



Agriculture Leadership Awards 2011

Entries are invited from individuals and organizations assuming leadership roles for development of agriculture and allied fields

CATEGORIES AND CRITERIA

1. Policy Leadership

Agriculture / allied departments Heads (Ministers / Secretaries / Commissioners, current or former) of the Centre or any State and/or parliamentarians / legislators / Chairman of any Board or Commission, who have made noticeable contribution through formulation and introduction of pathbreaking policies, addressing the issues of farmers and other stakeholders proactively, which have made substantial difference in the lives of farmers / common man and/or growth of agriculture / agribusiness sector.

2. Industry Leadership

- An organization in food / agriculture /rural business fields, which has made a Notable contribution in growth of business and introduction of new products / schemes/ programs etc. and have enhanced financial / marketing size of the industry.
- Innovations in business/development strategies and impact on the industry/ farming/ agribusiness / rural employment / value addition/ agri exports etc.
- Contribution in extension, social and community services & benefit to farmers and corporate social responsibility.
- Innovative management practices applied to the business and propagation of ethical practices. The financial and marketing performance of the company and impact on the industry

3. Research Leadership

- Head of research / technology / academic institution or research program, including private sector, who have made noticeable contribution by his/her research achievements.
- New technology innovation and or Introduction of new research varieties / products or having solved any complex problem by research offerings.
- Have made noticeable contribution in terms of new varieties releases / research achievements, touching the lives of masses.
- Heads of research policy programs, who got innovative research policies made, resources generated and networks established, which accelerated the pace of research activities in that sphere.

4. Farming Leadership

- Progressive farmers, having adopted latest technologies, diversified and integrated farming, income per unit and innovations at farming.
- Having perfected farming systems / models with innovative approaches, resources saving and record level of productivity etc. and created impact in the area..
- Having achieved record income per unit, established integrated farming systems, marketing linkages, value addition etc. OR
- Having organized or lead farmers movement for their rights and or influenced Government policies towards large scale benefit of farmers and rural masses.

5. Development Leadership

- An NGO / Extension Agency / Co-operative body / CSR division//financial / development institution or any individual, which has made noticeable contribution for public good through

innovative policies/schemes/programs/efforts

- Introduction of innovative / high tech methods of extension/ development and the reach, effectiveness of the programs and the impact created
- A media/development/agribusiness professional or head of an institution, contributing to the knowledge, physical or professional growth in the domain of agriculture and allied subjects

6. CSR Leadership

- A company, development organization or Government institution, having taken up one or more projects under the Corporate Social Responsibility in one or more states with a sizeable presence and having positively impacted at least one lac poor people.
- The CSR project should not be linked to the business interest promotion. The CSR project should be funded by the company/organisation's own resources and not merely channelising resources of any other organisations.
- The projects funded should be aimed at poorer sections of the society, working preferably in rural areas for poverty alleviation, employment generation, entrepreneurship promotion, farm productivity improvement, market linkage, knowledge empowerment and rural development.

7. Lifetime Achievements

- Any scientist, academician, policy maker or a pioneer in agriculture and rural development in any capacity, who has made noticeable contribution in the past, at least, three decades.
- The person should have been recognized by at least two national level bodies or by at least one international body for his services to agri sector.
- The person should be credited with having done pioneering work in his/ her field and contributed to the body of knowledge or to growth of the agriculture.
- The person should be widely known through out the nation and acclaimed for his contribution to agriculture and with high level reputation.

8. Environment Leadership

- A company, development organisation, NGO, Government institution or any individual, having taken up the cause of environmental education, community sensitisation, knowledge development, policy research and advocacy with respect to environmental issues. OR
- The manufacturing organisations having initiated greening drive in and around their factory premises, having installed technologically advanced systems for water and effluent treatment, and caused zero or minimum emissions to the environment. OR
- Organisations, having developed systems or technologies or practices and popularised the same, which result into enhancing the efficiencies, lowering of pollution in the environment, reduced the usage of polluting elements and created awareness among the employees/ NGOs/policy makers/communities about the environmental sensitivities.

9. Program Leadership

- A Bureaucrat, Government official, business CEO or head of any

- large organization, who innovated, formulated or successfully executed a policy / program / project, which impacted masses
- b. The program / project should have impacted a larger and varied section of society or the community of a particular region / state
- d. Demonstrated exceptional dedication and outstanding leadership in formulation and implementation of the programs and policies or projects

10. Corporate Leadership

- a. Any corporate entity or individual, heading a professional company, having made significant contribution to the growth of the company / industry or the advancement of the society through offerings of innovative products / services
- b. Demonstrated a rare commitment to consistency and quality, and a model for the successful organizations and advanced human development.
- c. Effective support of total organisation learning by addressing the larger view of industry and marketplace trends, and the organisation's own competitive edge
- d. Corporate entity or individual – MD/CEO having achieved substantial growth and financial performance in the preceding last three years or having pioneered innovative community / customer outreach programs and created welfare measures for employees and business stake-holders.
- e. Having set new standards of business ethics, environmental concerns and community care as well as enhanced value of all the stake-holders, including share holders by maximizing their wealth by significant business growth

11. Academic Leadership

- a. An academic institute/ university or any individual heading a large institution or group of institutions, having made noticeable contribution and remarkable performance in the preceding three years by launching new courses, programs or substantially improved the overall performance of the institution or set higher standards of learning and teaching.
- b. Has established a sustained and varied record of teaching excellence in the area of agriculture & allied sciences and made teaching and learning, an easy, lucid one-to-one process to the students and other group of learners
- c. The individual or the institution having done innovative work and developed teaching methods and courses to improve teaching i.e., the design and delivery of the lectures or any other remarkable achievements / growth in setting up new colleges, departments, off campus centres, new activities, programs, which helped set ever higher standards in academics at regional or national level

12. Entrepreneur Leadership

- a. Extraordinary achievements with an out of box thinking in the areas of agriculture and allied sector and active in a profitable business registered and operating in India for a minimum duration of three years from the date of notification
- b. Must have set up innovative enterprise and achieved remarkable sustained growth and offering high quality products and services benefiting the society
- c. The technology/ enterprise has left a significant impact over the larger section of the society and created more employment and helped development of entrepreneurship
- c. Proved be a leader with the unflinching abilities of growth and serving the society through innovation and industry, thus can be a role model for the prospective entrepreneurs

13. Extension Leadership

- a. Any institution / division / department / agency / organization or individual, who is known to be a transformational leader with a

- deeper association with the local community, having launched projects / programs for transfer of technology / serving the community with a large impact
- b. Conducted wide trials FLDs/ demos and other events for the farm community and the broad dissemination of the technology on the farms through innovative community outreach programs.
- c. Devised/ Developed and implemented many of the innovative ToT techniques, involving participatory approaches with a large impact on agriculture and farming community.
- d. Expert in the application of wide ranging multi-media and other extension tools for the wider adaptability of new farm practices.

14. International Leadership

- a. Any institution / organization or individual, who is playing important role in promoting international trade or cooperation between India and other countries in food and agriculture sector or enhanced the prospects for Indian farmers, agriculture, food and agribusiness trade at international level
- b. Foreign Embassies / donor / trade bodies/ promotional organisations in India, who have played key role in promoting business, trade or investment in India or enhanced prospects for Indian agriculture, food or agribusiness trade
- c. Any group or Individual based in India or in any country, whose role has helped in the betterment of Indian farmer or agriculture by contributing to policies, cooperation, technologies, awareness or business cooperation at international level

15. Young Scientist Award

- a. A scientist / researcher below 45 years of age working in any research / technology / academic institution or research program, including private sector, who has made noticeable contribution by his/her research achievements.
- b. New technology innovation and or Introduction of new research varieties / products or having solved any complex problem by research offerings.
- c. Has made noticeable contribution in terms of new varietals releases / research achievements, touching the lives of masses.

16. State Horticulture Leadership

- a. Introduced popular production oriented horticulture based schemes and programs, which has had impacted large number of livelihood of the horticultural farmers in the region / state.
- b. Having provided the export incentives / support to the progressive/ innovative farmers.
- c. Having made a mark with Infrastructural development for enhancing the ultimate production efficiency and quality of the produce.
- d. Made remarkable achievements in the productivity and production of horticultural crops with due technological interventions.
- e. Ensured a place of pride in horticultural production at the national level
- f. Taken up the cause of farmers and thus made a considerable level of difference in their daily livelihood with marketing revamp, land reforms and other sort of necessary changes at the policy front.

17. State Agriculture Leadership

- a. Launch of innovative and popular policies, giving new growth and direction to agriculture and touching the lives of millions of farmers.
- b. Catalysing growth in agriculture through policy initiative, investment promotion, institutions building and inviting corporates etc.
- c. Having achieved growth in over all production in agriculture and increase in quality and productivity per unit of land.
- d. Having reduced rural indebtedness and enhanced prosperity through policy initiatives, better yields, market prices, support and incentives.
- e. Made significant improvement in diversification, market linkages, extension, research activities and farmers reach out programs.