PANACEA 'ALL NATURAL' EXCELLENCE AWARDS

Initiated by: Seishido Communications

Invite entries for the Panacea2018 'All Natural' Excellence Award Contest

Rules & Eligibility Requirements
Submission Deadline: January 10, 2018

Who is Eligible?

All companies involved in the broad category of “Natural Products”

1. Development of Natural Ingredients, Products, Formulations.
2. Technology, R&D, Business & Marketing.
3. Health & Relation management, Natural Environmental & Safety.

What is recognized?

This year's Award Theme is “Innovation”. Innovation in Product, Process and any Key Initiative that positively impacted/contributed to Environment, Health and Safety.

There are three Categories (A, B and C) and three awards each for three sub-categories in all the main categories.

“Circle” the relevant category

Award Theme - Innovation in Product / Process / Initiatives			
Categories open to entry			
	Number of Awards	Category	Sub-category
A	3	Raw Material / Ingredients	In EACH of the following sub-categories <input type="checkbox"/> a. Food & Nutrition <input type="checkbox"/> b. Personal Care & Beauty <input type="checkbox"/> c. Herbal Medicinal Products
B	3	Finished Products	In EACH of the following sub-categories <input type="checkbox"/> a. Food & Nutrition <input type="checkbox"/> b. Personal Care & Beauty <input type="checkbox"/> c. Herbal Medicinal Products
C	3	Environmental Excellence	In EACH of the following sub-categories <input type="checkbox"/> a. Food & Nutrition <input type="checkbox"/> b. Personal Care & Beauty <input type="checkbox"/> c. Herbal Medicinal Products

JUDGING CRITERIA: DETAILS/GUIDELINES

I. Product Category: Raw Material / Ingredients

The submission should have facts & research conducted under appropriate condition and on proper models and institute safety when used or applied. Wherever applicable the submission (i.e. product, technology, ingredient, instrumentation, equipment, or service) should certainly project a health gain. It is necessary that the submission has to be truly innovative, a unique approach or conception that notably contributed. It is also to be understood that concept has to be commercially successful and the category well defined, which focuses the current or potential marketplace in the future. The submission must hold a concept that has a potential to make a promise to the overall industry and to the market credibility also the product will be allowed to enter only if it has been commercially introduced since Jan 2015. Incidentally, a product can also be re-introduced but it has to be backed by fresh clinical science, hence the new clinical sciences must be presented and must be the focus of the submission and the product will be assessed solely upon the merit of the new science.

II. Product Category: Finished Products

The product must be on par with the current competitive market and the end user must find some noticeable value in the concept. The product must fit a specific need or requirement or has to have a unique niche. What is it that makes the product unique, specify in terms of ingredient, science or delivery systems. If the product fits into the health product sector, the approach has to be scientific. The packaging must convey the product's qualities with correct specifications and refer consumer demographics. The product will be eligible to enter only if it was commercially introduced in Jan 2015 or later. A product can also be introduced again but it has to be supported by new clinical science. In this case, the new clinical sciences must be presented and must be the focus of the submission and the product will be evaluated solely upon the merit of the new science.

III. Product Category: Environmental Excellence

The entry has to substantiate /prove that the product / technology is environmental friendly and supports the ecological balance. The entry should go beyond existing good practice or competitive products on the market as well as offer good value for time, money and effort. The technology used in the innovation / product should be proven. Also, evidence that the product / innovation has achieved the results as expected should be mentioned / submitted along with the details of the research carried out before establishing this innovation/product. The details of the entry should be available with the public domain and should have a significant impact on the target audience.

How to Participate (There is No Entry Fee)

1. Complete the form in permanent ink (pencil applications will not be permitted).
2. All questions must be answered. Incomplete forms will not be considered.
3. The form must reach seishidocommunications@gmail.com. Entries will be expected until 10th January, 2018 before 6 pm. Once the entry is submitted, it would be considered final and No changes or alterations would be accepted.
4. All entries must be in ENGLISH.
5. All other support documentation must be included in the original submission.
6. The word limit specified for each question has to be maintained.
7. The form must be signed in the required place by a senior officer/authority of the participating entity.
8. Please maintain one copy of this form for your records.
9. More than one entry in an award category is also permitted. Please use a separate form for each entry.
10. If you have any questions or require any clarifications, please contact us.

Section 1 – Participant information

Name of applicant		Designation	
Contact number		Email ID	
Name of participating entity			
Address			
Type of entity (Tick applicable)	<input type="checkbox"/> Raw Herbs <input type="checkbox"/> Formulation <input type="checkbox"/> Integrated players (both natural ingredients & formulation) <input type="checkbox"/> Contract Manufacturing Services <input type="checkbox"/> Contract Research Services		
Corporate or other group of parent company to which the participating entity belongs, if any.			

Section 2 – Entity Information

Type of entity: <input type="checkbox"/> Corporate <input type="checkbox"/> Partnership / HUF <input type="checkbox"/> Trust <input type="checkbox"/> Government body <input type="checkbox"/> Others (specify) _____	Number of years of operation in India (If MNC): <input type="checkbox"/> <2 years <input type="checkbox"/> 2-5 years <input type="checkbox"/> >5 years
Manufacturing/R&D presence: <input type="checkbox"/> India <input type="checkbox"/> Rest of Asia (Excluding Japan) <input type="checkbox"/> Latin America <input type="checkbox"/> North America <input type="checkbox"/> Africa <input type="checkbox"/> CIS <input type="checkbox"/> Europe <input type="checkbox"/> Australia, NZ & Japan	Market presence: <input type="checkbox"/> India <input type="checkbox"/> Rest of Asia (Excluding Japan) <input type="checkbox"/> Latin America <input type="checkbox"/> North America <input type="checkbox"/> Africa <input type="checkbox"/> CIS <input type="checkbox"/> Europe <input type="checkbox"/> Australia, NZ & Japan

Key business segments, products / services:	(Max 500 words)

Any other information about the company you wish to tell the judges on areas such as R&D capability, number of scientists, GMP compliant labs/manufacturing facilities, specialty service, affiliations, awards and honors won during 2014-16, etc. (Max 500 words)

Section 3 – Innovation Details (Applicable for All Categories)

1. Is your product innovative & unique?	
2. Why & How according to you it is unique and why it should be recognized? (Max 2000 words) Please attach separate sheets for the details.	
3. Please mention the date that the innovation was launched.	(DD/MM/YY)
4. Is the innovation completely implemented?	<input type="checkbox"/> Yes, completely implemented <input type="checkbox"/> Nearly complete <input type="checkbox"/> Partly complete <input type="checkbox"/> Concept/pilot stage

Declaration

I declare that the information provided in this entry form is correct and accurate and pertains to my business. I agree to abide by the rules and regulations of participation.

Sign:		Date:	
Name:			
Designation:			
Company Stamp:			