



COMMUNICATION GUIDELINE BOOK



IAAS Bangladesh IUBAT



Collage of Agricultural Sciences, IUBAT-International University of Business Agriculture and technology, 4 Embankment Drive Road, Sector-10, Uttara Model Town, Uttara, Dhaka-1230, Bangladesh.



Message From Editor-in-Chief

It is with great pleasure that I present the IAAS Bangladesh IUBAT Communication Guideline Book, a milestone that reflects our commitment to professionalism, consistency, and excellence in organizational communication.

Effective communication is more than sharing information—it is the foundation of trust, collaboration, and a strong organizational identity. Every publication, social media post, presentation, photograph, certificate, and official document represents not only our Local Committee but also the values and vision of IAAS as a global organization. This guideline has been developed to ensure that every piece of communication produced by IAAS Bangladesh IUBAT maintains a consistent visual identity, clear messaging, and professional standard.

Inspired by the IAAS Brand Book, this guideline adapts international branding principles to meet the needs of our Local Committee while preserving the identity and reputation of IAAS. It is designed to support all members involved in communication, publications, marketing, event management, photography, and digital media, providing them with a practical reference for creating impactful and unified communication materials.

As IAAS Bangladesh IUBAT continues to grow, our communication must grow with it. This guideline is intended to be a living document that will evolve alongside the organization, embracing innovation while remaining faithful to the core values of IAAS. I encourage every member to follow these standards with responsibility, creativity, and pride, ensuring that our collective efforts strengthen the image and credibility of our committee at both the national and international levels.

I sincerely thank everyone who contributed their time, ideas, and dedication to the preparation of this publication. I hope this guideline will serve as a valuable resource for current and future generations of IAAS Bangladesh IUBAT members and help us communicate with professionalism, integrity, and purpose.

Sourav Kanti Bala

Research and Project Development Officer
IAAS Bangladesh IUBAT 2025-26

Editorial Board



Sourav Kanti Bala

Editor-in-Chief



Jahanara Zaman Noboni

Communication Coordinator



Asmaul Hosna Poushi

Project Manager



MD Maynul Islam

Local Networking Officer

TABLE OF CONTENTS

INTRODUCTION

01

Welcome to the IAAS Bangladesh IUBAT Communication Guideline Book, Who is this Communication Guideline Book for?, Why is the IAAS Bangladesh IUBAT Communication Guideline Book important?

ABOUT IAAS

03

History of IAAS World, IAAS Global Presence, History of IAAS Asia Pacific Region, History of IAAS Bangladesh, IAAS Bangladesh Local Committees, Foundation of IAAS Bangladesh IUBAT, Our University (IUBAT), Our Vision, Our Target Audience, Our Values, Our Products & Services, Our Personality, Our Mission, Our Tone of Voice, Our Brand Name.

BRAND ELEMENTS

21

Our Logo, Our Brand Identity, Our Color Palette, Our Typography.

BRAND IMPLEMENTATIONS

25

Content Writing, Photography, Videography, Blog Writing, Content Layout, Brand Collaboration, Hashtag Guidelines, Co-branded Logos, Logo Do's & Don'ts, Content Design, Poster Frame.

INCLUSIVITY

36

Inclusivity, Inclusive Writing, Inclusive Design.

ORGANIZATIONAL LIVING SYMBOLS

39

Organizational Flower, Organizational Fruit, Organizational Tree, Organizational Crop, Organizational Bird, Organizational Mammal, Organizational Fish, Organizational Reptile,

IAAS BRAND PORTFOLIOS **47**

Our Global Projects, Our Programs, Our Exchange Program.

IAAS CONTACT LIST **50**

IAAS Bangladesh National Committee Contacts, IAAS Bangladesh Local Committee Contacts, IAAS Regional Committee Contacts, IAAS Member Country Contacts, IAAS Independent Committee Contacts, IAAS World Contacts.

IUBAT CONTACT LIST **75**

IUBAT Administration Contacts, IUBAT College of Agricultural Sciences Faculty Contacts, IUBAT College of Agricultural Sciences Staff Contacts.



Introduction



The IAAS Brand Book, first introduced in 2019, serves as the official framework for the use and representation of the IAAS identity worldwide. It provides a unified set of rules, standards, and tools that enable IAAS members to communicate effectively, maintain visual consistency, and strengthen the global recognition of the IAAS brand. Since its introduction, the Brand Book has helped IAAS members and Local Committees present the organization professionally and consistently, ensuring that the values and identity of IAAS are represented uniformly across the world.

Following these principles, the IAAS Bangladesh IUBAT Communication Guideline Book has been developed as the official framework for the committee's branding, communication, and public representation. On 14 November 2024, IAAS Bangladesh IUBAT joined IAAS Bangladesh as a Candidate Local Committee and began adopting the branding principles and communication standards of IAAS International. After achieving Full Local Committee Membership through the National Congress and General Assembly of IAAS Bangladesh, the committee further strengthened its commitment to preserving and implementing official IAAS branding materials and communication practices.

This guideline book is intended for designers, content writers, marketers, photographers, publication teams, social media managers, executive board members, and all individuals involved in creating communication materials for IAAS Bangladesh IUBAT. Whether preparing presentations, reports, publications, merchandise, promotional materials, social media campaigns, event branding, or official documents, members are encouraged to follow these guidelines to ensure professionalism and consistency.

A communication guideline is more than a collection of design standards; it is a roadmap that defines the personality, values, and unique identity of an organization. It serves as a comprehensive reference that explains how IAAS Bangladesh IUBAT presents itself through its visual identity, communication style, and public engagement. This document helps members understand who we are, what we stand for, and how we communicate with our stakeholders.

The Communication Guideline Book serves as the primary reference for all communication-related activities within IAAS Bangladesh IUBAT. It establishes standards for visual identity, logo usage, typography, color systems, social media communication, publications, photography, official correspondence, event branding, and digital content creation.

As IAAS Bangladesh IUBAT continues to grow, this guideline will remain a living document that evolves alongside the organization. By adhering to these standards, members contribute to building a strong, recognizable, and professional identity that reflects the values of IAAS and the aspirations of the agricultural students it represents.

The branding and communication elements contained within this guide are how stakeholders, partners, and the wider community recognize and trust IAAS Bangladesh IUBAT. Through consistency, authenticity, and professionalism, the committee strengthens its reputation as a trusted platform for agricultural students and a catalyst for leadership, innovation, and sustainable development.

Think Globally, Act Locally !
Communicate Professionally.



History **IAAS World**

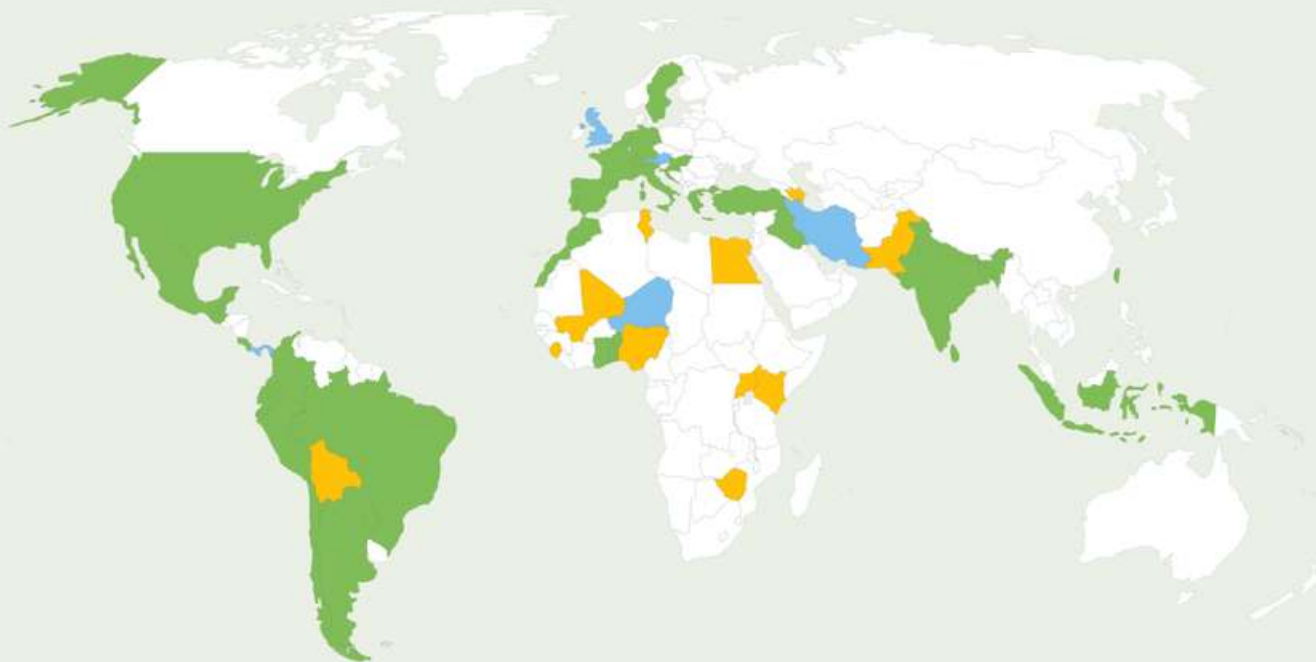
The International Association of Students in Agricultural and Related Sciences (IAAS) was established in 1957 in Tunis during a time of global recovery following World War II. Students in agriculture, inspired by the shared vision of peace and progress, united to create a platform for international collaboration and understanding. Initially called AIEA (Association Internationale des Etudiants en Agriculture), the organization used French as its working language.

The roots of IAAS can be traced to 1954 when agricultural students gathered for the first international meeting in Bucharest. This was followed by an international study week in Paris in 1956, which further strengthened the idea of global student cooperation in agriculture. These early efforts set the stage for the formal establishment of IAAS.



In 1957, Tunisia's UGET and the Netherlands' NSR played pivotal roles in overcoming a potential conflict as both planned agricultural seminars. Through diplomatic dialogue and collaboration, they merged efforts to organize the founding World Congress in Tunis. Delegates from eight countries, including Tunisia, Germany, Finland, and Switzerland, participated, with Mr. Tahar Belkhodja elected as President and Mr. Fehr as Secretary General. The second World Congress in the Netherlands in 1958 reinforced IAAS's mission of promoting diversity and cooperation. Today, IAAS unites students globally, addressing agricultural challenges through innovation and shared values.

OUR PRESENCE



IAAS Africa Region

1. Benin
2. Cameroon
3. Democratic Republic of Congo (DRC)
4. Gambia
5. Ghana
6. Malawi
7. Mali
8. Niger
9. Nigeria
10. Senegal
11. Togo
12. Uganda



IAAS America Region

13. Argentina
14. Brazil
15. Chile
16. Colombia
17. Costa Rica
18. Ecuador
19. Guatemala
20. Mexico
21. Panama
22. Paraguay
23. Peru
24. United States of America (USA)



IAAS Asia Pacific Region

25. Afghanistan
26. Bangladesh
27. India
28. Indonesia
29. Pakistan
30. Japan
31. Nepal
32. South Korea
33. Sri Lanka
34. Taiwan



IAAS Middle East and North Africa (MENA) Region

35. Iran
36. Iraq
37. Morocco
39. Tunisia



IAAS Europe Region

40. Austria
41. Azerbaijan
42. Belgium
43. Croatia
44. France
45. Germany
46. Greece
47. Hungary
48. Italy
49. Montenegro
50. Netherlands
51. Portugal
52. Serbia
53. Slovenia
54. Spain
55. Sweden
56. Switzerland
57. Turkey
58. United Kingdom (UK)



History Asia Pacific Region



IAAS is organized into five Regional Boards: the African Region, Asia Pacific Region (APR), Americas Region, European Region, and the Middle East and North Africa (MENA) Region. The Asia Pacific Region serves as the coordinating body for IAAS member countries across Asia and the Pacific, promoting leadership development, cultural exchange, scientific collaboration, and sustainable agricultural development among students and young professionals.



The foundation of IAAS in the Asia Pacific Region can be traced back to IAAS Indonesia, which attended the IAAS World Congress in Thailand in 1991 as a Candidate Member and achieved Full Membership in 1992 following participation in the World Congress held in Belgium and the Netherlands. By 1994, IAAS Indonesia had established several Local Committees, including IAAS LC IPB, IAAS LC Brawijaya, IAAS LC Jambi, IAAS LC Padjadjaran, and IAAS LC North Sumatra, with Bogor serving as its headquarters.

The region continued to expand with the addition of new member countries. IAAS Nepal joined in 2015, followed by IAAS Bangladesh in 2017. Most recently, IAAS Pakistan was accepted as a Candidate Member in 2025, further strengthening the regional network.

Over the years, the Asia Pacific Region has organized numerous regional events to strengthen collaboration among members. In 2025, IAAS Bangladesh hosted the Asia Pacific Directors Meeting (APDM) in Dinajpur, organized by IAAS Bangladesh HSTU, where delegates from IAAS Bangladesh IUBAT participated as representatives of their Local Committee. In the same year, IAAS Bangladesh BAU hosted the IAAS Asia Pacific Scientific Event (APSE) 2025 in Mymensingh, bringing together participants from across the region, including delegates from IAAS Bangladesh IUBAT.

Most recently, the Asia Pacific Directors Meeting 2026 was hosted by IAAS Nepal at Kathmandu University, Nepal, continuing the tradition of regional cooperation, leadership development, and knowledge exchange among agricultural students and young professionals.

Today, the IAAS Asia Pacific Region coordinates IAAS activities across 10 countries, promoting international exchange, leadership development, scientific collaboration, and youth engagement in sustainable agriculture and related sciences.



Activities and Opportunities Exchange Programs: Students from member countries participate in cultural and academic exchanges to broaden their global perspective.

Regional Summits: Annual events where members discuss pressing issues in agriculture, share ideas, and develop strategies for collective action.

Workshops and Training: Sessions designed to build skills in sustainable farming practices, agribusiness, and modern technologies.

History IAAS Bangladesh



IAAS Bangladesh was established on 10 October 2017 through the initiative of Md. Jahidul Islam Sajal and his fellow students, who envisioned connecting Bangladeshi agricultural students with the global IAAS network. Originally operating as the Khulna University Agricultural Association of Students (KUAAS), the organization joined the International Association of Students in Agricultural and Related Sciences (IAAS) in 2017 and formally began its journey as IAAS Bangladesh.

The organization expanded in 2018 with the establishment of IAAS Bangladesh PSTU as its second Local Committee. During the same year, the first National Board was formed, and Md. Jahidul Islam Sajal was elected as the inaugural National Director, laying the foundation for national coordination and organizational growth.



In 2019, the second National Board (2019–20) was constituted, with Md. Tangimul Islam serving as National Director. A major milestone was achieved in 2020, when eight new Local Committees joined IAAS Bangladesh, significantly expanding its national presence. The first National Congress was successfully organized in an online format, and Saleha Khatun Ripta was elected National Director for the 2020–21 term. During this period, the first and second issues of Krishikolpo, the national publication of IAAS Bangladesh, were released. The organization continued to strengthen its activities in 2021.

IAAS Bangladesh BAU joined as the eleventh Local Committee, the second National Congress was organized, and the official website of IAAS Bangladesh was launched. The fourth National Board (2021–22) was formed under Md. Asaduzzaman Nur, who was later succeeded by Mahadi Hasan Tushar as National Director. The third issue of Krishikolpo was also published during this period. In 2022, IAAS Bangladesh KAU became the twelfth Local Committee. The third National Congress, and the first to be held physically, was hosted by IAAS Bangladesh SAU-Dhaka at Sher-e-Bangla Agricultural University. Following the Congress, Zabnatun Naium Shoma was elected National Director. The fourth issue of Krishikolpo was also published.

The year 2023 marked a significant step in regional engagement as ICYA 2023 Asia Pacific was successfully organized by IAAS Bangladesh and hosted by IAAS Bangladesh HSTU. Later that year, the fourth National Congress was hosted by IAAS Bangladesh PSTU, and S. M. Riaz-us Saleheen was elected National Director for the 2023–24 term. A historic achievement was realized in July 2024, when Bangladesh hosted the 67th IAAS World Congress, jointly organized by KUAAS, IAAS Bangladesh BAU, and IAAS Bangladesh PSTU. In September 2024, following the appointment of S. M. Riaz-us Saleheen as Vice President for Communication (VPC) of IAAS World, he resigned from the position of National Director, and Fahad Khan was appointed as Interim National Director. The IAAS Scientific Event 2024 was subsequently hosted by IAAS Bangladesh BSMRSTU.

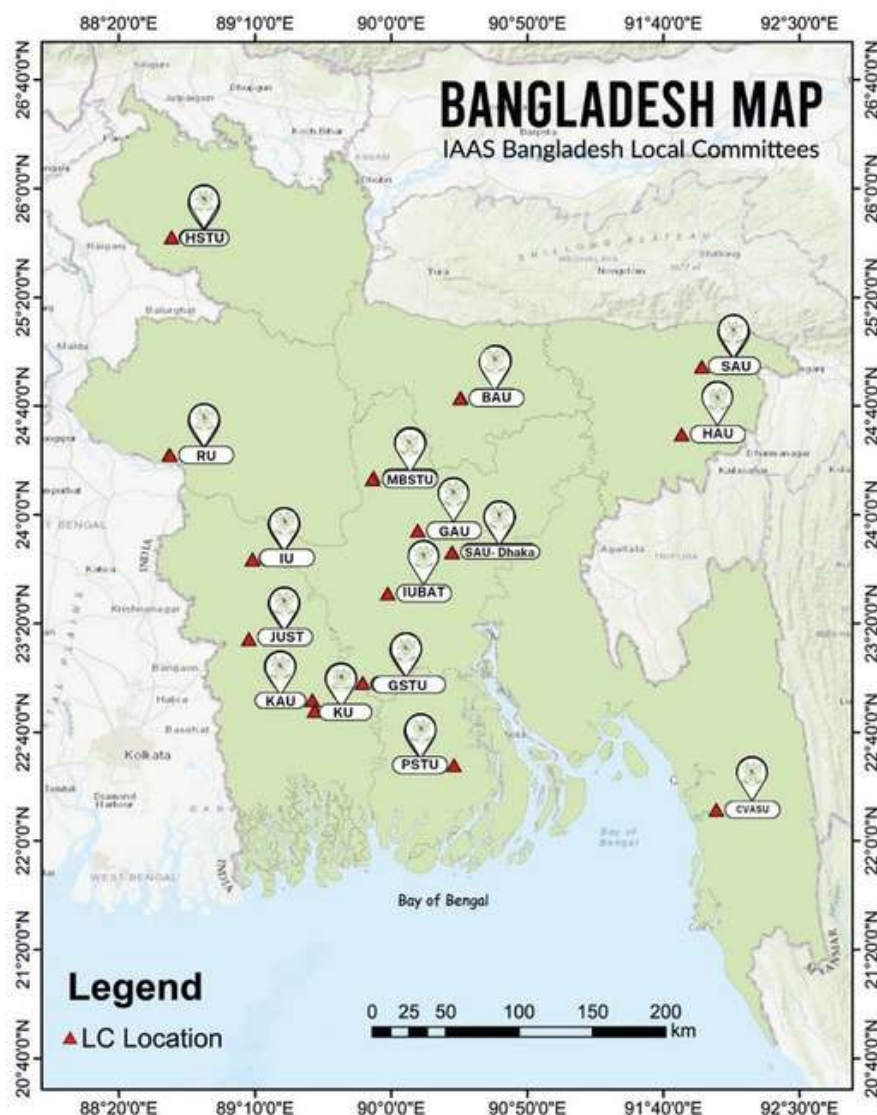
During the General Assembly of December 2024, Md. Israfil Hossain was elected National Director for the 2024–25 term. The same assembly witnessed the admission of GAU, HAU, CVASU, and IAAS Bangladesh IUBAT as Candidate Local Committees, further expanding the national network. In June 2025, Bangladesh hosted the Asia Pacific Directors Meeting (APDM) 2025, organized by IAAS Bangladesh and hosted by IAAS Bangladesh HSTU in Dinajpur, welcoming representatives from across the Asia Pacific Region. Later that year, the IAAS Scientific Event 2025 was successfully organized by IAAS Bangladesh and hosted by IAAS Bangladesh IU in Kushtia.

A significant milestone for the College of Agricultural Sciences, IUBAT, was achieved when IAAS Bangladesh IUBAT, which had joined as a Candidate Local Committee in 2024, attained Full Local Committee Membership during the National Congress 2026, becoming an officially recognized Local Committee of IAAS Bangladesh.

Today, IAAS Bangladesh stands as one of the most active country chapters within the global IAAS network, comprising numerous Local Committees across the country and actively contributing to leadership development, scientific exchange, international cooperation, and sustainable agricultural advancement through national, regional, and global initiatives.

LC

IAAS Bangladesh



19 Local Committees of IAAS Bangladesh :

1. KUAAS
2. IAAS Bangladesh PSTU
3. IAAS Bangladesh SAU-Dhaka
4. IAAS Bangladesh JUST
5. IAAS Bangladesh IU
6. IAAS Bangladesh HSTU
7. IAAS Bangladesh SAU
8. IAAS Bangladesh MBSTU
9. IAAS Bangladesh RU
10. IAAS Bangladesh BAU
11. IAAS Bangladesh GSTU
12. IAAS Bangladesh KAU
13. IAAS Bangladesh CVASU
14. IAAS Bangladesh GAU
15. IAAS Bangladesh HAU
16. IAAS Bangladesh IUBAT
17. IAAS Bangladesh BRUR
18. IAAS Bangladesh TU
19. IAAS Bangladesh DIU

Foundation IAAS Bangladesh IUBAT



The establishment of IAAS Bangladesh IUBAT represents a significant milestone in the development of agricultural student organizations in Bangladesh. While IAAS Bangladesh had traditionally been composed of public agricultural universities, the inclusion of the International University of Business Agriculture and Technology (IUBAT) marked a new chapter by introducing the first private university into the national IAAS network.

The foundation of IAAS Bangladesh IUBAT was laid on 14 November 2024 through the collective efforts of a group of visionary students from the Bachelor of Science in Agriculture program. Recognizing the importance of connecting agricultural education with leadership, innovation, and international collaboration, these students initiated the process of establishing a Local Committee under the constitutional framework of IAAS Bangladesh.



The committee was formally inaugurated on 24 December 2024, becoming the 16th Local Committee of IAAS Bangladesh and the first private university-based Local Committee in the country. During the same year, IAAS Bangladesh IUBAT was admitted as a Candidate Local Committee, initiating its pathway toward full membership within the national organization. Recognized by the IUBAT Registrar's Office, IAAS Bangladesh IUBAT operates under the guidance of a 10-member Advisory Board, led by the Dean of the College of Agricultural Sciences and supported by nine distinguished faculty members. This advisory structure provides

strategic direction, academic mentorship, and institutional support to the committee's activities and long-term development.

The committee's dedication, organizational excellence, and active participation in national and international IAAS activities were further recognized during the National Congress and General Assembly of IAAS Bangladesh in 2026, where IAAS Bangladesh IUBAT was granted Full Local Committee Membership. This achievement officially established IUBAT as a full-fledged member of IAAS Bangladesh and reflected the remarkable progress made by the committee within a short period of time.

Today, IAAS Bangladesh IUBAT serves as a dynamic platform for agricultural students, promoting leadership development, scientific engagement, international exchange, community service, and sustainable agricultural innovation. Guided by the vision “Think Globally, Act Locally,” the committee continues to empower future agricultural leaders while contributing to the advancement of agriculture and rural development in Bangladesh and beyond.

Founding Members



Shahriar Mannan Imon
Talukder



Shahoriar Sabbir Tulon



Sourav Kanti Bala



Md. Atikuzzaman Shuvo



Kamrul Hassan Rabbi



Md. Ahnaf Tahmid



Roksana Alal Maria

Our University IUBAT

The IUBAT-International University of Business Agriculture and Technology, established in 1991, is the first non-government university in Bangladesh and a pioneering institution in higher education with a strong focus on agriculture. The idea of IUBAT was initiated by visionary leadership of its founder Professor Dr. M. Alimullah Miyan in 1989 during his academic collaboration with Kansas State University, USA. His vision was to establish a non-government university that could address the nation's pressing need for skilled human resources, particularly in the fields of agriculture, food security, and rural development.



Since its inception, IUBAT has been committed to agro-economic development and sustainable resource management. Recognizing that agriculture forms the backbone of Bangladesh's economy, the university designed its academic structure to blend modern agricultural science with practical training. Importantly, IUBAT became the first private university in Bangladesh to introduce a Bachelor's degree in Agriculture (BSAg), opening new opportunities for students to pursue higher education in this vital sector. This program equips students with hands-on experience in crop production, soil management, biotechnology, agribusiness, and climate-resilient farming practices.

As a government-approved institution under the 1992 Non-Government University Act, IUBAT has continuously expanded its agricultural programs. Its BSAg graduates emerge not only as competent agricultural professionals but also as innovators and leaders capable of driving rural transformation.

Through education, research, and community engagement, IUBAT fosters self-reliance, sustainable farming systems, and food security—embodying Dr. Miyan's vision of transforming Bangladesh's agro-economy into a driver of national development.

Our Vision



To promote the exchange of experience, knowledge, and ideas, and to improve the mutual understanding between students in the field of agriculture and related sciences all over the world.

Peace to the world

Progress in the world

Stability for the world



With our vision, we want to create a better world by cultivating the 3 foundational values above with our vision. By exchanging experiences, knowledge, and ideas and increasing multicultural understanding in agriculture and related sciences around the world, we can realize peace, progress, and stability in the world.

- The three values are based on the IAAS foundational values **since 1957**.
- The context of the IAAS foundation values itself is no longer the same as its initial context. But **peace** here means a world that is free from any conflict and **peace** inside of every young people who wants to make **progress** in the world to achieve **stability** for the world.

Our Target



At IAAS Bangladesh IUBAT, a Local Committee of IAAS Bangladesh established in 2024 at the College of Agricultural Sciences, IUBAT—International University of Business Agriculture and Technology, we believe that everyone passionate about agriculture and related sciences is part of our community. Our target audience includes both students and partners, whom we view as the key stakeholders of our mission and activities. Understanding our audience helps us create meaningful opportunities, impactful programs, and lasting connections. We classify our target audience into two main categories: **Internal Audience and External Audience.**

Internal Audience

Our internal audience consists of IAAS members and volunteers who actively participate in the organization's activities and initiatives. These individuals seek knowledge, practical experience, leadership development, professional networking, and cultural exchange opportunities. As a student-driven organization, IAAS Bangladesh IUBAT is committed to helping its members grow academically, professionally, and personally. Through projects, workshops, competitions, exchange programs, and leadership opportunities, we empower our members to become future leaders in agriculture and related sciences.

External Audience

Our external audience includes non-member students, academic institutions, industry professionals, agricultural organizations, development partners, researchers, alumni, advisors, sponsors, and other stakeholders who share our vision. By building partnerships with like-minded organizations and individuals, IAAS Bangladesh IUBAT strengthens its capacity to create positive impacts within the agricultural sector and society. Collaboration enables us to connect students with real-world opportunities while contributing to sustainable agricultural development at local, national, and international levels.

Our Perspective

IAAS Bangladesh IUBAT serves as a bridge between students, academia, industry, and the global IAAS network. While our primary focus is on students of the College of Agricultural Sciences at IUBAT, our vision extends beyond campus boundaries. We aim to nurture future agricultural professionals who think globally, act locally, and contribute meaningfully to society. As part of the worldwide IAAS family, we embrace diversity, innovation, collaboration, and leadership, creating opportunities that connect local talent with global possibilities.

Our Values



Thrive for Excellence

IAAS acts toward high-quality performance and impact within our network by providing training and achieving high-quality performance, inspiring and empowering future generations to accomplish a meaningful impact. We strive to mobilize our contribution and be innovative while aiming for excellence.



Team-Oriented

We provide an exceptional platform to spread and exchange knowledge, experiences, ideas, and values. We develop with our members worldwide. We are inclusive by respecting and actively encouraging contributions from every individual.



Innovation

IAAS is working to prepare future professionals to address the issues that affect agriculture and related sciences. Our projects and events aim to increase understanding and open the conversation on sustainable innovation in our sector.



Leadership

IAAS prepares youth to meet the challenges of their future work with a practical and global overview by providing leadership positions at various levels. We encourage leadership by allowing youth to take meaningful action and empowering them to inspire others and attract positive change.



Diversity

Our global network provides youth the opportunity to learn, experience, and grow in a multicultural setting. We value respect and equality.



Sustainable

We act in a sustainable way for our organization and society. Our decisions take into account the needs of future generations.

Our Product / Service



At IAAS Bangladesh IUBAT, we provide a dynamic platform that empowers students of agriculture and related sciences to learn, lead, connect, and grow. As a Local Committee of IAAS Bangladesh at the College of Agricultural Sciences, IUBAT, we bridge academic learning with practical experiences through local initiatives, national engagement, and global opportunities.

We believe that future agricultural leaders are developed through meaningful experiences, collaboration, and international exposure. Through our activities, members gain knowledge, skills, networks, and opportunities that prepare them to contribute to sustainable agricultural development and become changemakers in their communities and beyond.

What We Offer



Global Exposure & Cross-Cultural Understanding

As part of the worldwide IAAS network, members connect with students and young professionals from over 50 countries. Through exchanges, international meetings, webinars, and collaborative projects, members develop intercultural competence and a global perspective on agriculture.



Leadership Development

IAAS Bangladesh IUBAT provides opportunities for students to lead projects, organize events, manage teams, and represent their institution at national and international levels. These experiences help members develop confidence, communication skills, and professional leadership abilities.



Professional & Academic Development

Through seminars, workshops, training sessions, field visits, industrial tours, research initiatives, and knowledge-sharing activities, members gain practical insights that complement their academic studies and prepare them for future careers.



Networking & Community Building

Members become part of a diverse network of students, academics, industry professionals, alumni, and partner organizations. These connections create opportunities for collaboration, mentorship, and professional growth.



Innovation & Project Experience

IAAS Bangladesh IUBAT encourages students to transform ideas into action through projects, campaigns, competitions, and community engagement initiatives. Members learn project management, teamwork, problem-solving, and innovation while creating positive impacts in society.

Our Personality

We are **Global** , **Independent** , **Non-Profit** , **Non-Political** ,
and **Non-Governmental** student society.



We do not discriminate on the basis of race, color, religion, gender, gender expression, sexual orientation, national origin, disability, ethnic, or social origin.

Global

Our presence in over 50 countries and territories across the globe makes us global.

Independent

We are independent from the decisions made during the international meeting in Paris (1957) as a collection of people who organize to pursue a charitable goal at local, national, and global levels.

Non-Profit

All money earned by or donated to IAAS is used in pursuing the organization's objectives and keeping the operational running.

Non-Governmental

IAAS is never guided by, nor does it support or participate in, any political party, ideology, personality, or doctrine.

Non-Governmental

Our mission and activities are not directly relating to any political or motivated by government, and it's pure to influence the society. This is why we are Non-Governmental Student Society.

Our Mission



-  Encourage the exchange of ideas in all areas of education and practice in Agriculture and Related Sciences.
-  Promote cooperation and understanding between Agriculture and Related Science students from around the world.
-  Promote cooperation and understanding between Agriculture and Related Science students from around the world.
-  Prepare students to meet the challenges of their future work with a practical and global outlook.
-  Encourage the formation and development of local agricultural and related science student organizations.
-  Organizing international meetings, seminars, and training periods abroad for students of Agriculture and Related Sciences.
-  Promote sustainable agriculture, economy and food production worldwide.

Our Tone of Voice



CULTURED

We live inclusively and our network of people from different countries, cultures, and backgrounds. We believe that respecting everyone's opinions is very important

INNOVATIVE

We give ourselves to innovate the way we think to achieve our mutual goals and our mission in the organization.

ENTHUSIASTIC

We express ourselves in a friendly and lively with our network. We seek out our enthusiasm about the issues we care about in the organization.

DEDICATED

We are dedicated to topics that are related and currently growing toward that associated issues. As a youth-run organization, we need to strive to achieve the betterment of society through our actions.

INSPIRING

We are passionate about our sector which we can inspire other organizations to be engaged with us to achieve our mutual goals together.



Our Brand Name



The full name of IAAS Bangladesh IUBAT is:

International Association of Students in Agricultural and Related Sciences (**IAAS**), **Bangladesh**, International University of Business Agriculture and Technology (**IUBAT**).

Here, IAAS refers to the International Association of Students in Agricultural and Related Sciences, Bangladesh represents the National Committee under which the chapter operates, and IUBAT refers to the International University of Business Agriculture and Technology.

The acronyms IAAS and IUBAT are official names and must always remain unchanged in all communications, publications, promotional materials, and translations. When translating content into Bangla or any other language, both acronyms must be retained in their original form to ensure consistency with the global IAAS identity and the institutional identity of IUBAT.

**International Association of Students in Agriculture
and Related Sciences Bangladesh IUBAT**

Our Tagline



Think Globally, Act Locally! Go Further Go IAAS!

Our tagline, "**think globally, act locally**," captures our essence as an organization that develops young people's leadership by having a global mindset. Still, we also act locally while strengthening brand trust through the reference to the year IAAS was founded in 1957. To complement our primary tagline, we have a worldwide tagline that is constantly being used to give the spirit of IAAS toward our members, which is "**Go Further, Go IAAS!**"

How do we call our fellow IAAS members?

FamilIAAS

How do we call our members?

IAASer

Our Logo



The official logo of IAAS Bangladesh IUBAT consists of a globe, where a map of Bangladesh is present on the globe, and two stalks of wheat with the letters IAAS above and Bangladesh IUBAT below the globe

This is the only official logo of IAAS Bangladesh IUBAT. No modified, redesigned, distorted, recolored, or alternative versions of the logo may be used without official approval.

The logo is available in three official color versions:

- **IAAS Green Logo**
- **Regular Black Logo**
- **Regular White Logo**

These are the only approved logo variations for use across all platforms and materials.

All posters, social media content, publications, reports, presentations, certificates, banners, merchandise, and other promotional materials must use one of the three official logo versions. The logo must be displayed clearly and consistently to maintain the visual identity and professional image of IAAS Bangladesh IUBAT.

Do not alter the logo's color

IAAS Green Logo



**International Association of
Students in Agricultural and Related
Sciences Bangladesh IUBAT**

Regular Black Logo



**International Association of
Students in Agricultural and Related
Sciences Bangladesh IUBAT**

Regular White Logo



**International Association of
Students in Agricultural and Related
Sciences Bangladesh IUBAT**

Logo Usage



To maintain the visibility, impact, and integrity of the IAAS Bangladesh IUBAT logo, sufficient clear space must always be preserved around it. This clear space prevents the logo from being crowded by text, images, graphics, or other visual elements.

Providing adequate breathing room ensures that the logo remains prominent, recognizable, and visually effective across all applications.

No text, image, border, pattern, or other design element may enter the designated clear space surrounding the logo. The logo should always be positioned with enough separation from surrounding content to maintain its clarity and professional appearance.

This clear space requirement applies to all posters, social media content, publications, presentations, certificates, banners, merchandise, and digital platforms.



Here are examples of how to use the IAAS logo on the right medium. Make sure the logo is visible whenever you put them on any background.



Color Palette



Our brand color is IAAS Green. IAAS Green represents our association as a youth in agriculture and natural sciences. We also have other colors to complement the imagery of IAAS that are derived from our brand color, which we call these colors an extended colors palette.

#70AD47

RGB 112 173 71

CMYK 35 0 59 32



Primary colors

#47AD51

RGB 71 173 81
CMYK 59 0 53 32

Secondary colors

#FCD200

RGB 252 210 0
CMYK 0 17 100 1

#8447AD

RGB 132 71 173
CMYK 24 59 0 32

#47AD84

RGB 71 173 132
CMYK 59 0 24 32

#FD9F00

RGB 252 159 0
CMYK 0 37 100 1

#25184F

RGB 37 24 79
CMYK 53 70 0 69

#D9D40C

RGB 217 212 12
CMYK 0 2 94 15

#E44036

RGB 228 64 54
CMYK 0 72 76 11

#262626

RGB 38 38 38
CMYK 0 0 0 85

Neutral colors

#BFBFBF

RGB 191 191 191
CMYK 0 0 0 25

#F2F2F2

RGB 242 242 242
CMYK 0 0 0 5

#FFFFFF

RGB 255 255 255
CMYK 0 0 0 0

The Gradients



#47AD51

RGB 71 173 81
CMYK 59 0 53 32

#D9D40C

RGB 217 212 12
CMYK 0 2 94 15



#47AD84

RGB 71 173 132
CMYK 59 0 24 32

#D9D40C

RGB 217 212 12
CMYK 0 2 94 15



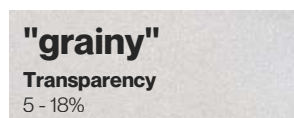
#47AD51

RGB 71 173 81
CMYK 59 0 53 32

#47AD84

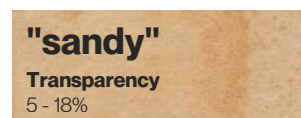
RGB 71 173 132
CMYK 59 0 24 32

Texture



"grainy"

Transparency
5 - 18%



"sandy"

Transparency
5 - 18%



"acrylic paint"

Transparency
5 - 18%



"liquid"

Transparency
5 - 18%



"paper"

Transparency
5 - 18%



"wall"

Transparency
5 - 18%

Typeface



The primary typeface of IAAS Bangladesh IUBAT is **Public Sans** as our brand font. This typeface is robust and neutral for interfaces, text, and headings. It is recommended to use this font in any medium. Below you can use the recommended configuration for this font.

Public Sans Thin
Public Sans Thin Italic
Public Sans Regular
Public Sans Regular Italic
Public Sans Bold
Public Sans Bold Italic
Public Sans Black
Public Sans Black Italic

Our secondary font is now called **Neue Montreal**. This font is mainly used as the title and focused on the Exchange Program and other programs such as Global Projects and Scientific Events font. We recommend using this font as title, heading, and sub-title. For long text, keep sticking with Public Sans.

Neue Montreal Thin
Neue Montreal Thin Italic
Neue Montreal Regular
Neue Montreal Regular Italic
Neue Montreal Bold
Neue Montreal Bold Italic

For official documents addressed to the Government of the People's Republic of Bangladesh, university authorities, administrative offices, NGOs, and formal agreements such as Memorandums of Understanding (MoUs), the recommended typeface is **Times New Roman** and **Times New Roman MT**. This font ensures a professional, formal, and widely accepted appearance for official correspondence and institutional documentation. The recommended body text size is 12 pt, while headings and titles should be set between 14 pt and 18 pt, depending on the document hierarchy and emphasis required.

Times New Roman Regular
Times New Roman Regular Italic
Times New Roman Bold
Times New Roman Bold Italic

Times New Roman MT Regular
Times New Roman MT Regular Italic
Times New Roman MT Mediam
Times New Roman MT Mediam Italic
Times New Roman MT SemiBold
Times New Roman MT SemiBold Italic
Times New Roman MT Bold
Times New Roman MT Bold Italic

For Bengali-language official documents addressed to government offices, university authorities, administrative bodies, NGOs, and formal agreements such as Memorandums of Understanding (MoUs), the recommended typefaces are **SolaimanLipi**, **Kalpurush**, or **Siyam Rupali**. These fonts provide a professional, readable, and widely accepted appearance for formal Bengali documentation. The recommended body text size is 12 pt, while headings and titles should be set between 14 pt and 18 pt, depending on the document hierarchy and level of emphasis required.

সোলায়মানলিপি Light
সোলায়মানলিপি Light Italic
সোলায়মানলিপি Bold
সোলায়মানলিপি Bold Italic

কালপুরুষ light
কালপুরুষ light Italic
কালপুরুষ Bold
কালপুরুষ Bold Italic

সিয়াম রূপালী light
সিয়াম রূপালী light Italic
সিয়াম রূপালী Bold
সিয়াম রূপালী Bold Italic

Content

Writing



When delivering messages to the world, attention to every stage of the content creation process is essential. All information shared should be accurate, sourced from reliable references, free of grammatical errors, purposeful, and engaging for the audience. To ensure high-quality communication, IAAS Bangladesh IUBAT follows three key stages of content creation: **Initiation, Planning, and Execution.**



INITIATION

Determine the audience and main goal of your content. Identify the key messages you want to convey to your audience and define the desired call to action. Once these elements are clearly established, begin gathering information from reliable and credible sources to support your content.



PLANNING

All sources that you collect should be organized and properly documented. You may use various content-writing formulas, but one of the most widely used is the **AIDA Formula**:

A – Attention (Awareness)

Capture the audience's attention with an engaging title. You can do this by:

- Challenging common beliefs or assumptions.
- Offering quick solutions to audience problems.
- Highlighting common mistakes people make.
- Creating curiosity that encourages further reading.

I – Interest

Build audience interest by providing compelling reasons to continue reading. This can be achieved through:

- Interesting facts and statistics.
- Inspiring quotes.
- Relevant examples, case studies, or use cases.

D – Desire

Create an emotional connection with the audience and build trust. You can do this by:

- Highlighting the benefits of your product, service, event, or content.
- Demonstrating value and relevance to the audience's needs.
- Showing how the audience can benefit from taking action.

A – Action

Encourage the audience to take one specific action. Clearly tell them what to do next. For example:

- Follow your social media accounts.
- Register for an event.
- Visit a website.
- Download a resource.
- Contact your organization for more information.



EXECUTION

Start to create the desired design and make it align with IAAS Brand Guidelines to make your content branded. Before you start designing, you could collect inspirations and resources in any other platform (Pinterest, Behance, Dribbble, etc.) and collect your resources (pictures, footages, fonts, soundtrack, etc.) to support your content creation. Share your content exactly in which time your audience is most actively looking at their social media.

Photography Approach



Maintaining high photo quality is essential. We should use high-resolution, professional-quality photography in all content we create. The visual elements should reflect IAAS values and themes, including students, agricultural professionals, researchers, agriculture, nature, crops, food systems, climate change, sustainability, and multiculturalism.

Members are encouraged to access and contribute photographs to the IAAS Photo Library. Please refer to the link provided in the Brand Assets section for available resources.

Photo Credits

Providing proper credit for photographs is mandatory as a sign of respect and appreciation for the photographer's work. Photo credits should be placed in the bottom-left corner of the image whenever possible. Credits may include the photographer's name, the image owner, or the source of the photograph.

However, if an image is sourced directly from Canva and complies with Canva's licensing requirements, photo credit is not required.



Recommended free stock photos:

- Unsplash.com
- Flickr.com
- Pexels.com
- Canva

Video Approach



Videography is one most complex media that can express the viewer's feelings.

Videography is one of the most powerful forms of content, allowing others to engage with and experience our stories. These videos may be published as Reels, Stories, TikTok videos, YouTube content, Shorts, or IGTV. We provide the following video guidelines to help you capture and showcase the most genuine, engaging, and impactful moments for viewers while maintaining the values and standards of IAAS.

Raising Awareness:

A video about new topics or trends that could increase our audience's awareness on sustainability, agriculture or related sciences.

Educational:

Let our audience get informed about what is happening in the world nowadays in agriculture and related sciences.

Informational:

Give your audience about our activities, our IAAS missions, or opportunities.

Partnerships:

Let our audience know about your partnerships activities with your partners.

Inspirational:

To motivate our audience through inspirational messages or stories.

Showcasing stories:

To inspire your audience by presenting your members' stories in IAAS Bangladesh IUBAT



Reel



Documentry



Story

Please ensure that all videos are respectful and socially responsible, do not contain harmful, offensive, discriminatory, or misleading content, respect privacy and obtain consent from identifiable individuals, comply with copyright and intellectual property laws, use only licensed, royalty-free, original, or properly credited materials, and align with the mission, vision, values, and professional standards of IAAS.

Blog

Writing



Blog writing provides an excellent opportunity for IAAS Bangladesh IUBAT to communicate its vision, mission, activities, and impact while showcasing the achievements, experiences, and stories of its members. Through blogs, we can inspire students, agricultural enthusiasts, and the wider community by sharing meaningful insights, knowledge, and experiences related to agriculture, leadership, sustainability, innovation, and youth development. We encourage all members to contribute blog content that reflects the values and objectives of IAAS Bangladesh IUBAT. Blogs may be published on our website, social media platforms, newsletters, and other communication channels.

Important: As IAAS is an international organization, it is recommended that blogs be written in English to reach a broader audience.



Personal Story

Share personal experiences, exchange programs, volunteering journeys, leadership experiences, field visits, or inspiring moments within IAAS Bangladesh IUBAT. Personal stories help readers connect with authentic experiences and understand the impact of IAAS on individual growth.

Promotional

Promote upcoming events, projects, campaigns, workshops, seminars, competitions, partnerships, and achievements of IAAS Bangladesh IUBAT. Promotional blogs should inform, engage, and encourage participation.

Scientific Article

As an agricultural student organization, members are encouraged to publish articles on agricultural research, innovations, climate-smart agriculture, food security, biotechnology, sustainability, and other related topics. Scientific articles help educate readers and showcase academic excellence.

Informational

Provide educational and informative content on current agricultural issues, environmental challenges, emerging technologies, policy developments, and global agricultural trends. Informational blogs should deliver accurate, relevant, and valuable knowledge to readers.

Tips and Tricks

Share practical advice, agricultural techniques, career guidance, leadership tips, study strategies, sustainability practices, or productivity hacks that can benefit students and young professionals.

Survey and Quizzes

Interactive content such as surveys, quizzes, polls, and questionnaires can be used to engage readers, collect feedback, increase participation, and create a more interactive experience for the IAAS Bangladesh IUBAT community.

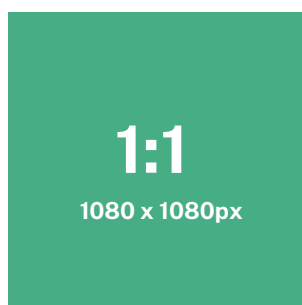
Content Layout



To maintain a professional and consistent visual identity across all digital platforms, IAAS Bangladesh IUBAT recommends using the designated content dimensions and layouts for social media posts, stories, videos, and promotional materials.

- The recommended post sizes may be used across all social media platforms, including Facebook, Instagram, LinkedIn, X (Twitter), TikTok, and YouTube.
- When uploading long-form videos or YouTube content, create a suitable cover or thumbnail following the recommended dimensions to ensure visual consistency.
- Use the Story format for Instagram and Facebook Stories to maximize visibility and engagement.
- Follow the recommended video dimensions for each platform. For Instagram carousel posts, a square (1:1) format is recommended when using video covers as carousel content.
- Ensure that all content aligns with the IAAS Brand Guidelines, maintaining consistency in branding, typography, colors, and visual presentation.

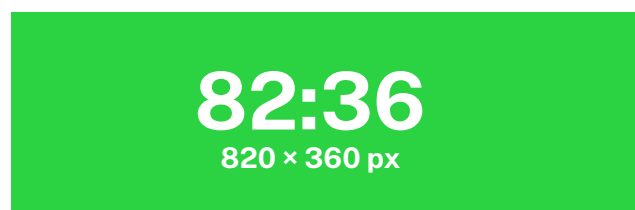
Posts Size



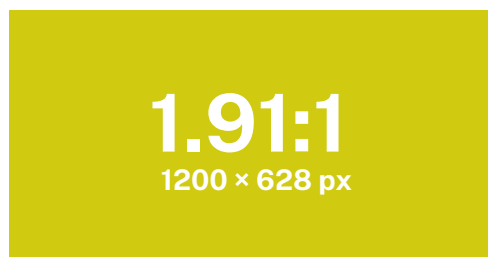
Stories and Reels IGTV Cover



Facebook Page cover



Facebook Event Cover



Google Form Header



Youtube Video



Presentation Slide & Blog



Brand Collaboration



You can put much effort into raising awareness of your causes as a single brand. However, when you have the chance to team up with another company or partner, ready to fight along with you, the magic begins. This is why we're so fond of collaborations with brands. They give us the ability to amplify and gain greater scope for our common purpose.

The key to successful co-branding is to make it beneficial to both partners. Both partners need to have something to gain and provide some value to each other. Brand partnerships need to be a win-win for both parties involved. When setting up a co-branding partnership, several things need to be defined.



GOAL OF THE PARTNERSHIP

The goal of a partnership is the most important thing to define. The shared purpose should be aligned with the intention of all the organizations participating in the brand relationship. In the case of IAAS Bangladesh IUBAT, this means that we will collaborate on exchange programs, study abroad, cross-cultural exchanges, activities, the global initiative, agriculture and related sectors, and Sustainable Development Goals (SDGs).



SPECIFIC GOAL OF THE CAMPAIGN

After knowing the basic aim of the campaign, the second step is to understand what the indicator of success would be and what form of co-branding should be used. Collaboration may include employer branding, external product campaigns, or other events, but what they want to see as a measure of the performance of the brand relationship should be clearly described by all the involved organizations.



CHANNELS FOR CAMPAIGN

With all organizations involved in the partnership knowing the measurement of success, there can be clarity on which channels and platforms can launch it. The channel includes discussing what social media and external platforms are most relevant to achieve a common goal.



CONTENT PLAN FOR THE CAMPAIGN

Since the objective, the call for action, and the channels used are clear, the next step is to create the content plan for the campaign. This includes determining what type of content will be designed, how it will be created, and in what timeline.



Hashtags Management



You can increase the visibility and impact of IAAS Bangladesh IUBAT by using relevant and consistent hashtags across all social media platforms. Hashtags help reach students, agricultural professionals, researchers, and international audiences while strengthening the IAAS brand identity.

Best Practices

- Use a combination of branded, event-specific, and agriculture-related hashtags.
- Encourage members and participants to use official hashtags in their posts.
- Monitor hashtag performance regularly to identify the most effective ones.
- Maintain consistency across all official communications and campaigns



Branded Hashtags Specific to IAAS Bangladesh IUBAT

#IAASBangladeshIUBAT, #IAASBangladesh, #IAASIUBAT, #IAASVCP, #FamilIAAS, #ThinkGloballyActLocally, #IAASExchangeProgram, #IAASStudyAbroadProgram, #IAASWomenInAgriculture, #IAASers, #GoFurtherGoIAAS, #IAAS



Agriculture, Sustainability & Development Hashtags

To reach a wider audience, you can use relevant hashtags related to agriculture, environment, education etc. ex: #Agriculture, #FoodSecurity, #SustainableAgriculture, #ClimateSmartAgriculture, #AgriculturalInnovation, #AgriYouth, #SDGs, #GreenFuture, #RuralDevelopment, #Sustainability



Event-Specific Hashtags

With all organizations involved in the partnership knowing the measurement of success, there can be clarity on what channels and platforms can launch it. The channel includes discussing what social media and internal platforms are most relevant to achieve a common goal. ex: #IAASIUBATRecruitment2026, #IAASIUBATOrientation, #IAASIUBATLocalCongress, #IAASIUBATAgriTalk, #IAASIUBATGlobalExposure



Tag IAAS Committees, Partners & Universities

When collaborating with organizations, include their official hashtags and tags to maximize reach and engagement. Coordinate with partners to ensure consistent branding and communication.



Recommended Standard Hashtag Set for Every Post

#IAASBangladeshIUBAT, #IAASBangladesh, #IAAS, #FamilIAAS, #Agriculture, #YouthInAgriculture, #Sustainability, #FutureAgriLeaders, #ThinkGloballyActLocally

Co-branded logos



Co-branding demonstrates a partnership between IAAS and other partners and represents an exchange of brand credibility. We use co-branded logos in collaborative initiatives, whitepapers, presentations, events, and other materials related to joint activities where both brands have ownership or involvement.

It is your responsibility to obtain and understand the appropriate permissions from IAAS Bangladesh IUBAT and the partner organization before using a co-branded logo.

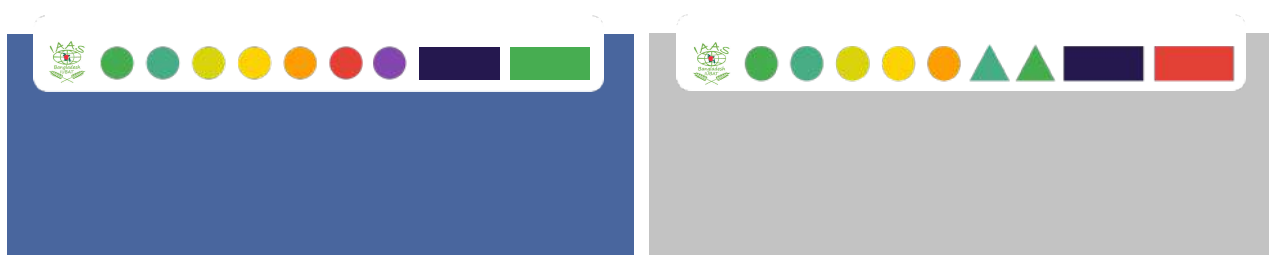
When using a partner's logo, always follow the partner's brand guidelines and standards with the same level of care and respect as you would apply to IAAS Bangladesh IUBAT branding.

Brand guidelines and usage requirements of partner organizations are typically available upon request.

One to six (1-6) Partners & Collaborators



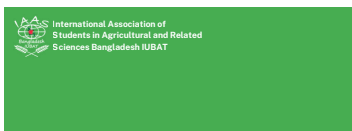
more than 6 partners



Do and Don't



Do



Use only **the official LC watermark**.



For 1:1 post, you can use **the old version** of the watermark only



For the 4:5 post, you need to use **the new watermark** only for the 4:5 post.



Use the **different watermark** from the background-color.



For the 4:5 post, use **LC entity social media ID** on the bottom of the content

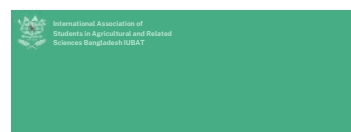


Use LC logo only for LC Social Media platforms profile picture.

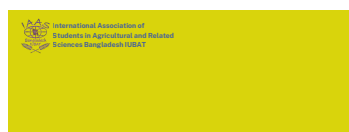
Don't



Do not put any other **IAAS country or LC logo** into the watermark. It will **decrease the brand** of IAAS Bangladesh IUBAT.



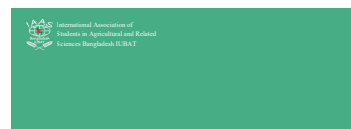
Do not put your IAAS country logo into the acronym watermark. It **will decrease the brand** of IAAS Bangladesh IUBAT.



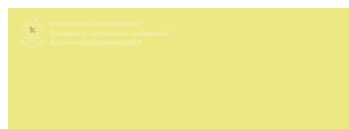
Do not **change the color** of our logo.



Do not **rotate the logo**.



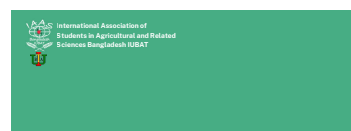
Do not **change the font** of the logo.



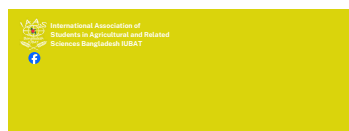
Do not **change the opacity/making transparent** of the logo.



Do not **add shadow** to the logo.



Do not **add any element** in the logo.



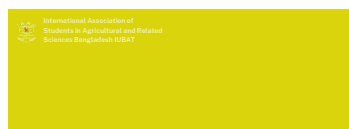
Do not put media partners' logos **exceeding the hidden zone**



Do not put a **watermark similar** to the background's color.



Do not **crop** the logo.



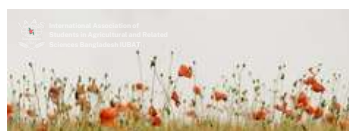
Do not **change the size** of the logo.



Do not **distord or skew** the logo.



Do not **use two logos at once**.



Do not put the logo on a **cluttered background**, making it hard to see.

Content Design

Educational Content

Create educational content that can certainly be entertaining, informational, inspiring, and engaging. Content that educates is not limited to manuals and textbooks; other examples include tutorials, how-to guides, recipes, and others.

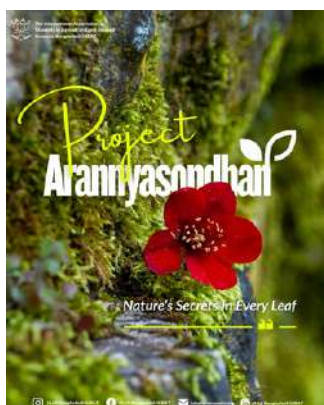
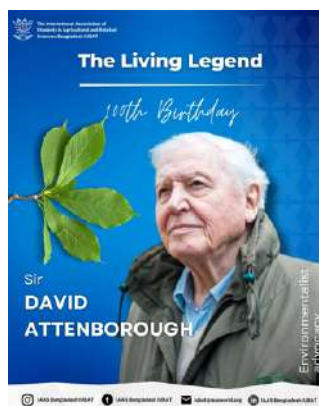


Promotional Content

Create promotional content that educates audiences about recent promotions, upcoming activities, or partnerships.

Inspirational Content

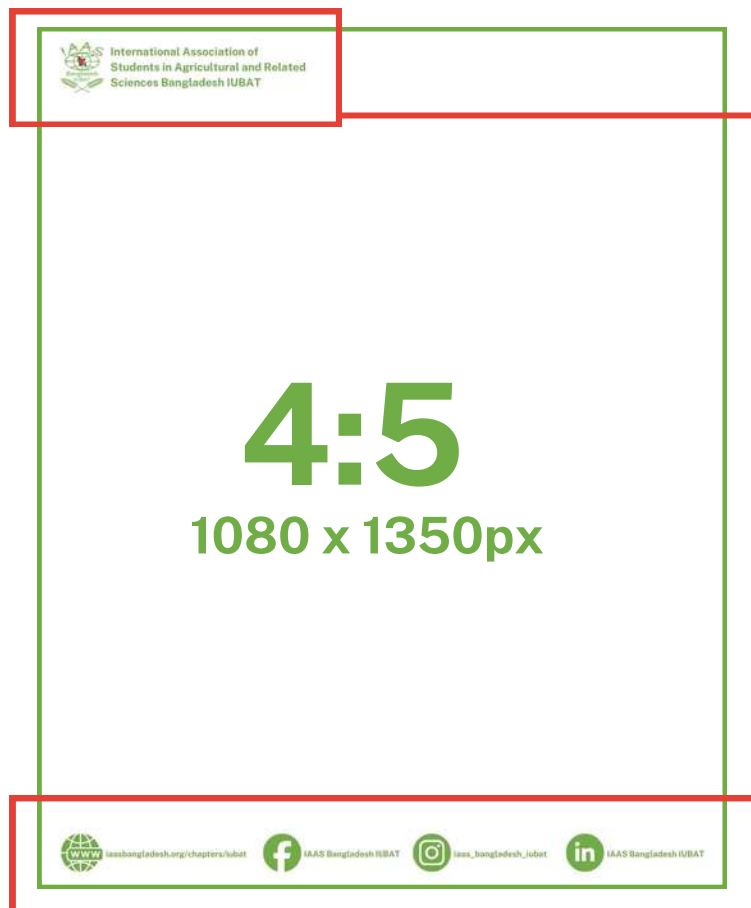
Create motivational content to motivate your audience through inspirational messages or stories.



Entertaining and Engaging Content

Create entertaining content that could bring positive audience emotions and amuse them. This content can be fun facts, puzzles, original pictures, and others.

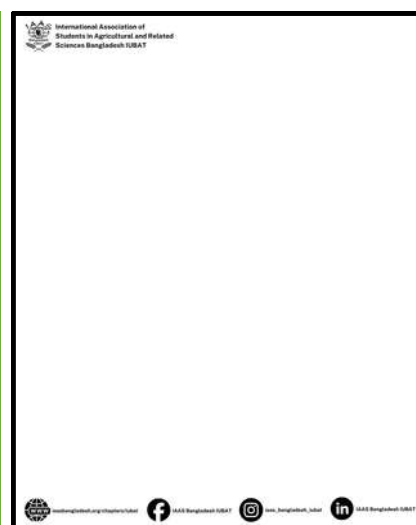
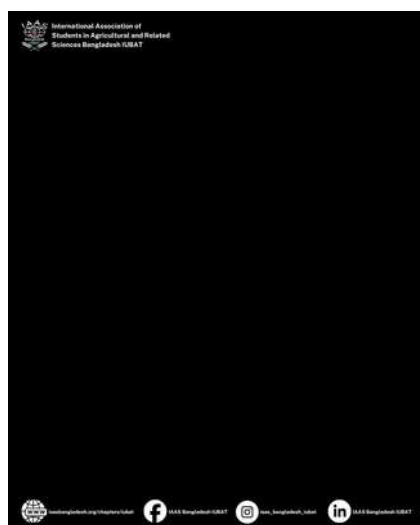
Poster Frame



IAAS Bangladesh IUBAT
official watermark

Entity social media ID on
the bottom of the content

Three colour of Templates (IAAS Green, Black & White)



Inclusivity



What is inclusivity?

At IAAS Bangladesh IUBAT, inclusivity means creating a welcoming environment where every student feels respected, valued, and empowered regardless of their gender, ethnicity, culture, religion, background, or abilities. We believe that diversity strengthens our community and encourages innovation, collaboration, and personal growth. As a student-led agricultural organization, we strive to ensure that everyone has equal opportunities to learn, contribute, and lead.



Why Inclusivity Matters for IAAS Bangladesh IUBAT ?

IAAS Bangladesh IUBAT is committed to empowering future leaders in agriculture and related sciences. By embracing inclusivity, we create a platform where students from diverse backgrounds can exchange ideas, develop leadership skills, and work together to address agricultural and sustainability challenges. An inclusive culture helps us build stronger teams, foster innovation, and represent the global values of IAAS while serving our local community.

Why Inclusive Communication is Crucial ?

When creating content for IAAS Bangladesh IUBAT, it is important to:

- Represent diverse students and communities in photos and videos.
- Use respectful and inclusive language.
- Promote equal participation and opportunities for all members.
- Be mindful of cultural and social diversity.
- Highlight collaboration, sustainability, and global citizenship.
- Encourage open dialogue and mutual respect.
- Use hashtags that reflect diversity, inclusion, and agricultural development.

IAAS Bangladesh IUBAT believes that agriculture grows stronger when every voice is heard and every individual has the opportunity to contribute.

Inclusive Writing



Race Inclusive Writing

Writing race-inclusive content is essential to creating inclusive and respectful content for all readers. Avoid using terms or phrases that may be considered offensive or insensitive to certain racial groups. Instead, use inclusive and neutral language. For example, instead of "minorities," use "people of color." Make use of representation: Use images and illustrations that reflect the diversity of the people you are writing about. If you're writing about a group of people, make sure the group is represented in a way that accurately reflects the group's diversity. Keep stereotypes in mind: Avoid perpetuating stereotypes in your writing by being aware of them. Avoid, for example, using language that reinforces negative stereotypes about a specific racial group.

Gender Inclusive Writing

Writing gender-inclusive content involves ensuring that your language is inclusive of all genders and avoids making assumptions about a person's gender based on their name or pronouns. Here are a few tips on how to write gender-inclusive content:

- Use gender-neutral pronouns: Instead of using "he" or "she," use "they" or "their" when referring to an individual whose gender is not specified or when referring to a group of people. Use non-gendered language: Avoid using gendered terms such as "fireman" or "policewoman" in favor of terms such as "firefighter" or "police officer." Avoid gendered assumptions: Don't assume that someone's job or role is tied to their gender, and don't make assumptions about someone's gender based on their name or appearance. Be mindful of your language: Be aware of words and phrases that are gendered, and try to find alternatives when appropriate. Respect people's pronouns: If someone goes by a certain set of pronouns, respect that and use them when referring to them. Avoid stereotypes: Don't reinforce harmful stereotypes by using gendered language or suggesting that certain activities, traits, or roles are exclusively associated with one gender. Be inclusive of all genders: Remember that there are many different genders and identities, and strive to make your content inclusive of all of them.

Mental health Inclusive Writing

Writing content inclusive of mental health issues necessitates being mindful of the language and imagery used and being sensitive to the experiences of those who may be affected by mental health issues. Here are some examples of mental health-inclusive content:

- Use first-person language: Avoid using terms stigmatising or stereotyping people with mental illnesses. Instead, use person-first language, such as "people suffering from mental illnesses" or "people living with schizophrenia." Keep triggering language and imagery in mind: Avoid using language or imagery that could upset people who have experienced trauma or mental health issues. Be aware of different communities' experiences: Mental health issues can affect people of all backgrounds and communities, and it's critical to be aware of the unique experiences and challenges different groups may face. This includes being aware of cultural and linguistic differences and comprehending how different communities may perceive and experience mental health issues. Make use of inclusive language: Avoid using gendered language, ableist language, or language that discriminates against people based on their race, religion, or sexual orientation, or any other aspect that could be considered discriminatory. Encourage people to seek help: Encourage people to seek help and support if they are suffering from mental illnesses, and provide information on where they can get it.

Inclusive Design



Disabilities Inclusive Writting

Writing disability-inclusive content is an important steptoward making our society more inclusive and equitable. Here are a fewpointers to consider when creating disability-inclusive content:

- Use person-first language: It is critical to use person-first language when referring to someone with a disability. Write "the person with a disability" instead of "the disabled person." This acknowledges the individual as a whole rather than just their disability. Avoid using
- ableist language: When referring to people with disabilities, avoid using derogatory or stigmatizing language. Avoid words like "handicapped" or "crippled," for example. Consider the images you
- use: When creating visuals for your content, consider the images you use. Use images that do not stereotype or portray people with disabilities negatively. Instead, strive to use images that accurately represent people with disabilities while respecting their diversity. Consider accessibility: When creating content, keep people with
- disabilities in mind. Examples include using clear and straightforward language, providing alternative text for images, and ensuring the content is navigable with a keyboard or screen reader.



Inclusive design

Designing inclusive social media posts involves being mindful of the language and imagery you useand the audiences you are trying to reach. Here are a few tips to help you create inclusive content:

- Use inclusive language: Avoid using gendered language instead of gender-neutral terms. For example, instead of using "he" or "she," use "they" or "them." Be mindful of imagery: Use images that represent a
- diverse range of people, including those with disabilities, different ages, and different ethnicities. Avoid using stereotypes and ensure that the imagery is respectful and non-offensive. Be sensitive to cultural differences: Be aware of cultural norms and customs when
- creating content. For example, avoid using imagery that may be considered insensitive or offensive in certain cultures.

Organizational Flower



KRISHNACHURA

Krishnachura — The Fire Tree of Bangladesh "Krishnachura's crimson blossoms at my ear, I come to enchant the world with fragrance and color." — Kazi Nazrul Islam The famous Poet of Bangladesh said it all in just two lines. A red canvas painted across the sky, a sharp and stunning spectacle — Krishnachura is not merely a tree. It is Bangladesh's burning identity, announced every summer in flames of red. Krishnachura is a towering tree, known to science as *Delonix regia*. With its breathtakingly delicate leaves and fierce, fire-red blossoms, it belongs to the Fabaceae family — the very same tree the world romantically calls the Flamboyant, or Gulmohar.

When the heat of summer exhausts all of nature, this tree alone sets the sky ablaze — as if whispering defiantly, "I am still here." But beauty has never been safe from human hands. In September 2021, the ancient Krishnachura trees standing beside Curzon Hall and Shahidullah Hall of Dhaka University were cut down. Students poured into the streets, holding placards that read "Krishnachura must not be cut." That day, it was not just trees that fell entire generations of shade, memory, and belonging were severed at the root. Yet hope breathes where roots remain.

At the IUBAT-International University of Business Agriculture and Technology rows upon rows of Krishnachura trees stand tall across the campus, quietly defending life and nature. When the red blossoms burst open and flood every corner of the grounds, from a distance it looks as though every student's knowledge, labour, and triumph has suddenly caught fire and bloomed. These trees ask for nothing. They simply stand — silent witnesses to every tear, every dream, every struggle, and every hard-earned victory of the students who walk beneath them.



Scientific Classification:

Kingdom: Plantae
 Clade: Tracheophytes
 Clade: Angiosperms
 Clade: Eudicots
 Clade: Rosids
 Order: Fabales
 Family: Fabaceae
 Subfamily: Caesalpinioideae
 Genus: *Delonix*
 Species: *Delonix regia* (Bojer ex Hook.) Raf.

Organizational Fruit

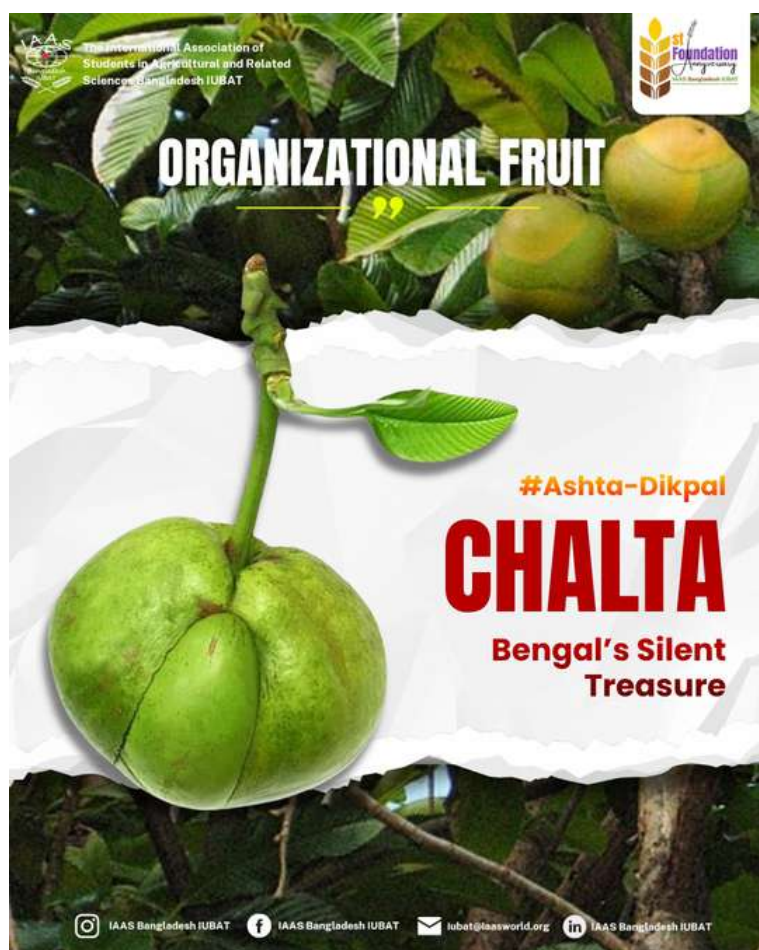


CHALTA

Chalta (Elephant Apple) The Acidic Tropical. It does not charm you with sweetness. Yet for centuries, it has stood quietly in the gardens of Bengal giving everything. This is "Chalta", known to the world as Elephant Apple, and to science as *Dillenia indica* — a proud native of the Indian subcontinent. Its fruit may not be the most beloved on the plate, but the tree itself is so breathtakingly beautiful that gardeners have long planted it simply for its grace a living ornament, a silent poem rooted in soil. And what a flower it bears. Large, white, almost impossibly elegant — the blossoms of the Elephant Apple tree once moved the legendary Bengali poet Jibanananda Das so deeply that he wrote — "Just because I am leaving — will the Chalta flower no longer be kissed by the morning dew?" Chalta is a medium-sized evergreen tree, born in the warmth of South and Southeast Asia.

It did not arrive through borrowed cultivation. It grew here in our soil, woven into the very fabric of our rural life and culture. And perhaps that is precisely why the IAAS Bangladesh IUBAT has proudly adopted it as their Organizational Fruit. But Elephant Apple is far more than a symbol. Rich in Vitamin C and powerful compounds, it fights stomach ulcers, diabetes and even cancer. It quietly guards the liver and kidneys. Crush it, extract its juice, apply it to the scalp and it stops hair fall and prevents greying.

Economically too, Chalta matters village families sell it in local markets for extra income, while its pickles and food products carry a steady, loyal demand in the market. Yet perhaps none of that is why we truly love it. Chalta is more than a fruit — it is the taste of childhood, the scent of rainy afternoons and pickle-filled courtyards, and a living memory of home, heritage, and roots we carry forever.



Scientific Classification:

Kingdom: Plantae
Clade: Tracheophytes
Clade: Angiosperms
Clade: Eudicots
Order: Dilleniales
Family: Dilleniaceae
Genus: *Dillenia*
Species: *Dillenia indica* L.

Organizational Tree

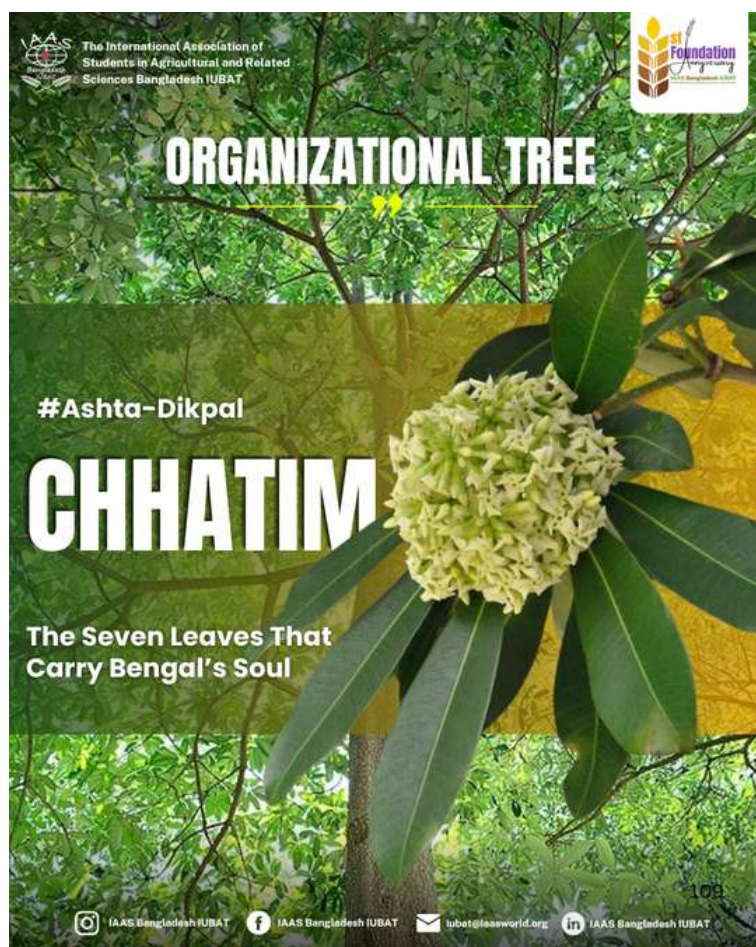


CHHATIM

Chhatim — The Tree of Seven Leaves Some trees do not simply grow they breathe poetry into the air around them. The Chhatim (*Alstonia scholaris*), a towering evergreen of the Apocynaceae family, is one of them known as the Devil's Tree, Blackboard Tree and Saptaparni, for the seven leaflets radiating from a single stalk like an open hand reaching toward the sky. Growing up to 40 metres tall, its branches spread wide like a natural canopy.

In autumn, its tiny white-green flowers release a fragrance so intense and sweet it fills entire neighbourhoods after dark. Rabindranath Tagore immortalised it in 'Achi' from Parishesh "Like that Chhatim tree I remain, with the simple emotion of life, close to the earth, just as it trembles with leaves, just as it holds its green, so stirs in rhythm my own small words of today." Its bark treats malaria, chronic fever, dysentery and skin diseases. Its remarkably light wood once made blackboards and writing slates for children hence scholaris and is still used for pencils, matchsticks and furniture. Planted along roadsides and parks, its air-purifying quality and unforgettable fragrance make it a beloved presence in every neighbourhood it graces.

A tree celebrated by poets, healers and scholars alike the International Association of Students in Agricultural and Related Sciences Bangladesh IUBAT has proudly adopted Chhatim as their Organizational Tree. Chhatim is not merely a tree. It is literature, medicine, culture and nature woven beautifully into one.



Scientific Classification:

Kingdom: Plantae
Clade: Tracheophytes
Clade: Angiosperms
Clade: Eudicots
Clade: Asterids
Order: Gentianales
Family: Apocynaceae
Genus: *Alstonia*
Species: *Alstonia scholaris* L.

Organizational Crop

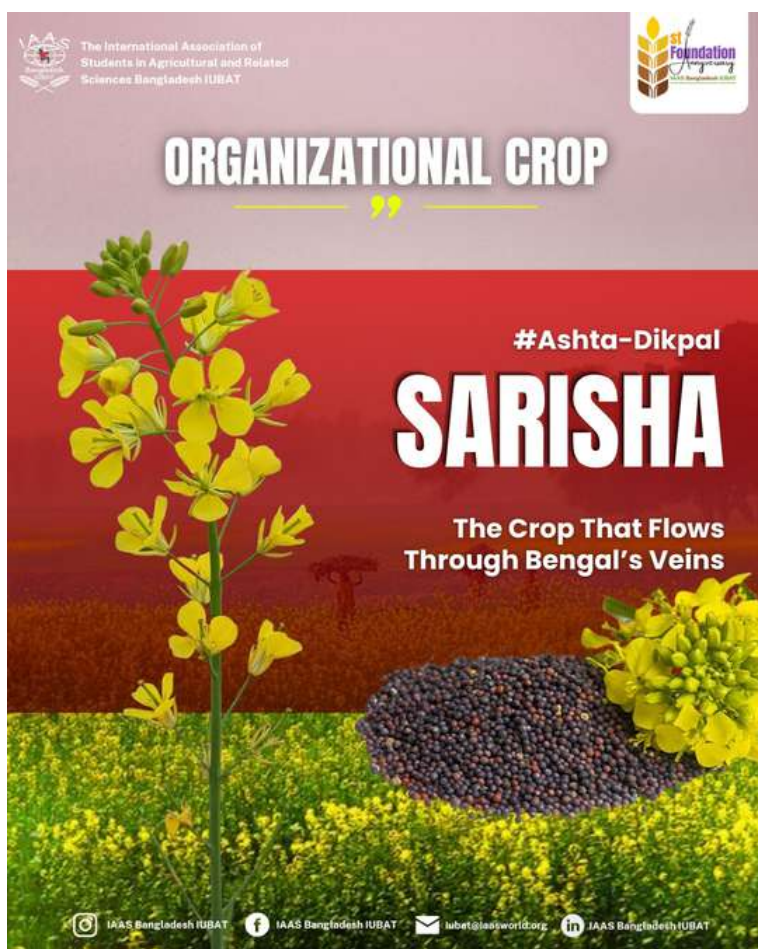


SARISHA

Mustard The Golden Crop of the Fields There is something quietly magnificent about a mustard field in full bloom a sea of brilliant yellow stretching to the horizon, swaying gently in the winter breeze. The Mustard (*Brassica* spp.) is not merely a crop. It is the principal oilseed crop of Bangladesh, serving as the primary source of edible oil since ancient times. In medieval Bengal, mustard oil was not just food it was currency, medicine and ritual.

Traders carried it along river routes. Ayurvedic healers prescribed it for joint pain and skin ailments. Mothers rubbed it into newborns' skin. Lamps burned it through village nights. It was present at every wedding, every harvest, every prayer running through the very veins of Bengali civilisation. Once, the rhythmic creaking of a neem wood oil press, turned slowly by a bullock under the open sky, was the sound of Bengali mornings. Farmers pressed the purest mustard oil by hand golden, sharp and alive. Added to cooking, it did not merely flavour the food it doubled its soul.

That oil, that press, that patient bullock they are Bangladesh's living heritage, a glorious chapter in the cultural history of Bengal that no modern bottle can ever replicate. A crop that feeds, heals and carries centuries of pride the International Association of Students in Agricultural and Related Sciences Bangladesh IUBAT has proudly adopted Mustard as their Organizational Crop. Because some crops do not just grow in fields. They grow in the heart of a nation.



Scientific Classification:

Kingdom: Plantae
Unranked: Angiosperms
Unranked: Eudicots
Unranked: Rosids
Order: Brassicales
Family: Brassicaceae
Genus: *Brassica*
Species: *Brassica* spp.

Organizational Bird

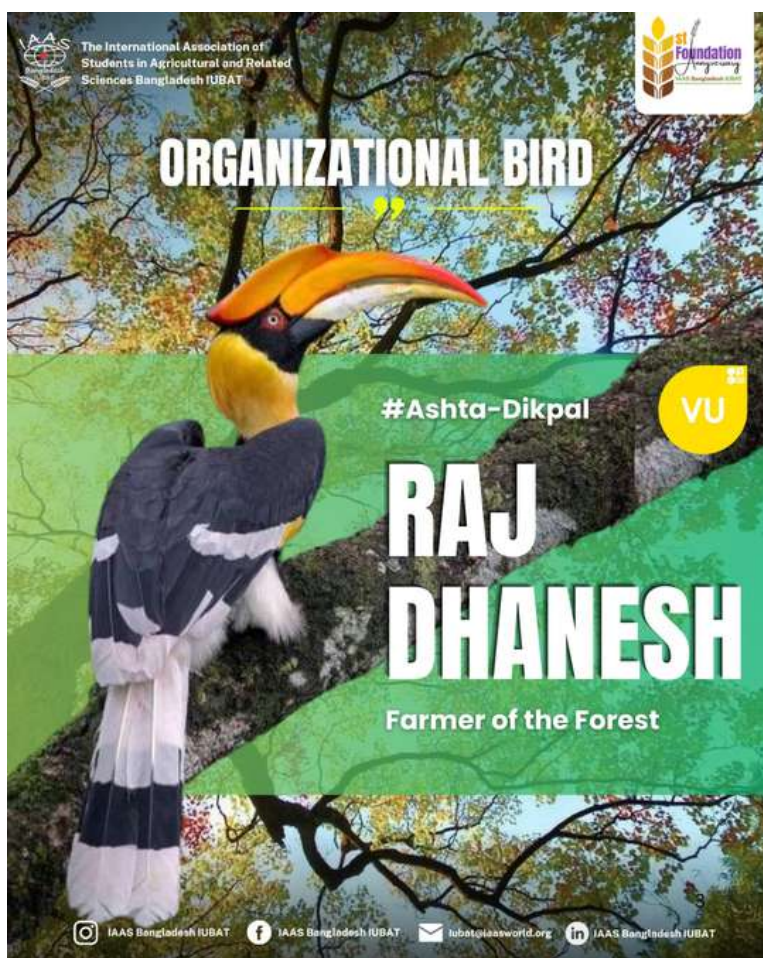


RAJ DHANESH

Great Indian Hornbill The Farmer of the Forest Deep inside the forests of Bangladesh, where the trees grow tall and the canopy touches the sky, lives a bird unlike any other. Ancient, Extraordinary, Unforgettable. This is the Hornbill a creature that does not merely live in the forest. It keeps the forest alive.

The Hornbill is a rare and remarkable bird with a long tail and a massive downward-curved beak, perfectly adapted for life among the trees. It roams the tropical and subtropical forests of Africa, Asia, and the Pacific islands — ancient, deep green ecosystems that have sheltered it for millennia. In Bangladesh, the Great Indian Hornbill still survives as a striking symbol of beauty, loyalty, and the delicate balance of forest life. When the female Hornbill is ready to lay her eggs, she seals herself inside the hollow of a tree a self-imposed sanctuary. And there she stays, trusting entirely in her partner.

Day after day, the male Hornbill faithfully returns with food, while together the pair plays a vital role in protecting and renewing the forest ecosystem. It feeds on fruits across vast distances, swallowing seeds whole and scattering them from one corner of the forest to another. New trees rise. New life begins. The forest breathes again. This is why the Hornbill has earned one of nature's greatest titles the Farmer of the Forest. Yet today, this guardian of the wild is disappearing. In Bangladesh, the Hornbill now stands critically endangered due to deforestation, habitat loss, and illegal hunting. As the "Farmer of the Forest," its disappearance threatens the balance and future of our forests. That is why IAAS Bangladesh IUBAT proudly honors the Hornbill as its Organizational Bird a symbol of conservation, responsibility, and the commitment to protect nature for future generations.



Scientific Classification:

Kingdom: Animalia
Phylum: Chordata
Class: Aves
Order: Bucerotiformes
Family: Bucerotidae
Genus: *Buceros*
Species: *Buceros bicornis* L.

Organizational Mammal

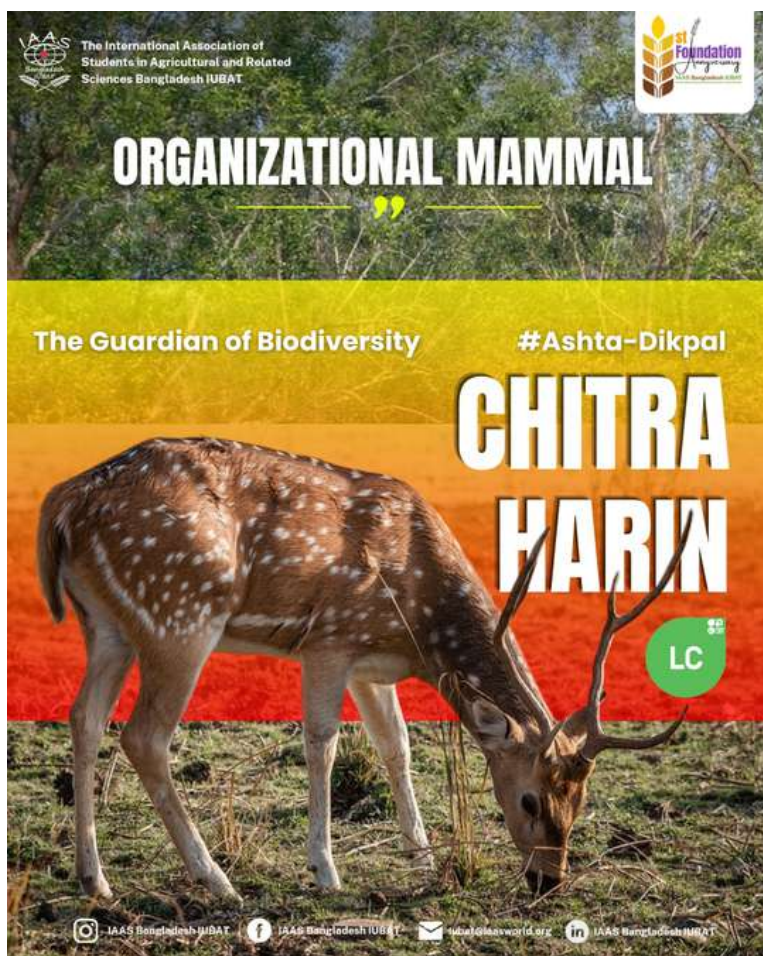


CHITRA HARIN

Chitra Deer — The Painted Soul of the Forest Some creatures are born as living poetry. The Chitra Deer, scientifically known as *Axis axis*, is one of them. Also known as the Chital or Spotted Deer, its reddish-brown coat scattered with perfect white spots is nature's own masterpiece of disguise. The male carries three-branched antlers, long and magnificent, like a crown carved by the forest itself. Deeply social by nature, they move in herds of 10 to 50. Gentle herbivores, their world is made of soft grass, tender leaves and small branches.

Found across India, Bangladesh, Sri Lanka, Nepal and Bhutan, the Chitra Deer thrives most magnificently in Bangladesh's Sundarbans a UNESCO World Heritage Site. The areas of Kotka, Kochkhali and Nilkamal hold the highest concentrations. According to International Union of conservation of nature research in 2023, the population stands at 1,36,604. But poaching and trafficking grow in equal measure. Forest records show over 10,000 square kilometres* worth of deer traps recovered in one year. Lose the deer, and you begin to lose the Bengal Tiger. Lose the tiger, and the Sundarbans loses its soul.

That is why International Association of student in agriculture and related sciences Bangladesh IUBAT has proudly honored the Chitra Deer as their Organizational Mammal. May this timeless beauty never stop running through the silence of the forest.



Scientific Classification:

Kingdom: Animalia
 Phylum: Chordata
 Class: Mammalia
 Order: Artiodactyla
 Family: Cervidae
 Genus: *Axis*
 Species: *Axis axis* (Erxleben, 1777)

Organizational Fish

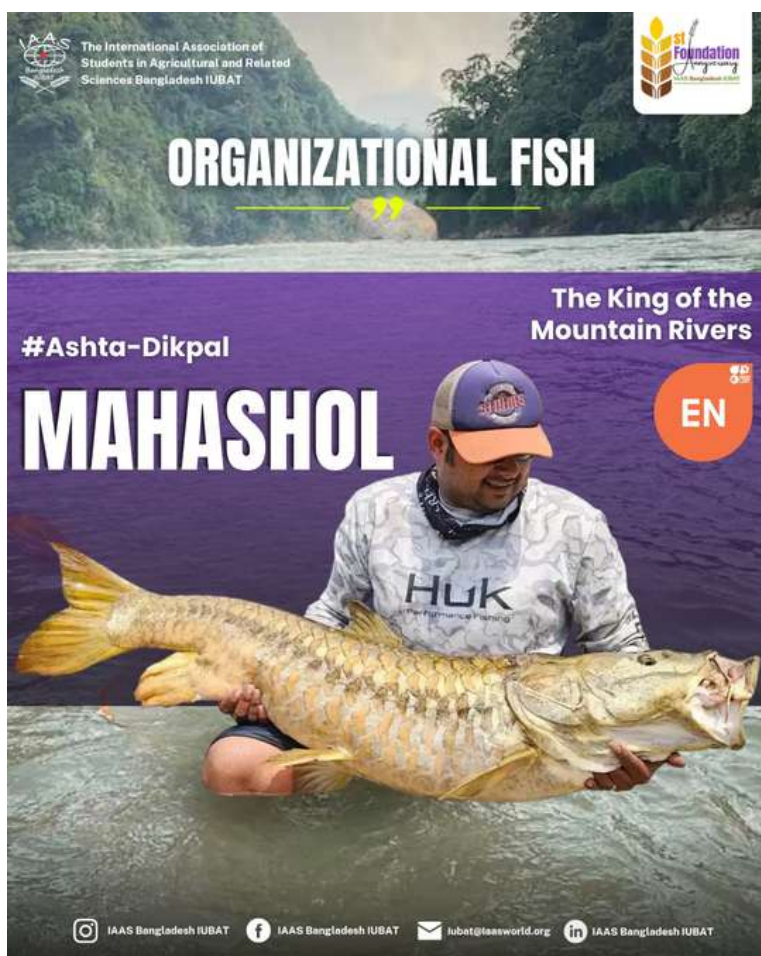


MAHASHOL

Mahseer — The King of the Mountain Rivers Some fish do not merely swim. They reign. The Mahseer found only in crystal-clear, fast-flowing hill rivers makes its home where water rushes cold and clean over rocks and pebbles. Between those stones grows periphyton, a rare algae and its primary food. It moves through waters up to 15 meters deep, thriving between 15 to 30 degrees Celsius.

Its scales are large, hard and brilliantly golden. Its fins and tail burn vivid red. Two tiny whiskers sit at its nose. Among all freshwater fish of Bangladesh, the Mahseer is both the most beautiful and the finest in taste. Bangladesh holds two critically endangered species — Golden Mahseer (*Tor tor*) and Red-finned Mahseer (*Tor putitora*), both protected under the Wildlife Act 2012. Recently, BFRI scientists discovered a third species, *Tor barakae*, in the Sangu River, Bandarban bringing the total to three.

The Kangsha and Someswari rivers of Netrokona were once prime Mahseer habitats, now nearly dried up, pushing this magnificent fish toward extinction through habitat loss and overfishing. That is why International Association of Students in Agricultural and Related Sciences Bangladesh IUBAT proudly honours the Mahseer as their Organizational Fish a symbol of aquatic conservation and nature's balance. We believe future generations deserve to see the Mahseer reign in our rivers once more.



Scientific Classification:

Kingdom: Animalia
Phylum: Chordata
Class: Actinopterygii
Order: Cypriniformes
Family: Cyprinidae
Genus: *Tor*
Species: *Tor tor* (Hamilton, 1822)

Organizational Reptile

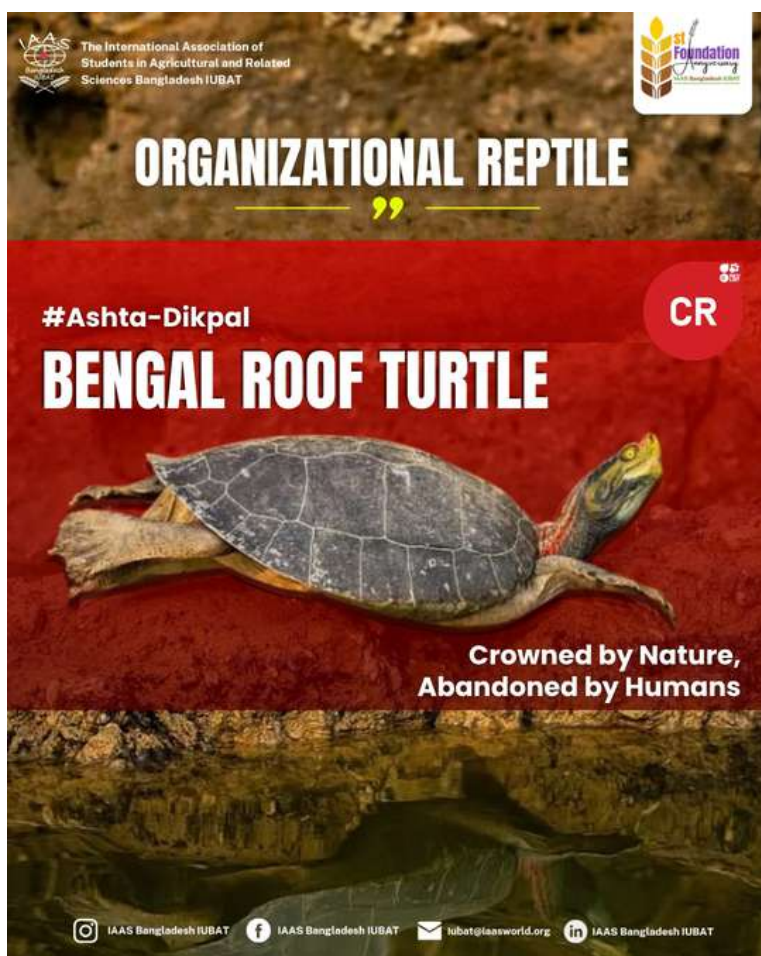


LAL-MUKUTI KORI KAITTA

Bengal Roof Turtle or Red-crowned roofed turtle — The Crown No One Protected Once, it was not rare to spot one. Gliding through rivers, canals and wetlands, the Red-crowned Roofed Turtle (*Batagur kachuga*) moved with quiet, ancient grace surviving millennia, asking only for clean water and undisturbed shores. Females grow up to 56 cm, weighing 25 kilograms.

During breeding season, the male's head and neck ignite in vivid red, yellow and blue. Females lay up to thirty eggs each a fragile promise of survival. Both love basking in open sunlight. Historically found across central Nepal, northeastern India, Bangladesh and Myanmar, its range has now collapsed. Harvested for meat and shells, drowned in fishing nets, poisoned by water pollution, crushed by hydroelectric schemes and habitat destruction fewer than 400 adult females remain in the wild. The International Union for conservation of nature Red List rates it Critically Endangered without action, extinction is certain. Once common in our rivers and wetlands, today it feels like a disappearing dream. At Gazipur Safari Park, Gazipur, Dhaka, Bangladesh, a captive breeding programme fights back collecting and incubating eggs, raising hatchlings, monitoring health and recording breeding data within protected enclosures that mirror natural habitats.

That is why International Association of Students in Agricultural and Related Sciences Bangladesh IUBAT has also proudly adopted the Bengal Roof Turtle as their Organizational Reptile a declaration of responsibility, love and an unbreakable promise to protect what little remains.



Scientific Classification:

Kingdom: Animalia
Phylum: Chordata
Class: Reptilia
Order: Testudines
Suborder: Cryptodira
Family: Geoemydidae
Genus: *Batagur*
Species: *Batagur kachuga*
(Gray, 1831)

IAAS Global Projects



No Food Waste.
No Leftovers Behind.

NO FOOD WASTE PROJECT

No Food Waste, No Leftovers Behind is a project initiated by IAAS to support SDGs number 2 and 12 to raise awareness toward the impact of food waste and how we can influence society to create a Zero Waste Lifestyle.



Village Concept
Project

VILLAGE CONCEPT PROJECT

Village Concept Projects (VCPs) are large-scale development projects in rural areas with measurable social impact and directly contribute to SDG 2030. The VCPs are fully organized and implemented by youth and student organizations worldwide.



Women
in Agriculture

WOMEN IN AGRICULTURE

Women In Agriculture Project is an initiative made by IAAS to raise awareness toward gender equality in the agriculture sector. We emphasize women's role in agriculture as a crucial role for the future of the agriculture sector.



ONE HEALTH

It is an initiative that integrates human, animal, and environmental health to promote sustainable agriculture and well-being. The project aims to raise awareness about the interconnectedness of these sectors while fostering innovative solutions to global health challenges.



IAAS DELTA PROJECT

Project focuses on addressing water-related challenges in agriculture, emphasizing sustainable water management and climate resilience. The project aims to equip students and communities with knowledge and innovative solutions to mitigate the impacts of floods, droughts, and rising sea levels on agricultural productivity.

IAAS

Program



IAAS STUDY ABROAD PROGRAM

The IAAS Study Abroad Program engages and motivates students and members of IAAS from all around the world to study abroad in Faculties and Universities related with the field of Agriculture, Food Sciences, Bioscience Engineering and Environmental Sciences, displaying the opportunities in a new platform on our website.



HUMANS OF IAAS

Humans of IAAS is a campaign made for IAAS members with the main objective is to showcase the IAAS member motivation and how are they living the IAAS values during their experiences in IAAS.



DEVELOPMENT FUND

In order to promote the exchange of knowledge and experience in the field of agriculture around the world, we need to reach as many different voices as possible. Therefore, the Development Fund was created. The fund provides financial support to motivated and hardworking students from underprivileged member countries to attend the World Congress or the Director's Meeting of their region.



IAAS SCIENTIFIC EVENTS

IAAS Scientific Events is an initiative program made by IAAS World Executive Board, which purposed to encourage every IAAS member country to enable their initiative toward achieving our IAAS's vision by creating a webinar, online workshops, and summit.



ICYA

International Conference for Youth in Agriculture 2021 is a four-day event with an exhibitionfair from universities and companies worldwide, conferences, training, and workshops.



IAAS PODCAST

IAAS Podcast is an initiative made by IAAS World to share aspirations toward the innovation of agriculture in the current context of the world.

IAAS Exchange Program



The IAAS Exchange Program, or "ExPro," has existed for over 60 years, and more than 20,000 students have been exchanged with IAAS. The IAAS Exchange Program provides opportunities to all students to do a traineeship (internship) in countries with a recognized local committee of IAAS. By organizing and/or participating in ExPro, trainees can learn and experience things that trainees cannot learn out of course books.

AIMS OF THE EXCHANGE PROGRAM

- A positive learning experience. Development of theoretical and practical leadership skills. Opportunity to apply their personal and professional skills, knowledge, attitudes, and values by working for the organization and living in the host community.
- Develop the student's awareness and knowledge of social issues and different practices in the hosting country to gain intercultural competencies.
- Opportunity to contribute to the student's personal and professional life goals.

THREE (3) TYPES OF EXCHANGE PROGRAM



Ceres internships are organized on farms and the most common IAAS internships. Mostly, accommodation is offered by the family of the farmer. Ceres internships are unique for our international association, this is why we should make sure that this beautiful program doesn't die out. It is the most common IAAS internship, which organized in farms either crop production or livestock.



This stream is ideal for students who want to gain professional experience, develop technical skills and explore careers in research, business or innovation sectors. Archimedes includes all internships that are not farm-based within the IAAS Exchange Program. It offers opportunities in professional, academic and technical environments.



Libertas is ideal for students who want to create meaningful impact while gaining experience in community engagement, teamwork, and social development. It is a volunteer-based internship stream of the IAAS Exchange Program, focused on community development and social impact.

The image is a vertical composition. The top half shows a close-up of a woman's face, smiling broadly, wearing a traditional brown conical hat and a light-colored headscarf. The bottom half shows a wider scene of several farmers in a lush green rice field, also wearing conical hats and working with the rice plants. A semi-transparent yellow banner is overlaid across the middle of the image, containing the text "IAAS CONTACT LIST" in white, bold, sans-serif capital letters.

IAAS CONTACT LIST

IAAS Bangladesh Contact



	Department / Role	Email Address
	National Director	bangladesh@iaasworld.org
	Vice Director of External Relations	bangladesh.external.relations@iaasworld.org
	Vice Director of Exchange	expro.bangladesh@iaasworld.org
	Vice Director Finance	finance.bangladesh@iaasworld.org
	Vice Director of Communication	communication.bangladesh@iaasworld.org
	National Control Board	bangladesh.control@iaasworld.org
	Research and Project Development Officer	bangladesh.rpd@iaasworld.org
• Facebook • Instagram • Linkedin • Website	Membership Officer	bangladesh.membership@iaasworld.org
	IAAS Bangladesh Alumni Association (IBAA)	alumni.bangladesh@iaasworld.org
	IAAS Bangladesh Alumni	bd-alumni@iaasworld.org
	National Strategic Adviser	strategic.adviser.bangladesh@iaasworld.org
	National Advisory Board	advisor.bangladesh@iaasworld.org
	IAAS Bangladesh Podcast	podcast.bangladesh@iaasworld.org

IAAS Bangladesh LC Contact



		• Facebook • Linkedin	• ku@iaasworld.org
		• Facebook • Instagram • Linkedin	• pstu@iaasworld.org
		• Facebook • Instagram • Linkedin	• sau.dhaka@iaasworld.org
		• Facebook	• just@iaasworld.org
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		• Facebook • Instagram	• diu@iaasworld.org

IAAS Region Contact



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IAAS Country Contact

IAAS Africa Region Country

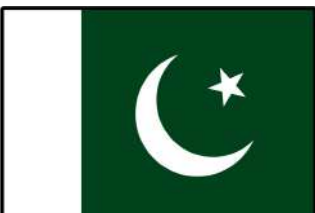
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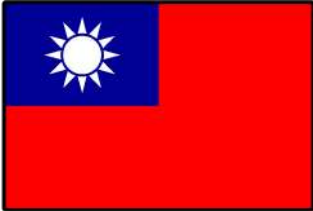
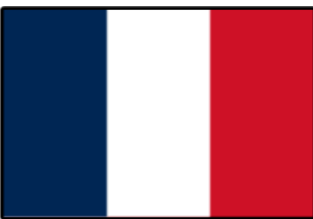
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		• Facebook • Instagram	• india@iaasworld.org • expro.india@iaasworld.org • communication.india@iaasworld.org • finance.india@iaasworld.org
		• Facebook • Instagram • Linkedin	• indonesia@iaasworld.org • expro.indonesia@iaasworld.org • finance.indonesia@iaasworld.org
		• Facebook • Instagram • Linkedin	• pakistan@iaasworld.org • expro.pakistan@iaasworld.org
		• Instagram • Facebook	• southkorea@iaasworld.org • expro.southkorea@iaasworld.org • communication.southkorea@iaasworld.org • finance.southkorea@iaasworld.org • project.southkorea@iaasworld.org
		• Instagram	• japan@iaasworld.org • expro.japan@iaasworld.org
		• Facebook • Instagram • Linkedin • Twitter	• nepal@iaasworld.org • nepal.controlboard@iaasworld.org • communication.nepal@iaasworld.org • expro.nepal@iaasworld.org • finance.nepal@iaasworld.org • campaign.nepal@iaasworld.org
		• Facebook • Instagram • Linkedin • Website	• srilanka@iaasworld.org • finance.srilanka@iaasworld.org • expro.srilanka@iaasworld.org • communication.srilanka@iaasworld.org

		• Facebook • Website	• taiwan@iaasworld.org • expro.taiwan@iaasworld.org • finance.taiwan@iaasworld.org
		• Facebook • Website	• afghanistan@iaasworld.org • expro.afghanistan@iaasworld.org • finance.afghanistan@iaasworld.org
 IAAS Europe Region Country			
		• Facebook • Instagram	• azerbaijan@iaasworld.org • externalrelations.azerbaijan@iaasworld.org • project.azerbaijan@iaasworld.org • communication.azerbaijan@iaasworld.org • finance.azerbaijan@iaasworld.org
		• Facebook • Instagram • Linkedin	• belgium@iaasworld.org • expro.belgium@iaasworld.org • finance.belgium@iaasworld.org
		• Facebook • Instagram • Website	• croatia@iaasworld.org • communication.croatia@iaasworld.org • expro.croatia@iaasworld.org • finance.croatia@iaasworld.org
		• Facebook • Instagram	• france@iaasworld.org • expro.france@iaasworld.org • finance.france@iaasworld.org

		• Facebook • Instagram	• germany@iaasworld.org • expro.germany@iaasworld.org • finance.germany@iaasworld.org
		• Facebook • Instagram	• greece@iaasworld.org • expro.greece@iaasworld.org • finance.greece@iaasworld.org • pafsige@iaasworld.org
		• Facebook • Instagram	• hungary@iaasworld.org • communication.hungary@iaasworld.org • partnership.hungary@iaasworld.org • expro.hungary@iaasworld.org • finance.hungary@iaasworld.org • hr.hungary@iaasworld.org • lc.hungary@iaasworld.org
		• Facebook • Instagram • Linkedin	• italy@iaasworld.org • externalcommunication.italy@iaasworld.org • expro.italy@iaasworld.org • internalcommunication.italy@iaasworld.org
		• Facebook • Instagram • Linkedin	• netherlands@iaasworld.org • expro.netherlands@iaasworld.org • finance.netherlands@iaasworld.org
		• Facebook • Instagram • Linkedin	• portugal@iaasworld.org • expro.portugal@iaasworld.org • finance.portugal@iaasworld.org
		• Facebook • Instagram • Website • Twitter	• spain@iaasworld.org • expro.spain@iaasworld.org • finance.spain@iaasworld.org

		• Facebook • Instagram	• sweden@iaasworld.org • expro.sweden@iaasworld.org • exco.sweden@iaasworld.org • finance.sweden@iaasworld.org
		• Facebook • Instagram • LinkedIn	• switzerland@iaasworld.org • expro.switzerland@iaasworld.org • communication.switzerland@iaasworld.org • finance.switzerland@iaasworld.org
		• Facebook • Instagram	• slovenia@iaasworld.org • expro.slovenia@iaasworld.org • finance.slovenia@iaasworld.org
		• Facebook • Instagram • Website	• serbia@iaasworld.org • expro.serbia@iaasworld.org • finance.serbia@iaasworld.org
		• Facebook	• bulgaria@iaasworld.org • expro.bulgaria@iaasworld.org • finance.bulgaria@iaasworld.org
		• Facebook • Instagram	• poland@iaasworld.org • expro.poland@iaasworld.org • finance.poland@iaasworld.org
			• belarus@iaasworld.org • expro.belarus@iaasworld.org • finance.belarus@iaasworld.org

		• Facebook • Instagram	• ukraine@iaasworld.org • expro.ukraine@iaasworld.org • finance.ukraine@iaasworld.org
		• Facebook • Instagram	• austria@iaasworld.org • expro.austria@iaasworld.org • finance.austria@iaasworld.org
		• Instagram	• uk@iaasworld.org • communication.uk@iaasworld.org • exchange.uk@iaasworld.org • finance.uk@iaasworld.org • science.uk@iaasworld.org
		• Facebook • Instagram	• montenegro@iaasworld.org • communication.montenegro@iaasworld.org • expro.montenegro@iaasworld.org • partnership.montenegro@iaasworld.org • finance.montenegro@iaasworld.org • hr.montenegro@iaasworld.org • project.montenegro@iaasworld.org
		• Instagram • Linkedin	• turkey@iaasworld.org • expro.turkey@iaasworld.org • finance.turkey@iaasworld.org
 IAAS MENA-Middle East and North Africa Region Country			
		• Facebook • Instagram • Linkedin • Twitter	• egypt@iaasworld.org • expro.egypt@iaasworld.org • finance.egypt@iaasworld.org

	I A A S  TUNISIA	• Facebook • Instagram	• tunisia@iaasworld.org • expro.tunisia@iaasworld.org • finance.tunisia@iaasworld.org
	IAAS  IRAN	• Instagram	• iran@iaasworld.org • expro.iran@iaasworld.org • finance.iran@iaasworld.org
	IAAS  Morocco	• Facebook • Instagram • Linkedin	• morocco@iaasworld.org • morocco.controlboard@iaasworld.org • expro.morocco@iaasworld.org • communication.morocco@iaasworld.org
	IAAS  IRAQ		• iraq@iaasworld.org • communication.iraq@iaasworld.org • expro.iraq@iaasworld.org • finance.iraq@iaasworld.org • project.iraq@iaasworld.org

Independent Committee Contacts



	• Facebook • Instagram • Linkedin	trainings@iaasworld.org
	• Facebook • Instagram	fayi@iaasworld.org
	• Facebook • Instagram	expro@iaasworld.org
		sustainability@iaasworld.org
	• Facebook • Instagram • Linkedin	podcast@iaasworld.org

IAAS Contact



Category	Position / Department	Email
Executive & Control Board	IAAS President	president@iaasworld.org
	Vice President of External Relations	vpexternalrelations@iaasworld.org
	Vice President of Communication	vpcommunication@iaasworld.org
	Vice President of Exchange	vpexchange@iaasworld.org
	Vice President of Finance	vpfinance@iaasworld.org
	IAAS Control Board	controlboard@iaasworld.org
Quality Board	IAAS Quality Board	qualityboard@iaasworld.org
	IAAS Communication Quality Board	communicationqb@iaasworld.org
	IAAS Exchange Quality Board	eqb@iaasworld.org
	IAAS Finance Quality Board	financeqb@iaasworld.org
	IAAS Partnership Quality Board	partnershipqb@iaasworld.org
	Quality Boards VPER	qbs.vper@iaasworld.org
	IAAS Global Human Resource Manager	global.hr@iaasworld.org
	Human Resources IAAS World	hr@iaasworld.org
	Finance Manager	finance.manager@iaasworld.org
	IAAS World Finances	finances@iaasworld.org
	IAAS Webmaster	webmaster@iaasworld.org
	IAAS Information Management & Brand Analyst	brand@iaasworld.org
	IAAS Global Analyst	global.analyst@iaasworld.org
	Project & Event Documenter	documenters@iaasworld.org
	IAAS Study Abroad	studyabroad@iaasworld.org

Category	Position / Department	Email
Quality Board	IAAS Exchange Program Administration Officer	expro@iaasworld.org
	Study Abroad Program Coordinator	contact.sap@iaasworld.org
	IAAS Events Coordinator	events@iaasworld.org
	IAAS UN Event Coordinator	iaas_unevent@iaasworld.org
	IAAS Sponsorship and Partnership Event	partnership.sponsorship@iaasworld.org
	IAAS Global Liaison Officer	global.liaison@iaasworld.org
	IAAS UN Liaison Officer	unliaison@iaasworld.org
	IAAS Liaison Officer to FAO	faoliaison@iaasworld.org
	Liaison Officer for FAO & WFF	contact.wff.fao@iaasworld.org
	Liaison Officer for EU	contact.eu@iaasworld.org
	Liaison Officer for EIT Food	contact.eitfood@iaasworld.org
	Liaison Officer for GCA	contact.gca@iaasworld.org
	Liaison Officer for UN and Bodies	contact.unbodies@iaasworld.org
	IAAS Liaison Officer to Youth & Student Organizations	studentorganizations@iaasworld.org
	Students Associations Liaison Officer & NGOs	contact.ngos@iaasworld.org
	Global Development Officer	globaldevelopementofficer@iaasworld.org
	IAAS Expansion Officer	expansion@iaasworld.org
	IAAS Biotechnology Outreach Officer	biotech.outreach@iaasworld.org
	IAAS Interns & Students Coordinator	interns@iaasworld.org
	IAAS Companies & Farms Coordinator	employers@iaasworld.org

Category	Position / Department	Email
Quality Board	Alumni Coordinator	alumni@iaasworld.org
	Arnab Samadder – IAAS World Networking Manager	networking.manager@iaasworld.org
	ExPro Financial Adviser	financial.adviser@iaasworld.org
	ExPro Financial Adviser	financial.adviser@iaasworld.org
	IAAS_NGIN Coordinator	iaas_ngin@iaasworld.org
Projects	IAAS Traditional Ecological Knowledge Project	tek.project@iaasworld.org
	IAAS Technological Innovation & Integration Project	tii.project@iaasworld.org
	IAAS Village Concept Project	vcp@iaasworld.org
	IAAS Delta Project	idp@iaasworld.org
	IAAS WIA Project	wia@iaasworld.org
	No Food Waste	nfw@iaasworld.org
	One Health	one_health@iaasworld.org
	IAAS Science	science@iaasworld.org
	Soil Organic Carbon Student Think Tank	soc@iaasworld.org
	IAAS Exchange Coordinators Meeting	exco.meeting@iaasworld.org
	Exchange Coordinators Meeting Sponsorship	exco.sponsorship@iaasworld.org
Events & Meetings	World Congress 2026	worldcongress@iaasworld.org
	IAAS International Conference for Youth in Agriculture (ICYA)	icya@iaasworld.org
	ICYA Finance Coordinator	finance.icya@iaasworld.org
	ICYA Contact	icya-contact@iaasworld.org

Category	Position / Department	Email
Events & Meetings	Organic Agriculture Congress (ICON)	icon@iaasworld.org
	IAAS Asia Pacific Directors Meeting	apdm@iaasworld.org
	IAAS Africa Directors Meeting	adm@iaasworld.org
	IAAS European Directors Meeting	edm@iaasworld.org
	IAAS Directors Meeting of Americas	dma.americas@iaasworld.org
	IAAS MENA Directors Meeting	menadm@iaasworld.org
	Climate Adaptation Summit Youth in Agriculture Pre-event	climateadaptationsummit@iaasworld.org
IAAS Food and Agriculture Youth Institute	IAAS Food and Agriculture Youth Institute (FAYI)	fayi@iaasworld.org
	FAYI Board	fayi-board@iaasworld.org
	FAYI Members	fayi-members@iaasworld.org
	Capacity Bioeconomy FAYI	capacity.bioeconomy.fayi@iaasworld.org
	FAYI Media	fayi.media@iaasworld.org
	FAYI Communications	communications.adaptation.fayi@iaasworld.org
	FAYI External Relations	externalrelations.fayi@iaasworld.org
	Adaptation Think Tank – Head of Communication	adaptationthinktank.communication@iaasworld.org
	Adaptation Think Tank – Head of Strategy	adaptationthinktank.strategy@iaasworld.org
	FAYI Food Security Think Tank Secretariat	foodsecurity.secretariat@iaasworld.org
	FAYI Think Tank – Bioeconomy	bioeconomy.fayi@iaasworld.org
	FAYI Think Tank – Food Security	foodsecurity.fayi@iaasworld.org

Category	Position / Department	Email
IAAS Food and Agriculture Youth Institute	FAYI Think Tank – Food Security Communication	foodsecurity.communication@iaasworld.org
	FAYI Think Tank – Food Security Event	foodsecurity.event@iaasworld.org
	FAYI Think Tank – Food Security External Relations	foodsecurity.externalrelations@iaasworld.org
Others	IAAS Payment	payment@iaasworld.org
	IAAS Development Fund	df@iaasworld.org
	National ExCos	nationalexcos@iaasworld.org
	Regional ExCos	Regionalexcos@iaasworld.org
	IAAS Strategic Committee	strategy@iaasworld.org



IUBAT CONTACT LIST



	Prof. Dr. Abdur Rab Vice-Chancellor IUBAT-International University of Business Agriculture and Technology	Office Room #: 209 Ext #: 215 Phone : 0255092471 E-mail : vc@iubat.edu
	Prof. Dr. M Mahmudur Rahman Pro Vice-Chancellor IUBAT-International University of Business Agriculture and Technology	Office Room #: 214 Ext #: 290 Phone : +880 1819-243979 E-mail : pro-vc@iubat.edu
	Prof. Selina Nargis Treasurer & Director Administration IUBAT-International University of Business Agriculture and Technology	Office Room #: 225 Ext #: 234 Phone : +880 1819-234557 E-mail : selina@iubat.edu
	Prof. Dr. Md Momtazur Rahman Professor and Registrar IUBAT-International University of Business Agriculture and Technology	Office Room #: 219 Ext #: 114 Phone : +880 1727-215512 E-mail : registrar@iubat.edu
	Rizna Nahar Deputy Registrar IUBAT-International University of Business Agriculture and Technology	Office Room #: 222 Ext #: 145 Phone : +880 1722-166084 E-mail : rizna@iubat.edu
	Prof. Dr. Md Ataur Rahman Proctor & Professor (Special) IUBAT-International University of Business Agriculture and Technology	Room #: 517 Ext #: 136 Phone : +880 1711-821908 E-mail : marahman@iubat.edu

	Mr. AKM Sharfuddin Director Alumni Office IUBAT-International University of Business Agriculture and Technology	Office Room #: 124 Ext #: 129 Phone : +880 1711-591517 E-mail : akmsharfuddin@iubat.edu
	Prof. Dr. Sajal Saha Professor & Director Miyan Research Institute IUBAT-International University of Business Agriculture and Technology	Room #: Miyan Research Institute Ext #: 217 Phone : +880 1724-493092 E-mail : sajal.saha@iubat.edu
	Dr. Nayem Hossain Associate Professor & Director IUBAT Innovation and Entrepreneurship Center IUBAT-International University of Business Agriculture and Technology	Room #: NARP RESEARCH LAB Ext #: 666 Phone : +880 1913-132770 E-mail : nayem.hossain@iubat.edu
	Md. Alamin Sikder Shihab Director Branding and Public Relations Office IUBAT-International University of Business Agriculture and Technology	Room #: 216 Ext #: 506 Phone : +880 1716-848003 E-mail : pro@iubat.edu

	Prof. Dr. Ismail Hossain Professor & Chair Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 426 Ext #: 412 Phone : +880 1711-423009 E-mail : cas.chair@iubat.edu
	Dr. Mohammad Rezaul Karim Associate Professor & Coordinator Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 426 Ext #: 248 Phone : +880 1842-017836 E-mail : rezaul.ag@iubat.edu
	Prof. Dr. Md Shohidullah Miah Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 318 Ext #: 321 Phone : +880 1748-190474 E-mail : drshohidullah@iubat.edu
	Prof. Dr. M A Sattar Professor (Special) Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 1114 Ext #: 353 Phone : +880 1711-855366 E-mail : drmasattar.ag@iubat.edu
	Prof. Dr. Md. Ferdous Mondal Professor & Chair Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 516 Ext #: 120 Phone : +880 1715-248698 E-mail : ferdous.cas@iubat.edu
	Prof. Dr. Muhammad Salim Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 915 Ext #: 254 Phone : +880 1752-041336 E-mail : m.salim.cas@iubat.edu

	Prof. Dr.A.J.M Sirajul Karim Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 426 Ext #: 412 Phone : +880 1552-601070 E-mail : sirajulkarim.cas@iubat.edu
	Prof. Dr.Md.Abdul Karim Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 1118 Ext #: 371 Phone : +880 1758-098591 E-mail : akarim.ag@iubat.edu
	Prof. Dr. Farjana Sultana Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 1117 Ext #: 363 Phone : +880 1925-871293 E-mail : farjana1s@iubat.edu
	Prof. Dr. Shaila Sharmin Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 1018 Ext #: 276 Phone : +880 1717-081691 E-mail : shaila.sharmin@iubat.edu
	Dr. Fahim Ahmed Associate Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 716 Ext #: 539 Phone : +880 1959-679581 E-mail : fahim.ahmed@iubat.edu
	Dr. Babul Chandra Sarker Associate Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 512 Ext #: 232 Phone : +880 1716-009319 E-mail : dsarker.cas@iubat.edu

	Dr. Md. Shafiqul Islam Associate Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 1112 Ext #: 345 Phone : +880 1711-481550 E-mail : shafiqul.cas@iubat.edu
	Dr. Abul Khair Assistant Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 412 Ext #: Phone : +880 1754-030607 E-mail : dakhair@iubat.edu
	Dr. Swapan Kumar Roy Assistant Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 614 Ext #: 165 Phone : +880 1786-192935 E-mail : swapan.kumar@iubat.edu
	Dr. Abu Yousuf Hossin Assistant Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 522 Ext #: 517 Phone : +880 1776-254455 E-mail : abuyousuf.ag@iubat.edu
	Dr. Shabur Talukder Assistant Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 411 Ext #: 418 Phone : +880 1786-229684 E-mail : shabur.ag@iubat.edu
	Dr. Sharmin Akter Chowdhury Assistant Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 1112 Ext #: 335 Phone : +880 1763-204267 E-mail : sharmin.cas@iubat.edu

	Dr. Syeda Nizer Sultana Assistant Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 723 Ext #: 7070 Phone : +880 1850-504221 E-mail : nizersultana.cas@iubat.edu
	Dr. Md. Ashraful Hoque Assistant Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 1013 Ext #: 273 Phone : +880 1744-515572 E-mail : ashraful.cas@iubat.edu
	Dr. Md. Nur A Alam Siddique Assistant Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 923 Ext #: 346 Phone : +880 1717-591237 E-mail : nuraalam.cas@iubat.edu
	Dr. Md. Syeeduzzaman Kamal Assistant Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 717 Ext #: 461 Phone : +880 1944-342300 E-mail : kamal.cas@iubat.edu
	Dr. Md. Shahin Iqbal Assistant Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 1115 Ext #: 366 Phone : +880 1729-991507 E-mail : driqbal.cas@iubat.edu
	Dr. Md. Kamrul Hasan Assistant Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 1114 Ext #: 336 Phone : +880 1711-244091 E-mail : drhasan.cas@iubat.edu

	Dr. Sujon Kumar Assistant Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 519 Ext #: 124 Phone : +880 1723-961801 E-mail : drkumar.cas@iubat.edu
	Dr. Md. Mosaraf Hossain Assistant Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 915 Ext #: Phone : +880 1771-654266 E-mail : mosaraf.cas@iubat.edu
	S. M Rajiur Rahman Assistant Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 1120 Ext #: Phone : +880 1717-979697 E-mail : rajiurrahman.cas@iubat.edu
	Prof. Dr. Md Salim Ullah Khan Eusufzai Professor (Semester Faculty) Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 214 Ext #: 388 Phone : +880 1716-967725, +880 1558-319327 E-mail : dr.eusufzai@iubat.edu
	Prof. Dr. Anil Chandra Basak Professor (Special) Semester Faculty Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 813 Ext #: 592 Phone : +880 1712-137402 E-mail : acbasak@iubat.edu
	Prof. Dr. M Javed Ali Mirza Professor (Semester Faculty) Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 214 Ext #: 417 Phone : +880 1715-626872 E-mail : mirza.ag@iubat.edu

	Dr. Md. Sohrab Ali Assistant Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 514 Ext #: 505 Phone : +880 1712-125880 E-mail : drsohrab.cas@iubat.edu
	Dr. Md. Nazirul Islam Sarker Adjunct Research Fellow Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: Ext #: Phone : E-mail :
	Dr. Arif Reza Assistant Professor Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 423 Ext #: 188 Phone : +880 1712-593256 E-mail : arif.reza@iubat.edu

	Mr. Arafat-Ul Islam PA to Vice-Chancellor Vice-Chancellor's Secretariat IUBAT-International University of Business Agriculture and Technology	Room #: 208 Ext #: 237 Phone : +880 1767-086814 E-mail : arafat@iubat.edu
	Sanchay Kanti Barua PS to Pro-VC IUBAT-International University of Business Agriculture and Technology	Room #: 208 Ext #: 147 Phone : +880 1819-547564 E-mail : sanchay@iubat.edu
	Mr. Mazim Chakma Administrative Officer (BSAg) Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 318 Ext #: 148 Phone : +880 1820-328886 E-mail : mazimchakma@iubat.edu
	Md. Mosiur Rahman Administrative Officer (BS Ag) Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 426 Ext #: 415 Phone : +880 1303-842415 E-mail :
	Md. Nizam Uddin sarkar Lab Demonstrator BSAg Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 159 Ext #: 426 Phone : +880 1913-783555 E-mail : mnsarkar@iubat.edu
	Abdullah Al Kafi Lab Assistant BSAg Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 159 Ext #: 426 Phone : +880 1624-391556 E-mail : kafi.lab@iubat.edu

	Suraiya Sharmin Agriculture Information Officer Collage of Agricultural Sciences IUBAT-International University of Business Agriculture and Technology	Room #: 426 Ext #: 415 Phone : +880 1682-342029 E-mail : suraiya@iubat.edu
---	--	--



Connect with Us



iubat@iaasworld.org



+880 1575-813868



iaasbangladesh.org/chapters/iubat



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[iaas_bangladesh_iubat](https://www.instagram.com/iaas_bangladesh_iubat)



OFFICE

**College of Agricultural Sciences,
IUBAT-Intrnational University of Business
Agriculture and Technology**

4 Embankment Drive Road, Sector-10, Uttara Model Town,
Dhaka-1230, Bangladesh

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IUBAT-International University of Business Agriculture and Technology. Collage of Agricultural Science.
4 Embankment Drive Road, Sector-10 (Off Dhaka-Ashulia Road) Uttara Model Town, Dhaka-1230. Bangladesh