

# LOGO CONTEST

## OPEN FOR UNIVERSITY STUDENTS

### ABOUT PROJECT

PARIBARTAN stands for “**Participatory Action Research on Locally-Led Iterative Learning and Inclusive Business Models for Adaptive Transformation in Bangladesh Polders,**” which is a new research project focused on building LLA (Locally Led Adaptation) capacity for agriculture in the polders of Bangladesh, specifically in the Khulna and Barisal regions. This project aims to transform farmers and water management groups into entities with adequate resources, capacity, and stakeholder networks to drive the systemic changes required to adapt to climatic challenges. By fostering farmer-to-farmer and group-to-group learning and trialing a portfolio of innovative approaches, the project addresses climate variability and social dynamics to support collective and individual decision-making. Its vision is to build a farmer-led entity capable of assessing, prioritizing, facilitating, and monitoring adaptive change in coordination with stakeholders, ultimately benefiting local communities. For more information about the project, visit this [link](#).

### DESIGN OBJECTIVES

Capture the core project objective of climate adaptation in agriculture and associated key concepts such as sustainable crop production, adaptive livelihoods, and collective action. Reflect the core approach of locally-led adaptation (LLA) to address the challenges posed by climate change through building farmer-led entities with business models using participatory action research and transformative adaptation (TA)-based tools.

### GUIDELINES

- The resolution of the logo must be 300 DPI (dots per inch) or higher.
- Logo will be sent in any of the following formats: JPG, PNG, or PDF (upload in the link provided).
- The raw file of the logo design must also be sent in a vector format such as .AI or .EPS (only for the selected participants).

### RULES

- Each participant must submit only one (1) entry.
- The winning logo shall become the property of the project.
- The organization reserves the right to modify the winning logo (if needed).
- Winner can showcase the logo for their personal gain as their talent/work.

### RUBRICS

- Concept-35% relate to the project's vision and aim.
- Originality-35% exhibits original design, creativity and imagination.
- Artistry-20% attracts attention and appears to be catchy to the public.
- Quality- 10% neatness and innovation will be valued.

**DEADLINE: MAY 14, 2024**

SUBMIT YOUR DESIGN IN THE GIVEN LINK



For more information, please mail us at [bushra.anjum@icccad.org](mailto:bushra.anjum@icccad.org)

**WINNER WILL RECEIVE  
BDT 10,000  
AND A CERTIFICATE**



Australian Government  
Australian Centre for  
International Agricultural Research



**ICCCAD**  
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Climate Change and  
Development

