



अखिल भारतीय कृषि छात्र संघ

All India Agricultural Students Association (AIASA)

(Registered Society under Societies Registration Act XXI, 1860)

Regd Office: A/G-4, National Societies Block,
National Agriculture Science Centre (NASC) Complex, New Delhi-12

Website: www.aiasa.org.in

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No.3-2/AIASA/2021/1

Dated:31.03.2021

Circular

Subject: Seeking participation in the pan India competition series “Elevate 2021 (Thoughts for Transformation)”

Sir/Madam,

It is a great pleasure for me to inform that All India Agricultural Students Association (AIASA) is organizing a competition series on the theme “**Elevate (Thoughts for Transformation)**” throughout India in order to celebrate 10 years of glory of the association for successful involvement in the agriculture & allied sector with an aim to transform the agriculture sector of India. The event “Elevate” is focused on the stream of Atma-Nirbhar Bharat and Doubling Farmers’ Income (Farmers First) in order to uplift the Indian rural agriculture sector. This includes the five competitions i.e. Smart Village (For collecting ideas transforming the villages for doubling farmers’ income), Focus (Photography competition on the theme “My Farmer, My Pride” with an aim to dignify the farmers), Ignite (Research innovation hunt for young scientists), Agri-journalist (to connect the students with progressive farmers and cooperatives in the field of agriculture and allied sectors) and Empower (young agribusiness entrepreneur hunt). The specifics about the competitions are given as below.

1. “Smart Village” National level Video Making Competition

The theme of the competition is “Smart Village for Smart India” with an objective to develop a village or a village cluster for doubling farmers’ income: a step towards Atma-nirbhar Bharat. Any Student / Young professional below 35 years is eligible to participate in this event. Participation may be individual/ in a group of 2-5 members. The participant needs to submit a video (Max. 20 mins), a concept notes of the innovative ideas and economic statistics in word file (3 pages) to smartvillage.elevate@gmail.com. A title and name of the participants must be mentioned on the top of the word file. Participants have to pay the fees (AIASA Members: INR 100; Non-AIASA Members: INR 250) and register to participate in the event.

2. “Focus” National level Photography Contest

The themes of the competition are; My Farmer: My Pride, Women in Agriculture, Innovation in Agriculture, Agricultural Biodiversity & Microclimate. Participant must be a student of Agriculture and allied discipline. Entry will be for individual only. The participant needs to submit a raw photograph with date and time and a participation fee (AIASA Members: INR 50; Non-AIASA Members: INR 100). The photograph must be submitted to focus.elevate2021@gmail.com.

3. “Ignite”: Young Scientist Hunt

The competition is conducted to provide a platform for agriculture and allied students to present their research outcomes on the thrust areas. The thrust areas for this competition are; Farmers’ Prosperity, Clean Environment, Food & Nutritional security, Climate Smart Agriculture & IOT and ICT. Research scholars below 35 years from Agriculture and allied discipline are eligible to participate in the competition

individually/ in a group of up to 3 members which may include one advisor from faculty. The participant needs to submit a summary of research work including major findings/ publications focusing on thrust areas in a word file (3 Pages) to the email ID; ignite.elevate@gmail.com. Additional information (if any) may be submitted in a PPT.

4. National Level Agriculture Journalist Hunt

The objective of the competition is to enhance the interview skills of agriculture and allied students and highlighting success story of different stakeholders. The participant needs to interview one of the emerging of eminent personnel i.e. Progressive Farmers, Cooperative groups, NGOs, Self- Help Groups and Farmer Producer Organizations working in agriculture and allied sectors. The participation may be individual /in a group of 2 members and the participant must be student of Agriculture and allied discipline. Interviewee should be engaged in agriculture and allied fields, made outstanding contribution for rural development in respective states and recognized at various platforms for his/her professionalism, innovation and contribution to rural development. The participant has to submit an interview video in MP4 format (Maximum 20 minutes) and details regarding the interviewee in the video/ in a separate word file to agrijournalist.elevate@gmail.com. Participants have to pay the fees (AIASA Members: INR 100; Non-AIASA Members: INR 250) and register to participate in the event.

5. Young Agribusiness Entrepreneur Hunt

The objective of the competition is to hunt innovative Young Agribusiness Entrepreneurs engaged in agriculture and allied sectors. Young Agribusiness Entrepreneur below 40 years can participate in the competition upon registration and payment of requisite participation fees (AIASA Members: INR 100; Non-AIASA Members: INR 250). The participant has to submit a pdf/ word document/ video/ PPT elucidating the innovations implemented and significant outcome for the welfare of farming community and meeting the consumer demands to empower.elevate2021@gmail.com.

Participation Procedure (step wise)

- i. Choose the competition (s).
- ii. Pay the registration fees through payment link (<https://imjo.in/9gDWWw>)
- iii. Register for Elevate 2021 through registration link and fill the instamojo payment ID you received (<https://forms.gle/qiSJQTtGTVkBfd9B9>).
- iv. Submit your project (Photo/video/any other as required by competition) with the electronic payment ID to the specified email ID.
 - ❖ If participated in a group, all the participants in the group need to register themselves with the same payment ID.
 - ❖ Participants need to register and pay separately for different competitions.
 - ❖ Preferred languages for all kinds of submissions (Videos, PPT, PDF/Word files) are Hindi and English. If local language is used in videos, then the participants need to submit a minute to minute transcript (in English or Hindi).

There are exciting cash prizes for the winners of the competitions (1st prize: INR 7000; 2nd Prize: INR 4000 and 3rd Prize: INR 2000) while e-certificate will be provided to all the participants. The last date for participation is **30th June 2021**. All the cabinet members, students, professionals and all the stakeholders are requested to give it a wide circulation encouraging the maximum participation in the events for betterment of agriculture fraternity and be a frontier in elevating the rural agriculture sector to make a building block for nation's development. For any kind of query regarding the competition, kindly contact the undersigned. For flyers, brochures, registration and recent notifications regarding the events visit the website www.aiasa.org.in / facebook *aiasanewdelhi*.

Asish
31/03/2021

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