



2022 KAGW Kerala Queen Rules and Guidelines

Contest Rules: The 2022 KAGW Kerala Queen Beauty Pageant will be a virtual fashion event that focuses on beauty, substance, and talent. There will be three rounds of short video submissions required prior to a Zoom event. During the zoom event, there will be a question-and-answer session. The crowning ceremony along with a fashion show will be held during day 3 of the 2022 KAGW Talent Time Event.

Eligibility: The KAGW Kerala Queen Beauty Pageant is open to all women of Malayalee origin above 18 years of age as of September 30, 2021.

1. Talent Round

The duration of the video submission is a maximum of 90 seconds.

The talent round video submission should include an introduction by the participant as well as a performance of their choice to demonstrate their talent.

The participant can wear any costume or use backgrounds that complement their talent. No props are permitted during this round.

The participant must be visible head to toe for most of the video.

The decision of the judges is final and binding.

The participants will be judged based on their on-state personality, ability and technical skills, costume, music, choreography, execution, talent presentation and performance.



2. Property Round

The duration of the video submission is a maximum of 90 seconds.

The property round video submission should include the participant's performance showcasing a minimum of one property of their choice.

The participant can wear any outfit that compliments the property. Participant may also use a real or virtual background.

The video submission should include an explanation of what inspired them to use the particular property and how their outfit complements it.

Participants can include pictures and collages in the video submission but for not more than 10 seconds.

The participant must be visible head to toe for most of the video.

The decision of the judges is final and binding.

The participants will be judged based on their ability to bring in their own style, creativity, and talent in this round.

3. Unique Kerala Costume Round:

The duration of the video submission is a maximum of 90 seconds.

The **unique Kerala costume round** video submission should include the participant's showcase of a unique and innovative styling of the Kerala attire.

The video submission should include **only one look**, along with an explanation of the styling and the inspiration behind the look.

The outfit can be created using any unique style of Kerala traditional or modern dress. Participants are encouraged to use an appropriate background that will complement their look.

The participant must be visible head to toe for most of the video. Participants may zoom in to focus on the details of the styling.



The decision of the judges is final and binding.

The participants will be judged based on their style, creativity, and presentation.

4. Live Q & A Round:

Each participant will be asked a question by one of the judges. Participants are given a maximum time of 90 seconds to answer.

Participants can answer the question in either Malayalam or English.

The decision of the judges is final and binding.

The participants will be judged based on the quality of their answer, presentation, genuineness, and presence of mind.

5. Common Rules for Video Submission:

Participants are advised not to use long photos or photo collages in the video.

The video submissions should contain a single shot of at least 30 secs.

The photos/videos can be taken on a professional camera or a phone and must be taken in landscape mode (horizontal view).

The submitted videos should have a resolution of 1920X1080 (1080p).

The participants can use any video editing software of their choice that does not generate watermarks or taglines.

Participants must ensure even, and good lighting and the photo/video must be taken with an appropriate background.

6. Online Submission:

The video submissions can be shared as a google drive or an unlisted YouTube link to talenttime@kagw.com.



The videos must be submitted on or before the published deadline. Please include the participant's name along with the email submission.

Submission files should be clearly labelled in the following format for identification purposes: "Participant Name_KeralaQueen _ Roundname" .mp4 (or .avi or .mov).

Submission deadline: March 7, 2022.

Zoom Event Date: March 12, 2022, 4:00 PM.

Disclaimer:

While participating in events held or sponsored by the Kerala Association of Greater Washington (KAGW), consistent with CDC and county guidelines, participants are encouraged to practice hand hygiene, social distancing, and wear face coverings as needed to reduce the risk of exposure to COVID-19.