

Celebrating Heroes Who Serve the Nation

AGRO AWARD

Excellence in Agriculture

Standard 
Chartered

Implemented by
Bangladesh
BRAND
FORUM
Inspiring Brands in Bangladesh

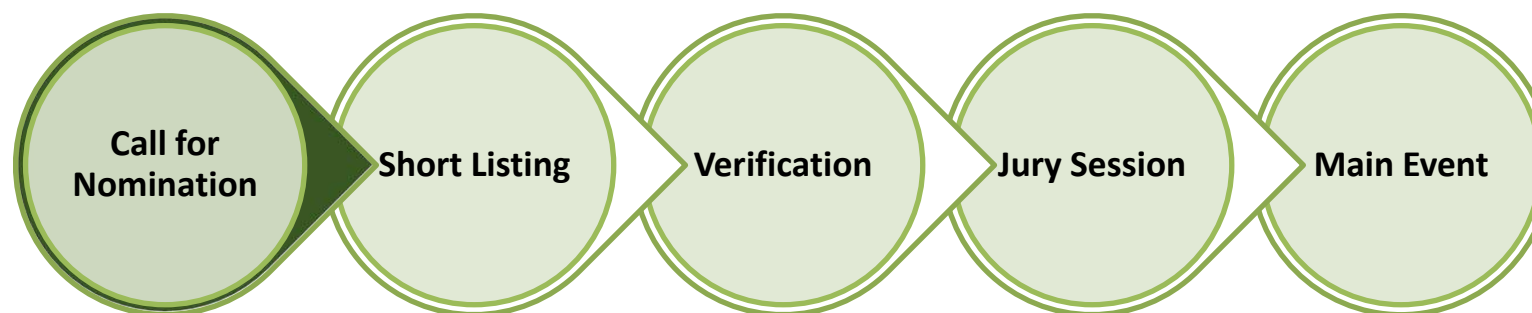


AGROW AWARD AT A GLANCE



The agricultural sector of Bangladesh has come a long way. From a food deficit country, now this sector is feeding a huge population of 15 million. After meeting national demand the sector is exporting agro, processed and diversified good abroad. So this is high time the contributions of the farmers in nation building were recognized not only by the Government but also by the private sectors. Standard Chartered Bank Bangladesh came forward in 2014 with inception of **Agrow Award: Excellence in Agriculture** to celebrate the heroes who serve the nation from the core. Bangladesh Brand Forum (BBF) has been the implementation partner of the initiative since then. Agrow Award 2017 is the 4th edition to the endeavor.

THE OVERALL PROCESS



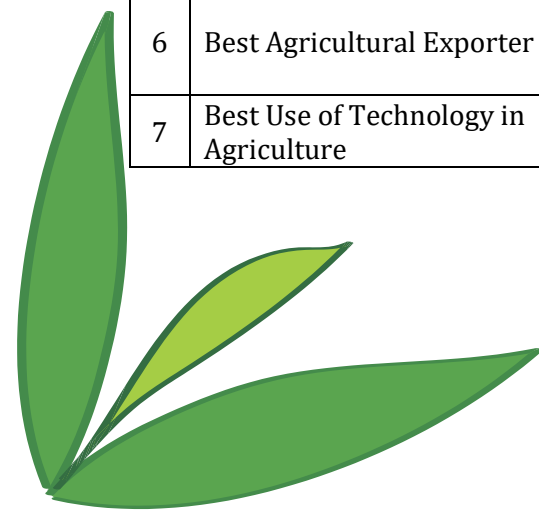
CATEGORIES

- Farmer of the Year - Male
- Farmer of the Year – Female
- Farmer of the Year – Subsistence Market Farmer Group
- Best Agricultural Organization in Research & Innovation
- Best Agricultural Organization in Support & Execution
- Best Agricultural Exporter
- Best Use of Technology in Agriculture



WINNERS OF PREVIOUS YEAR

| Sl. | Categories | Agrow Award | | |
|-----|---|--|---|---|
| | | 2014 | 2015 | 2016 |
| 1 | Farmer of the Year - Male | Winner: Khan Asaduzzaman | Winner: Md. Billal Sikder Honorable Mention: Md. Abu Hanif Morol | Winner: Abdus Sattar Sana Honorable Mention: Md. Babul Hossain |
| 2 | Farmer of the Year – Female | Winner: Alia Begum | Winner: Fatema Zohora Honorable Mention: Mst. Reshma Begum | Winner: Hosne Ara Begum Honorable Mention: Mst Kulsum Banu |
| 3 | Farmer of the Year - Subsistence Market Farmer Group | | Winner: Integrated Farming Group Honorable Mention: Vermicompost Group | Winner: Group for Vegetable Cultivation Through Rainwater Harvesting Honorable Mention: Group for Making The Village Green |
| 4 | Best Agricultural Organization in Research & Innovation | Winner: BARI Honorable Mention: Laal Teer Seed Ltd. | Winner: Laal Teer Seed Ltd. | Winner: Ispahani Agro Ltd. Honorable Mention: Worldfish Bangladesh |
| 5 | Best Agricultural Organization in Support and Execution | Winner: Allim Industries Ltd. | Winner: BRAC | Winner: Department of Agricultural Extension (DAE) |
| 6 | Best Agricultural Exporter | Winner: Creation Private Ltd. | Winner: Seamark Group | Winner: Bengal Braided Rugs Pvt. Ltd. Honorable Mention: Rifat Enterprise |
| 7 | Best Use of Technology in Agriculture | | Winner: Amar Desh Amar Gram | Winner: Alim Industries |



AWARD CATEGORY AND CRITERIA

Farmer of the Year (Male & Female)

Eligibility: Any non-exporter farmers farming for last 2 years may apply in this category

Judging Criteria:

- ✓ **Financials:** Turnover, revenue, Margin, growth, Change in lifestyle
- ✓ **Efficiency:** Best utilization of land through adapting to new farming techniques and diversity
- ✓ **Impact in Bangladesh economy:** Farming new crops, developing the area/ upazilla, New Trend setter
- ✓ **Process development:** Higher yield, use of new technology
- ✓ **Special Recognition:** Regional/ zonal/ national/ international recognition, Local Hero, other achievement

Farmer of the Year - Subsistence Market Farmer Group

Eligibility: Any non-exporting small farmer groups with 2-30 decimal of land for each farmer, who are struggling with climatic and environmental problems yet have shown positive change in their locality through Agriculture may apply for the category.

Judging Criteria:

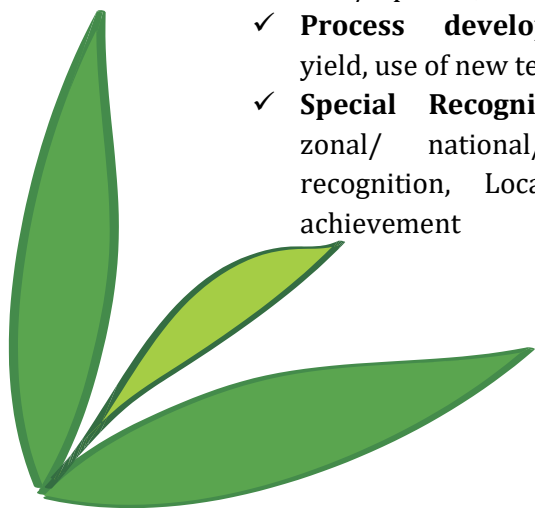
- ✓ The Initiative (s)
- ✓ Production
- ✓ Financials
- ✓ Social Impact

Best Use of Technology in Agriculture

Eligibility: The use of technology or ICT in the agricultural that has created an impact can apply for the award. The process should have supporting data for at least last two years. Both organization and individual can apply in this category.

Judging Criteria:

- ✓ The Initiative (s)
- ✓ Use of Technology
- ✓ Reach
- ✓ Impact
- ✓ Special Recognition



Best Agricultural Organization in Research & Innovation

Eligibility: The award will be given to any agriculture oriented Innovation or Research done in Process, Distribution, Application of fertilizer, technology invention in last 2 years.

- ✓ For Research Category, the time range would be from January 1, 2016 – December 31, 2016
- ✓ Winner of last year cannot participate in the Agrow Award 2017.

Judging Criteria:

- ✓ Research Significance
- ✓ Level of reach
- ✓ Feasibility
- ✓ Research Outcomes
- ✓ Contribution to Bangladesh Economy
- ✓ Special Recognition

Best Agricultural Organization in Support & Execution

Eligibility: The organizations who are not directly involved in farming, but plays a key role in supporting the agricultural sector may apply in this category. The organization is to support the sector through implementation of the idea and innovation and intervention or in distribution and supply of agro-related products & technology.

- ✓ For Research Category, the time range would be from January 1, 2016 – December 31, 2016
- ✓ Winner of last year cannot participate in the Agrow Award 2017.

Judging Criteria:

- ✓ Support significance
- ✓ Level of reach
- ✓ Outcomes/Impact
- ✓ Contribution to Bangladesh Economy
- ✓ Special Recognition

Best Agricultural Exporter

Eligibility: The exporters who are exporting agro, processed or diversified goods abroad and earning substantial amount of foreign revenue annually for the last three years can apply for the category. Both organization and individual can apply in this category.

- ✓ Financial data of past three years will be looked into (as growth carries weight during jury evaluation). The time range for information would be from 2014 - 2016.
- ✓ Winner of Export category within last three years cannot participate in the Agrow Award 2017.

Judging Criteria:

- ✓ Turnover rate for last 2 years
- ✓ Growth rate
- ✓ Business Diversity
- ✓ Contribution to Bangladesh Economy
- ✓ Special Recognition



TERMS & CONDITIONS

- Each participating organization can nominate itself in more than one category, if it meets eligibility of that criteria.
- All entries for 4th Agrow Award must be submitted using the Nomination Form with complete, updated and true information.
- Once submitted, an entry cannot be withdrawn.
- **Submission in Agrow Award does not require any nomination fee and is totally free.**
- An entry may be disqualified by the Agrow Award authority if any information is found false or fabricated.
- Each entry will be evaluated by the judges as per the above mentioned judging criteria of each categories.
- Decisions taken by the Jury Panels in the evaluation process will be regarded as final.
- Please submit your entries by no later than **October 05, 2017 (Thursday)**.
- Please submit your scanned completed nomination form and PPT to agroaward.scb@gmail.com or mail those to the following address: **Bangladesh Brand Forum (BBF)**, Advanced Center, Level-3, 176, Gulshan Avenue, Gulshan North, Dhaka.

For any further query and submission details, please feel free to contact:

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