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MINISTRY OF TOURISM
REPUBLIC OF MALDIVES



Maldives Tourism Golden Jubilee “Nala Nala Raajje”
Instagram 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 video challenge targeting both Maldivians and foreigners that will be held from **12th March, 2022 to 10th May, 2022**.

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 10th May, 2022 at 23:59hrs.**
- Evaluation of the entries will begin on **11th May 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 Instagram users, regardless of age, gender or nationality
- Each participant can upload a maximum of 1 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: Instagram User accounts **above 100+ Followers***

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

2- 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 Package for Two Pax