

## **“My Life My Yoga” Video Blogging Competition**



The Ministry of AYUSH, Govt. of India, and Indian Council of Cultural Relations, are organising a video blogging competition My Life – My Yoga, to inspire people to prepare for and become active participants in the observation of IDY 2020 and to encourage people to practice Yoga at their homes. The competition will support participation via the social media platforms of Facebook, Twitter and Instagram.

### **Rules and Guidelines for Contestants**

#### **1. Entry Guidelines:**

- 1.1 All entries must be in digital video.**
- 1.2 Each entry must focus on the theme “My Life My Yoga” or “Jeevan Yoga”**
- 1.3 Participant videos must be entered using any one of the ways explained in 1.4 to 1.8 in order to be eligible for prizes and rewards.**
- 1.4 MyLifeMyYoga2020 contest page entry guidelines (NEW)**

- i. Visit the dedicated contest page at: <https://www.mylifemyyoga2020.com/home>
- ii. Fill in your details as per the form provided
- iii. Upload video directly or provide link to your video uploaded on Facebook or YouTube. Please ensure the video is public and downloadable.
- iv. Accept the terms and conditions and click submit.
- v. Note down the participant code that will be displayed on successful submission.

### 1.5 MyGov contest page entry guidelines (NEW)

- i. Visit the dedicated contest page at: <https://innovate.mygov.in/my-life-my-yoga/>
- ii. Fill in your details as per the form provided
- iii. Provide link to your video uploaded on YouTube OR Facebook OR Instagram OR Twitter. Please ensure the video is public and downloadable.
- iv. Go through the terms and conditions and click submit.

### 1.6 Facebook entry guidelines

- i. Like and follow Ministry of AYUSH page (<https://www.facebook.com/moayush/>) on Facebook
- ii. The contestant may opt for either of the following two:
  - a) Upload the video on his/her Facebook page and tag Ministry of AYUSH (@ministryofayush) in the description, and also use the hashtag #MyLifeMyYoga<COUNTRY> and category hashtag as per table below  
Eg. #MyLifeMyYogaINDIA #FemaleAdult

Note: the post should be made public in order to participate in the contest;

**OR**

- b) The contestant can post the video on Facebook page of Ministry of AYUSH (<https://www.facebook.com/moayush/>) with the hashtag #MyLifeMyYoga<COUNTRY> and category hashtag as per table below  
Eg. #MyLifeMyYogaINDIA #FemaleAdult
- iii. *Recommended:* Share the post with maximum number of people and get maximum number of likes on the video.

### 1.7 Instagram entry guidelines

- i. Follow Ministry of AYUSH page on Instagram (<https://www.instagram.com/ministryofayush/>)
- ii. Upload the video as an IGTV video page and make your Instagram profile public. Note: The Instagram profile should be public in order to participate in the contest
- iii. Tag Ministry of AYUSH (@ministryofayush) in the description and use the hashtag #MyLifeMyYoga<COUNTRY> and category hashtag as per table below Eg. #MyLifeMyYogaINDIA #FemaleAdult
- iv. *Recommended:* Share the post with maximum number of people and get maximum number of likes on the video.

### 1.8 Twitter entry guidelines

- i. Follow Ministry of AYUSH page on Twitter (<https://twitter.com/moayush>)
- ii. The participant will upload the video on his/her Twitter account.  
Note: As per Twitter video guidelines, the video can't exceed 2:20 minutes. Therefore the contestant would need to ensure that both the yogic practice and the message of the video (as explained subsequently in this document) is properly captured in that duration.
- iii. Tag Ministry of AYUSH (@moayush) in the description and use the hashtag #MyLifeMyYoga<COUNTRY> and category hashtag as per table below Eg. #MyLifeMyYogaINDIA #FemaleAdult
- iv. *Recommended:* Share the post with maximum number of people

### 1.9 Category Hashtags

<b>Female categories</b>	<b>Category Hashtag</b>
Youth (below 18 years)	#FemaleYouth
Adult (18 years and above)	#FemaleAdult
Yoga professionals	#FemaleYogaProfessional
<b>Male categories</b>	<b>Category Hashtag</b>
Youth (below 18 years)	#MaleYouth
Adult (18 years and above)	#MaleAdult
Yoga professionals	#MaleYogaProfessional

### 1.10 Shortlisted candidates

- i. Ministry may reach out to shortlisted candidates asking to provide clarifications related to award categories and demographic details, in

case felt necessary. Do note ministry will not ask for any confidential information.

- ii. Contestants are requested to monitor their respective social media profile for further instructions post entry till announcement of winners.

## **2. Eligibility criteria:**

All are welcome to participate in this contest. Use appropriate hashtags as per your country.

## **3. Competition timelines:**

- i. Video can be uploaded starting 31<sup>st</sup> May, 2020 2:00 PM IST onwards. Deadline for entries is 11:50 PM IST on June 15, 2020. In order to participate in this competition, all video submission as per the above-mentioned guidelines must be received by this deadline. Winners will be contacted by June 21st, 2020. Stay tuned on Yoga portal (<https://yoga.ayush.gov.in/yoga/>) for further details related to communication and receiving of awards.
- ii. The Ministry of AYUSH / Indian Missions in different countries will reach out to the shortlisted contestants during the period up to June 20, 2020 for verification of any information, if required. The shortlisted entries will be announced and tagged on the respective social media platform where the video was uploaded.

## **4. Guidelines on video content:**

- i. Participants shall not disclose their personal identity within the video created (name, caste, country etc.).
- ii. It is recommended that video should be made in landscape orientation.
- iii. Participants are required to make a video on Yogic practices of duration not more than 3 minutes.
- iv. The participant may judiciously include within this 3 minutes duration the video of 3 Yogic practices (kriya, asana, pranayama, bandha or mudra) and a short video message/ description on how the said Yogic practices influenced his/ her life.

## **5. Award Categories and Prizes:**

- i. The competition is proposed to be organized in six categories as below:

S.No.	Female categories	S.No.	Male categories
1.	Youth (below 18 years)	4.	Youth (below 18 years)
2.	Adult (18 years and above)	5.	Adult (18 years and above)
3.	Yoga Professionals	6.	Yoga Professionals

ii. The winners will be announced within the aforementioned six categories. For the competition, Yoga Professional is defined as follows “A Yoga trainer/instructor certified by reputed yoga institutions in their country or certification agencies, or one who engages in teaching/ training/ instruction of Yoga as a profession or for a living. An individual with an undergraduate or postgraduate degree in yoga and or naturopathy from recognised universities or universities affiliated institutions will also be called a Yoga Professional for the purposes of this competition. The age group for Yoga Professional is 18 years or above of age at the time of submission of their entries”.

iii. Any contestant who submits an entry in a category other than a “Yoga Professionals” category will be deemed to be giving an undertaking that he/ she is not a Yoga Professional.

Prizes will be announced in each of the aforementioned six categories:

**A. Country specific prizes**

**India**

- a) First Prize – Rs. 1,00,000
- b) Second Prize – Rs. 50,000
- c) Third Prize – Rs. 25,000

**Other countries**

To be determined and communicated by Indian Missions in respective countries..

**B. Global Prize**

- a. First Prize – \$2500
- b. Second Prize – \$1500
- c. Third Prize – \$1000

iv. Stay tuned on Yoga portal (<https://yoga.ayush.gov.in/yoga/>) and the social media pages of the Ministry of AYUSH for further details related to communication and receiving of awards.

## **6. Judging process:**

Judging will be carried out in two stages viz. shortlisting processes and final evaluation. Entries will be shortlisted based on the video guidelines by Screening Committee and winners will be selected from the short list by a Jury consisting of prominent Yoga experts.

## **7. Confidentiality:**

Your personal information will be kept confidential. The announcements will reveal only the identities of the winners of the competition, with information such as name, age gender, category of award and city. Consent of participants for use of their videos by the Ministry of AYUSH for any promotional activities in future, is inherent and included in their act of submission of their entries in this competition.

## **8. Other terms and conditions:**

- i. The videos uploaded should strictly conform to these guidelines.
- ii. Visuals/ words which are erroneous and misleading, and which may provoke communal, obscurantist, anti-scientific and anti-national attitudes will make the entry liable to be disqualified.
- iii. The person/ persons in the video should be adequately clothed.
- iv. The display of obscene acts and exposures that deem to be indecent will be disqualified
- v. An Applicant will be disqualified from the competition if it is found that he/ she is trying to influence any member of the jury by way of writing letters, sending emails, making telephone calls, approaching in person or any other similar activity in this regard.
- vi. Any applicant found to give a false declaration of age is bound to be disqualified.
- vii. The decisions of the Screening Committee and the Jury shall be final and binding on all participants. The Jury may seek clarifications on any aspect (including age) of an entry from the participant, and if the same is not furnished within the given time, the entry could be disqualified.
- viii. Relatives of employees working in ministry of AYUSH and its Autonomous Bodies will not be considered for the prize.
- ix. Videos provided by the Applicant will be deemed confidential and only used for competition or any other promotional purposes by Ministry of AYUSH. **Applicants may understand that their consent for use of their videos by the Ministry of AYUSH for any promotional activities**

**in future, is inherent and included in their act of submission of their entries to this competition.**

- x. Participants below 18 years of age may get the login ID created by the parents and also obtain the consent of their parents to participate in this category.
- xi. Any legal disputes arising out of the competition will be settled in courts of Delhi.
- xii. **Applicants who are shortlisted would be required to furnish additional information without which they may not be considered for next round of evaluation.**
- xiii. While furnishing information related to shortlisted entries as sought for by the Ministry of AYUSH/ concerned Indian Missions in other countries, the applicant should ensure that complete postal address, e-mail address, telephone number, mobile phone number and fax number (if any) are duly provided.
- xiv. The cost of making the video is to be borne by the applicant and NO reimbursement for the same will be given by the Ministry of AYUSH
- XV. Participants submitting the videos for the competition are solely responsible for copyright regulations, if any. **Their undertaking that the videos don't infringe on any copyrights or intellectual property rights is inherent and included in their act of submission of their entries to this competition.**

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