

# TEAM CANADIAN LIONS

## AGRI-CHALLENGE 2021

### General Guidelines

#### 1. Categories of Awards

- ❖ **TCL Karshakasree (Best Farmer)**
- ❖ **TCL Karshakamithra (Best Vegetable Garden)**
- ❖ **TCL Udyanashreshtha (Best Flower Garden)**
- ❖ **Most Popular Farmer**
- ❖ **Most Promising Farmer**

2. The overall duration of Agri-Challenge is from May 24th to September 30th.
3. All participants should use their own home backyard/premises for this event.
4. Participants can choose to either have a vegetable garden, a flower garden or both.
5. Family participation is highly encouraged.

#### 6. **Eligibility Criteria for Participation:**

- a) Should be legal resident of the Province of Ontario.
- b) At least one of the family members should be of Malayalee origin.
- c) Primary contestant must be 18 years of age or older.

7. There will be 3 submissions overall and the participants must send their garden videos to [tclagrichallenge@gmail.com](mailto:tclagrichallenge@gmail.com) on or before the below mentioned dates:

Submission #	Date	Requirements
1 <sup>st</sup> Submission	On or before June 30 <sup>th</sup>	<b>Video:</b> 1 (max. 4 mins)
2 <sup>nd</sup> Submission	On or before July 30 <sup>th</sup>	<b>Video:</b> 1 (max. 6 mins)
3 <sup>rd</sup> Submission	On or before August 30 <sup>th</sup>	<b>Video:</b> 1 (max. 8 mins)

#### **\*NOTE:**

*(A)- If a contestant opts to participate in both vegetable and flower gardening, separate videos should be shared for each. (B)- There will be negative scoring for videos that do not adhere to the guidelines.*

8. Primary contestant should also be included in the video presentation.
9. Video editing is not permitted.
10. Organizers reserve the right to request for additional videos or photos, if required.
11. Upon successful registration, every participant will be issued a unique Registration ID. This Registration ID must be used as reference for all future communication and video submissions.
12. There should not be multiple entries per family or address.

13. All entries are subject to verification at any time.
14. Organizers/ Judges reserve the right to visit any garden premises, if required (with prior notice).
15. Decisions of the organizing committee will be final and binding.
16. Organizers reserve the right to change, modify, withdraw, or extend the contest without any prior notice and no correspondence in this regard shall be entertained. Therefore, all participants are advised to regularly check for any amendment(s) or update(s) on Team Canadian Lions website.
17. Organizers reserve the right to request winners to provide proof of identity, and Canadian residency.
18. TCL reserves the right to use contestants' videos/photos for promotional purposes.
19. Winners names will be published on TCL Facebook Page/Website on November 1, 2021.
20. Videos from each submission (monthly) by the contestant will be shared on TCL Facebook Page.
21. Altogether there will be 3 videos per Contestant that will be uploaded to TCL Facebook Page.
22. For the Most Popular Farmer Award, points will be awarded to each video based on the following Facebook plugins.
  - a. 1 Like - 1 point**
  - b. 1 Comment - 2 points**
  - c. 1 Share - 3 points**
23. Likes, Comments and Shares for all uploaded videos will be considered up till the midnight of September 30<sup>th</sup>.
24. By participating in this contest, the contestant agrees to the terms and conditions of this event.
25. Winners will be determined by a judging panel based on the following criteria:

Categories	Criteria	Weightage
TCL Karshakasree TCL Karshakamithra TCL Udyanashreshta Most Promising Farmer	a) Landscape and Use of Garden Space b) Variety of vegetables/ plants / flowers c) Preparation & Maintenance of garden d) Effectiveness of presentation e) Adherence to the guidelines	100% (From Gardening)
Most Popular Farmer	f) Facebook Reach (Section 22)	<ul style="list-style-type: none"> <li>• 40% from Gardening</li> <li>Criteria (a, b, c, d, e)</li> <li>• 60% from (Section 22)</li> </ul>