

MOUNT LITERA ZEE SCHOOL JOKA

SESSION : 2020-2021

Circular:JOKA/Acad/20/023
20 June, 2020

Dear Parents,

Greetings from MLZS, Joka !

The current situation of COVID-19 pandemic along with the restriction of movement is taking a toll on the physical and mental health of all. Given the current context the benefits of Yoga in improving mental and physical health is undeniable. 21st June 2020 marks the International Yoga Day. Mount Litera Zee School, Joka has always observed this day with great enthusiasm to acknowledge the positive impact of practising Yoga on general health and its role in immunity enhancement.

II. 'MY LIFE MY YOGA' VIDEO BLOGGING COMPETITION

1. An online competition for posting 3 minutes videos on yoga poses is being organized on My Gov. platform by Ministry of AYUSH. The last date for submission of entries is 5.00 PM IST on June 21, 2020.

The complete guidelines for this competition are also enclosed.

MLZS, Joka looks forward to a wholehearted participation of students and parents alike to benefit from the session and learn about the educational elements of Yoga.

Regards,

MLZS, JOKA.

"My Life My Yoga" Video Blogging Competition

Rules and Guidelines for Contestants

1. Entry Guidelines:

- All entries must be in digital video made in landscape orientation of duration not more than 3 minutes.
- 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.
- Each entry must focus on the theme "My Life My Yoga" or "Jeevan Yoga"
- Students must wear school PT uniform while recording the video.
- Those not having school PT uniform may wear blue/green/red/yellow polo T-Shirt(solid colour) with black track pants.
- Students are requested to upload their video in notice board of Microsoft Teams and send the same to info@mountlitera.in
- 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)

1. Visit the dedicated contest page at: <https://www.mylifemyyoga2020.com/home>
11. Fill in your details as per the form provided
111. Upload video directly or provide link to your video uploaded on Facebook or YouTube. Please ensure the video is public and downloadable.
- 1v. 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)

2. Visit the dedicated contest page at: <https://innovate.mygov.in/my-life-my-yoga/>
11. Fill in your details as per the form provided
111. Provide link to your video uploaded on YouTube OR Facebook OR Instagram OR Twitter. Please ensure the video is public and downloadable.
- 1v. Go through the terms and conditions and click submit.

1.6 Facebook entry guidelines

- 1 Like and follow Ministry of AYUSH page (<https://www.facebook.com/moayush/>) on Facebook
- 11 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
- m *Recommended:* Share the post with maximum number of people and get maximum number of likes on the video.

1.7 Instagram entry guidelines

- 1 Follow Ministry of AYUSH page on Instagram (<https://www.instagram.com/ministryofayush/>)

11 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

- 1v. *Recommended:* Share the post with maximum number of people and get maximum number of likes on the video.

1.8 Twitter entry guidelines

- 1 Follow Ministry of AYUSH page on Twitter (<https://twitter.com/moayush>)

11 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.

- m Tag Ministry of AYUSH (@moayush) in the description and use the hashtag

#MyLifeMyYoga<COUNTRY> and category hashtag as per table below Eg.

#MyLifeMyYogaINDIA #FemaleAdult

- 1v. *Recommended:* Share the post with maximum number of people

19 Category Hashtags

Female categories	Category Hashtag
Youth (below 18 years)	#FemaleYouth
Adult (18 years and above)	#FemaleAdult
Male categories	Category Hashtag
Youth (below 18 years)	#MaleYouth
Adult (18 years and above)	#MaleAdult

1.10 Shortlisted candidates

1. 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.
11. 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.

3. Competition timelines:

- 1 Video can be uploaded starting 31st May, 2020 2:00 PM IST onwards. Deadline for entries is 05.30 PM IST 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 21st, 2020. Stay tuned on Yoga portal (<https://yoga.ayush.gov.in/yoga/>) for further details related to communication and receiving of awards.
- 11 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:

- Participants shall not disclose their personal identity within the video created (name, caste, country etc.).
- It is recommended that video should be made in landscape orientation.
- Participants are required to make a video on Yogic practices of duration not more than 3 minutes.

- i. 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".
- ii. 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

I. prizes India

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

II. Global Prize

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

- iii. 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.

5. 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.

Regards,

MLZS, JOKA.