



MINISTRY OF TOURISM
REPUBLIC OF MALDIVES

Maldives Tourism Golden Jubilee “Nala Nala Raajje” **Video Challenge - Amended**

Ministry of Tourism has released an official song in celebration of Tourism Golden Jubilee Year titled, ‘Nala Nala Raajje’ and we have decided to introduce a video challenge targeting both Maldivians and foreigners that will be held from **12th March, 2022** to **30th June, 2022**.

1. TikTok

- **Categories for Maldivians:**
 - **Category A:** TikTok user accounts above 10k+ Followers
 - **Category B:** TikTok user accounts below 10k Followers
- **Categories for Foreigners:**
 - **Category A:** TikTok user accounts above 1 million+ Followers
 - **Category B:** TikTok user accounts below 1 million Followers

2. Facebook

- **Categories for Maldivians:**
 - **Category A:** Facebook User accounts above 100+ Followers
- **Categories for Foreigners:**
 - **Category A:** Facebook User accounts above 500k+ Followers
 - **Category B:** Facebook User accounts below 500k Followers

3. Instagram

- **Categories for Maldivians:**
 - **Category A:** Instagram user accounts above 100+ Followers
- **Categories for Foreigners:**
 - **Category A:** Instagram User accounts above 500k+ Followers
 - **Category B:** Instagram User accounts below 500k Followers



Duration of the Challenge:

- Participants can upload videos from **12th March, 2022 00:00hrs to 30th June, 2022 at 23:59hrs.**
- Evaluation of the entries will begin on **01st July, 2022 00:00hrs**

Guidelines and submission rules

- Follow our Instagram accounts @tourism.mv and @mvtourism50
- Make a video of not more than 60 seconds with a clip containing a person lip syncing to the Maldives Tourism Golden Jubilee Theme Song “*Nala Nala Raajje*”
- The video should be uploaded on your Facebook account and tag Ministry of Tourism (**@mvtourism50**) and should also contain hashtags **#Maldives #NalaNalaRaajje #maldivestourism50 #visitmaldives.**
- The video should be shared publicly
- This challenge is open for all TikTok, Facebook and Instagram users, regardless of age, gender or nationality
- Each participant can upload a maximum of **3 videos** from their accounts.

Selecting Winners:

A panel of judges will select the winners, and points will be awarded on a pro rata basis to the videos with the most views, likes, and shares in that category, as follows:

Components	Marks
Views	35%
Likes	25%
Shares	40%

*The winners will be announced on **July 15, 2022**, via the Ministry of Tourism's official social media accounts.*



Prizes

1. TikTok:

▪ Maldivians:

❖ *Category A: TikTok user accounts **above 10k+ Followers***

- ◆ **Gold:** MVR 25,000
- ◆ **Silver:** MVR 15,000
- ◆ **Bronze:** MVR 10,000

❖ *Category B: TikTok user accounts **below 10k Followers***

- ◆ **Gold:** MVR 25,000
- ◆ **Silver:** MVR 15,000
- ◆ **Bronze:** MVR 10,000

▪ Foreigners

❖ *Category A: TikTok user accounts **above 01 million+ Followers***

- ◆ **Gold:** 08 Day Holiday Package for Two Pax
- ◆ **Silver:** 05 Day Holiday Package for Two Pax

❖ *Category B: TikTok user accounts **below 01 million Followers***

- ◆ **Gold:** 08 Day Holiday Package for Two Pax
- ◆ **Silver:** 05 Day Holiday Package for Two Pax

2. Facebook

▪ Maldivians:

❖ *Category A: Facebook user accounts **above 100+ Followers***

- ◆ **Gold:** MVR 25,000
- ◆ **Silver:** MVR 15,000
- ◆ **Bronze:** MVR 10,000

▪ Foreigners

❖ *Category A: Facebook user accounts **above 500k+ Followers***

- ◆ **Gold:** 08 Day Holiday Package for Two Pax
- ◆ **Silver:** 05 Day Holiday Package for Two Pax

❖ *Category B: Facebook user accounts **below 500k Followers***

- ◆ **Gold:** 08 Day Holiday Package for Two Pax
- ◆ **Silver:** 05 Day Holiday Package for Two Pax



3. Instagram

- **Maldivians:**

- ❖ *Category A: Instagram User accounts **above 100+ Followers***

- ◆ **Gold:** MVR 25,000
- ◆ **Silver:** MVR 15,000
- ◆ **Bronze:** MVR 10,000

- **Foreigners**

- ❖ *Category A: Instagram user accounts **above 500k+ Followers***

- ◆ **Gold:** 08 Day Holiday Package for Two Pax
- ◆ **Silver:** 05 Day Holiday Package for Two Pax

- ❖ *Category B: Instagram user accounts **below 500k Followers***

- ◆ **Gold:** 08 Day Holiday Package for Two Pax
- ◆ **Silver:** 05 Day Holiday