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MINISTRY OF TOURISM
REPUBLIC OF MALDIVES



Maldives Tourism Golden Jubilee “Nala Nala Raajje”
TikTok Challenge

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 TikTok Challenge targeting both Maldivians and foreigners that will be held from **12th March, 2022 to 10th May, 2022**.

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

Duration of the Challenge:

- Participants can upload videos from **12th March, 2022 00:00hrs to 10th May, 2022 at 23:59hrs.**
- Evaluation of the entries will begin on **11th May 2022 00:00hrs**

Guidelines and submission rules

- The TikTok video should be of 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 with the official TikTok handle of Ministry of Tourism, “@mot.mv” and should also contain hashtags #Maldives #NalaNalaRaajje #maldivestourism50 #visitmaldives.
- This challenge is open for everyone regardless of age, gender or nationality.
- Each participant can upload a maximum of 3 video 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 **May 17, 2022**, via the Ministry of Tourism's official social media accounts.

Prizes

1- 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

2- 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