

# Awards Criteria for

## **FARM POWER AWARDS 2022**

### **4<sup>th</sup> Edition**

1. Tractor of the year < 30 HP
2. Tractor 31-40 HP
3. Tractor 41-50 HP
4. Tractor > 50 HP
5. Micro Power < 12 HP
6. Most Stylish Tractor
7. Best CSR Initiative
8. Best Launch of the year (Implement)
9. Best Startup
10. Best Launch of the year (Tractor)
11. Innovation of the year
12. Best Harvesting Solution
13. Fastest Growing Brand
14. Best Digital Intervention
15. IoT Application in Mechanisation
16. CEO of the Year
17. Policy Leadership Award
18. Lifetime Achievement Award
19. Academic Leadership
20. Special Recognition

1. **Tractor of the year < 30 HP**
2. **Tractor 31-40 HP**
3. **Tractor 41-50 HP**
4. **Tractor > 50 HP**
5. **Micro Power < 12 HP**

In each power category, excellence parameters are engine, transmission, electronic support for tractor management, hydraulics, cab comfort, innovative technical features, design, agility, ability for precision agriculture. The tractor should have been launched on or after January 1, 2019.

## 6. **Most Stylish Tractor**

This category celebrates design excellence as the key parameter. Secondary parameters are engine, transmission, hydraulics, comfort, innovative technical features, design and versatility.

## 7. **Best CSR Initiative**

A company, development organisation or Government institution, that has taken up one or more projects under the Corporate Social Responsibility in one or more states with a sizeable presence and having positively impacted agricultural mechanization.

The CSR project should not be linked to the business interest promotion of the organization.

The CSR project should be funded by the company/ organisation's own resources and the company/organization must not be merely channelising resources of any other organisations.

## 8. **Best Launch of the year (implement)**

For the period October 2021 to September 2022. Excellence parameters are comfort, innovative technical features, gender sensitive, design and versatility.

## **9. Best Startup**

Individuals/Initiatives in the Agriculture Mechanisation sector who have made extraordinary achievements with out of the box thinking and are active in a profitable business registered and operating in India for a minimum duration of three years.

Must have set up innovative enterprise and achieved remarkable sustained growth and offering high quality products, services or support systems benefiting farmers or the larger sector.

The technology/enterprise has made a significant impact or ordered solutions in the field of agriculture mechanisation and created more employment in the sector.

Proved to be a leader showing unflinching abilities of growth and serving the farmers through innovation and industry, and can be a role model for prospective entrepreneurs.

## **10. Best Launch of the Year (Tractor)**

For the period October 2021 to September 2022. Excellence parameters are engine, transmission, hydraulics, comfort, innovative technical features, design and versatility

## **11. Innovation of the Year**

The key parameter is focused research and development to answer emerging farm needs – how the implement has helped farmers in meeting their needs and how the innovation has helped them to increase production and productivity.

## **12. Best Harvesting Solution**

Harvesting equipment that is less polluting, more comfortable, more safe and more efficient. Secondary parameters are comfort, innovative technical features, design and, versatility

### **13. Fastest Growing Brand**

The brand which has registered consistent growth rate in the past Three year(s) with innovations, farmer outreach programmes and new products. Secondary parameters are engine, transmission, hydraulics, comfort, innovative technical features, design and versatility

### **14. Best Digital intervention**

The company/organisation which has introduced digital innovations as an answer to a persistent problem in agriculture.

The intervention should have eased farming operations or has positively influenced the lives and livelihood of farmers.

### **15. IoT Application in Mechanisation**

Individuals/Initiatives who/which have revolutionized agriculture mechanisation sector through introduction of IoT applications

The applications must have created far reaching impacts on the agriculture sector through increased production/profit or both for the stakeholders

The IoT applications developed should have been able to arrive at suitable solutions faced by agricultural sector and thereby impacted the lives of farmers

### **16. CEO of the Year**

- One who had provided visionary leadership to the institution he/she is heading and made significant contribution to its development.
- Has maximized the gains and created value addition for diverse shareholders
- Has consistently led the organization on the path of sustained growth and development and has been in the forefront of promoting research , development and innovation.

## **17. Policy Leadership Award**

Farm Mechanisation / allied department's Heads (Ministers / Secretaries / Commissioners, Directors, 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 path-breaking 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 Farm Mechanization sector.

## **18. Lifetime Achievement Award**

- Any scientist, academician, policy maker, industry or development professional or a pioneer in Farm Power Sector in any capacity, who have made noticeable contribution in agri mechanization segment in the past 3 decades or more.
- The person should be recognised by at least two state or national level bodies or by at least one international body for his/her services to Farm Power Sector.
- The person should be credited with pioneering work in his/ her field and have contributed to the body of knowledge or to the growth of the Farm Power Sector.
- The person should be widely known throughout the nation and is well acclaimed for his/her remarkable contribution in the field of Farm Power research, development, policy making or management sector.

## **19. Academic Leadership**

- An academic institute/ university or any individual heading a large institution or group of institutions, who have made noticeable contribution and remarkable performance in the preceding three years by launching new courses or programs pertaining to Farm Power Sector and have substantially improved the overall performance of the institution or set higher standards of learning and teaching.
- Individual or institution having done innovative work and opened new areas of research and developed technologies that have markedly led to new mechanisms, implements, machines or tools that have/has answered a challenge(s) or a long standing problem in agri mechanization segment.

## **20. Special Recognition**

Individuals/organization who/which have revolutionized agriculture mechanisation sector through outreach programmes and launch of viable products

Individuals/organization must have created far reaching impacts on the agriculture sector through increased production/profit or both for the stakeholders

They should have been able to arrive at suitable solutions faced by agricultural sector and thereby impacted the lives of farmers