



**DIRECTORATE OF STUDENT'S WELFARE
AND
PROGRAMME CO-ORDINATOR (NSS)
NAVSARI AGRICULTURAL UNIVERSITY
NAVSARI-396450**



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Director

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Read: Ministry of AYUSH, GoI, Letter no. D.O.No. M-16011/16/2020-YN, Dated: 5th January 2021

e-CIRCULAR



The Ministry of AYUSH invites concepts and designs for the Mascot of the International Day of Yoga (IDY) which is observed annually on the 21st of June.

Since the year 2015, when the United Nations General Assembly (UNGA) took the historic decision to declare 21st June as the International Day of Yoga, this day has been celebrated all over the world with a lot of enthusiasm. With the demonstrated benefits of Yoga towards immunity building and stress relief, there is a necessity to utilize the occasion of the International Day of Yoga to reinstate these benefits in the minds of the people.

Therefore, the Ministry of AYUSH has taken the decision to announce a Mascot for the IDY on the eve of IDY 2021 observance and invites entries for a Mascot design and name from all Indian citizens, agencies, and interested organizations within India.

Link for submission: <https://www.mygov.in/task/design-and-name-mascot-international-day-yoga-2021/>

The last date for submission is 20th January 2021 [23:45 PM IST (GMT +5.30 Hrs)]

The prize for the winning entry: Rs One Lakh only

The result of the competition will be announced by the **15th of February 2021**. In case of any delays due to unforeseen circumstances, any updates to the competition timeline, terms, and guidelines will be communicated through the MyGov platform and/or the official channels of the Ministry of AYUSH.

No. NAU/DSW/T-8/80/21
Navsari, Date: 08/01/2021

Director

Encls: Terms and Conditions for Mascot IDY-2021 submission

Terms and Conditions

By participating in the competition, participants agree to be bound by, and are deemed to have read and understood the following and any other terms and conditions released by the Contest organizers.

1. The Competition will be open for submissions from **date of posting on MyGov platform till the 23.59.59 HRS IST 20.01.2021**
2. The Competition is open to all Indian citizens, agencies, or organizations within India.
3. All entries for the Competition must be submitted **on <https://www.mygov.in/>** Entries submitted through any other medium/mode will not be considered as valid entries, and therefore be evaluated.
4. All entries submitted as a part of the Competition would be the intellectual property of the Ministry of AYUSH, Government of India and the Competition participants forego any right over it.
5. The prize-winning design of the Mascot is meant to be used by the Ministry of AYUSH, Government of India for promotional and display purposes, and also for any other initiative as may be deemed appropriate by the Ministry.
6. The entries including the Mascot name and design must not contain any provocative, objectionable, or inappropriate content. Any such entries found in violation of these guidelines will be automatically disqualified upon the discretion of the Ministry.
7. Please note that the design proposed for the Mascot must be original and should not violate any provisions of the Indian Copyright Act, 1957.
8. The participant must be the same person who has conceptualized the design for the Mascot, and any instances of plagiarism will not be tolerated. If found in violation, participants may be penalized as per law.
9. The Ministry does not bear any responsibility for copyright violations or infringement of intellectual property rights carried by the participants.
10. Participants should make sure that their MyGov profile is accurate and updated as the information provided will be used by the Ministry for further communications. This includes details such as name, photo, phone number, email address, and any other such information. Entries for incomplete profiles may not be considered for evaluation upon the discretion of the Ministry.
11. The Ministry reserves the right to cancel or amend all or any part of the Competition and/or the Terms and Condition, and the Evaluation Criteria. Any changes to the terms and guidelines governing the Competition will be updated/posted on the MyGov platform and/or official Ministry communication channels. Participants bear the responsibility to keep themselves informed of any such changes and updates.
12. The participants represent and warrant that they will comply with all applicable Indian laws. The participant shall not disclose and/or use any information, if by doing so is in violation of any obligation under antitrust law and/or confidentiality.
13. By registering for participation in the Competition, the participant warrants that,
 - a. They have complied with the Terms and Conditions, and any other accompanying competition guidance's.
 - b. Competition entries are original including the name and the mascot design.
 - c. Their entry does not infringe upon any intellectual property rights and copyrights.

- d. Any current employer and/or learning institution that participant is employed by or enrolled with would have any claim on the entry submitted.
- e. The Ministry reserves the right to reject any entry based on its discretion.
- f. The Ministry accepts no responsibility for any damages, loss, or injury of any kind suffered by any of the participants in entering the Competition, including as a result of the participant winning or not winning the prize.
- g. The Ministry will not be held responsible if the participants are not able to upload their entries on the MyGov portal before the last date and time of submission for any reason whatsoever.
- h. Entries must be made by the closing date and in a manner consistent with the Competition guidelines. Failure to do so will result in disqualification.
- i. Multiple submissions of entries by the same participant will not be considered. Only the first submission by a participant would be considered for the purposes of the Competition.
- j. **The selected entry will be awarded a cash prize of Rs 1,00,000 / (One lakh only). Best ten entries would be provided with appreciation letters.**
- k. The results of the Competition will be declared on the MyGov portal and through the official communication channels of the Ministry.

Submission Guidelines

1. Participants should provide a name for the Mascot along with a brief rationale for the name.
2. Participants should upload the Mascot design in JPEG/PNG/SVG format only. Pictures of any caricatures or hand-drawn concepts can be uploaded using the same process.
3. The shortlisted entries for evaluation may be required to submit the design in an editable and open file format.
4. Participants should not imprint, watermark, or mention any personal identifiers such as name or any other details on the uploaded entries.
5. A small description should be provided to explain the Mascot concept and rationale.
6. The fill size should not exceed **2 MB with maximum 4 images**.

Evaluation Criteria

1. All entries and submissions will be assessed for award by the Selection and Evaluation Committee instituted by the Ministry.
2. Entries will be judged on the bases of creativity, originality, composition, simplicity, visual impact, and on how well they communicate and promote the International Day of Yoga brand.
3. The decision of the Selection and Evaluation Committee will be final and binding on all participants, and no clarification would be issued to any participants for any of the decisions undertaken.
4. The Ministry would have the right over all entries for usage in a way felt appropriate by it. The participants would have no right or claim on the submitted entries.
5. Any legal proceedings arising out of the competition shall be subject to jurisdiction of Delhi.



Vikram Singh
Director

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भारत सरकार
आयुर्वेद, योग व प्राकृतिक चिकित्सा
यूनानी, सिद्ध, सोवा-रिग्पा एवं होम्योपैथी (आयुष) मंत्रालय
आयुष भवन, 'बी' ब्लॉक, जी.पी.ओ. कॉम्प्लेक्स
आई.एन.ए., नई दिल्ली-110023
GOVERNMENT OF INDIA
MINISTRY OF AYURVEDA, YOGA & NATUROPATHY UNANI
SIDDHA, SOWA-RIGPA & HOMOEOPATHY (AYUSH)
"AYUSH BHAWAN", B-BLOCK, GPO COMPLEX
INA, NEW DELHI-110023

D.O. No. M-16011/16/2020-YN
Dated the 5th January, 2021

Respected Madam/Sir,

This is about the different stake-holders of the Yoga Sector working together for promoting the International Day of Yoga (IDY) – 2021, scheduled to be held on the 21st of June 2021.

2. Since the year 2015, when the United Nations General Assembly (UNGA) took the historic decision to declare 21st of June as the International Day of Yoga, this day has been celebrated all over the world with a lot of enthusiasm. With the demonstrated benefits of Yoga towards immunity building and stress relief, there is a necessity to utilize the occasion of the International Day of Yoga to reinstate these benefits in the minds of the people.

3. This year, the Ministry of AYUSH (MoA), Government of India (GoI) has announced a Mascot for the International Day of Yoga (IDY), on the eve of IDY 2021 observance, and has invited concepts and designs for the Mascot from all the Indian citizens, educational, training and research institutions, agencies, and interested organizations within India. We are happy to invite your esteemed institution to become a part of this initiative, as you have always been an important stakeholder in the IDY event. We request your support in encouraging maximum participation from the members of your institution, in this Mascot contest.

4. The contest has already begun on the MyGov platform, and the entries can be submitted on the contest page of the portal (<https://www.mygov.in/task/design-and-name-mascot-international-day-yoga-2021/>). The last date for the submission of the entries is **20th of January, 2021**, and the result of the contest will be announced on the **15th of February, 2021**. The winning entry shall be entitled to receive a cash prize of **INR1,00,000/-**. Any case of delay due to unforeseen circumstances, or any updates to the contest timeline, terms, and guidelines, will be communicated through the MyGov platform and/or the official channels of the Ministry of AYUSH (MoA).

5. More details pertaining to the contest are available on the contest page of the MyGov portal. Looking forward to an enthusiastic participation from your institution.

Warm regards.

Vikram Singh

(Vikram Singh)

To

All the University/Colleges/Institutes as per the list attached.

Copy to :

1. Director, MDNIY, New Delhi
2. Director, NIN, Pune
3. Director, CCRYN, New Delhi