

**Government of Uttar Pradesh**  
**AYUSH Department**  
**6<sup>th</sup> International day Of Yoga**  
**Yoga Day challenge- UP**

**1. Event Detail:-**

<b>Event name</b>	Yoga Day Challenge-UP		
<b>Duration</b>	19 June 2020 to 21 June 2020 11:59 P.M		
<b>Where</b>	Facebook, Instagram, Ayush Kavach App, Twitter & <a href="http://www.ayushup.in">www.ayushup.in</a>		
<b>Contest Hastag</b>	Hastag #YogawithCMYogi, #ayushup #Yogadaychallengeup		
<b>Contest website</b>	Stay tuned on (www.ayushup.in) official website of UP State Ayush Society, Lucknow & Ayush Kavach app for further details related to processing of entries and announcements of awards.		
<b>Contest categories</b>	<b>Male</b>	<b>Female</b>	<b>Yoga Professionals</b>
	Kids- 5 to 7 years	Kids- 5 to 7 years	Male
	Adult- 18 to 60 years	Adult- 18 to 60 years	
	Senior– above 60years citizen	Senior– above 60years citizen	Female

# Yoga Day challenge- UP

## Rules and Guidelines for Contestants

### 2. 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 Videos must be uploaded on Facebook, Instagram or Twitter handle of the contestant and then linked to the Facebook page of the UP State Ayush Society, Lucknow to be eligible for prizes and rewards.

#### 2.1 Facebook entry guidelines

- i. Like and follow UP State Ayush Society, Lucknow page (<https://www.facebook.com/AyushMissionUP/>) on Facebook
- ii. The contestant may opt for either of the following two:
  - a) Upload the video on his/her Facebook page and tag UP State Ayush Society facebook page and also use the hashtag #YogawithCMYogi, #ayushup, #Yogadaychallengeup

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

#### 2.2 Instagram entry guidelines

- i. Follow UP State Ayush Society, Lucknow page on Instagram (<https://www.instagram.com/AyushMissionUP/>)
- ii. Upload the video and make your Instagram profile public.  
Note: The Instagram profile should be public in order to participate in the contest
- iii. Tag UP State Ayush Society, Lucknow Instagram page and use the hashtag #YogawithCMYogi, #ayushup, #Yogadaychallengeup
- iv. *Recommended:* Share the post with maximum number of people and get maximum number of likes on the video.

#### 2.3 Twitter entry guidelines

- i. Follow UP State Ayush Society, Lucknow page on Twitter (<https://mobile.twitter.com/AyushMissionUP/>)
- ii. The participant will upload the video on his/her Twitter account.
- iii. Tag UP State Ayush Society, Lucknow Twitter page in the description and use the hashtag #YogawithCMYogi, #ayushup, #Yogadaychallengeup
- iv. *Recommended:* Share the post with maximum number of people

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.

#### 2.4. Ayush Kavach App Entry guideline-

- Participants who are using Ayush kavach App they have option to Login/Registration on the App.

#### 2.5 Category :-

<b>Contest categories</b>	<b>Male</b>	<b>Female</b>	<b>Yoga Professional</b>
	Kids- 5 to 7 years	Kids- 5 to 7 years	Male
	Adult- 18 to 60 years	Adult- 18 to 60 years	
	Senior– above 60years citizen	Senior– above 60years citizen	Female

**3. Eligibility criteria:** All city of UP are welcome to participate in this contest. Use appropriate hashtags as per your city.

#### **4. Competition timelines:**

- ii. Video can be uploaded starting 19 June , 2020 . Deadline for entries is 11:59 PM on June 21, 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 25, 2020. Stay tuned on ayush mission ([www.ayushup.in](http://www.ayushup.in)) and Ayush Kavach app for further details related to communication and receiving of awards.

#### **5. 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 to 5 minutes.
- iv. The participant may judiciously include within this 5 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.

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

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

<b>Contest categories</b>	<b>Male</b>	<b>Female</b>	<b>Yoga Professional</b>
	Kids- 5 to 7 years	Kids- 5 to 7 years	Male
	Adult- 18 to 60 years	Adult- 18 to 60 years	
	Senior– above 60years citizen	Senior– above 60years citizen	Female

- ii. The winners will be announced within the aforementioned eight categories.

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

##### **A. All age groups of all categories at the state level**

**First prize- 51,000/-**

**Second prize- 21,000/-**

**Third prize- 11,000/-**

##### **B. All age groups of all categories at the District level.**

**First prize- 2,100/-**

**Second prize- 1,100/-**

**Third prize- 501/-**

**iii- If the entries are less than 100@ District level and 1000@State level in each category and age group, the awards will not be announced for that category-age group.**

**iv-Detailed information regarding the competition can be obtained by logging on to the website of the UP State Ayush Society, Lucknow ([www.avushup.in](http://www.avushup.in)) and AYUSH KAVACH APP.**

## **7. 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.

## **8. 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 district. Consent of participants for use of their videos by the UP State Ayush Society, Lucknow for any promotional activities in future, is inherent and included in their act of submission of their entries in this competition.

## **9. 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. Participants below 17 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.
- ix. Any legal disputes arising out of the competition will be settled in courts of Lucknow.
- x. While furnishing information related to shortlisted entries as sought for by the UP State Ayush Society, Lucknow the applicant should ensure that complete postal address, e-mail address, telephone number, mobile phone number and fax number (if any) are duly provided.
- xi. The cost of making the video is to be borne by the applicant and NO reimbursement for the same will be given by the UP State Ayush Society, Lucknow.
- xii. 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.**