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By E-mail

**W-11030/12/2020-IEC
Government of India
Ministry of AYUSH
IEC Section**

New Delhi 22nd Oct 2020

To

**The Director,
National Institute of Naturopathy
Pune**

Sub: - **Essay Competition to be conducted on Facebook.** -reg

Madam,

I am directed to say that the Ministry is going to conduct an Essay Competition from 23rd Oct 2020(Friday) on Facebook on 'Relevance of Bapu's Thoughts on Health in the 21st Century'. It has been decided that the work of evaluation of the essay to be given to NIN, Pune.

2. In this regard, you are requested to constitute an evaluation committee by 25th Oct 2020. The evaluation committee may be requested to provide the best essay of the week by Friday of the respective week. The best essay of the week will take place in Ministry's next weekly newsletter.

3. Guideline of the Competition is enclosed for more detail.

4. This has the approval of Joint Secretary (PNRK).

Yours faithfully

**Vijayalakshmi Bharadwaj
Deputy Secretary to the Govt. of India**

Copy to:-

Ms Komal, M/s Ventures Pvt Ltd:- with a request to announce the said competition on all Social Media Platforms of Ministry by today 8PM.

Digitally signed by
VIJAYALAKSHMI BHARADW

Date:Thu Oct 22 16:18:06 IST

2020

Reason: Approved

Essay competition on Facebook
on
'Relevance of Bapu's Thoughts on Health in the 21st Century'.

INTRODUCTION

Mahatma Gandhi believed in all systems of medicine. However, he was particularly drawn to nature cure and believed in preventive techniques for disease management. When it came to his own health, he would treat himself through nature cure or by fasting and experimenting with dietetics.

His book "Key to Health" contained several articles on natural healing and cure. He had said anyone who observes the rules of health mentioned in his book will find, that he would have the real key to unlock the gates, leading him to good health. He is famously quoted as follows:

"It is health that is real wealth and not pieces of gold and silver."

In order to commemorate the 151th birth anniversary of the Father of the Nation, the Ministry of AYUSH is conducting a short-essay competition

Topic of the essay competition

The topic of the competition will be 'Relevance of Bapu's Thoughts on Health in the 21st Century'.

GUIDELINES FOR THE PARTICIPANTS

1. The essay competition is open for all age groups.
2. The Word Limit for Essay is 400 to 500 words. The essay should not exceed the word limit. This would lead to disqualification.
3. Use of Hashtag **#Gandhiji4health** or **#Gadhiji4naturecure** and tagging Ministry of AYUSH Facebook page is mandatory.

4. Mode of submission

- (i) The participant should post the write-up on their Facebook Wall using Hashtag **#Gandhiji4health** or **#Gadhiji4naturecure** and tagging Ministry of AYUSH Facebook Page.

(ii) The write-up text should be submitted in Hindi or English.

Note:- The post should be made available in order to participate in the contest.

IMPORTANT DATES/TIMELINE

Last Date of Submission: 2nd January 2021; 11.59 PM.

TERMS AND CONDITIONS

1. The Competition is open to citizens of India.
2. All entries must be submitted on Facebook with proper hashtag and tagging. Entries submitted through any other medium/mode would not be considered for evaluation.
3. A participant can send one entry only. More than one entry from a participant will make all such entries liable for rejection.
4. The contents of the essay should be original and any impression otherwise will make it liable for rejection. Further, Government of India will not be responsible for copyright violations or infringements of intellectual property carried out by the participants.
5. It will be the responsibility of the participants to ensure that their Facebook profile is accurate as the Ministry of AYUSH would be using this for further communication. This includes details such as name, photo and email ID. Entries with incomplete profiles would not be considered.
6. The Ministry of AYUSH reserves the right to cancel or amend all or any part of the Competition and/ or the Terms & Conditions/Technical Parameters/ Evaluation Criteria.

CRITERIA OF EVALUATION

The write-ups will be evaluated on the basis of the following criteria:

Central Theme – contextual (20%)

Coherence and organization in structure (20%)

Creativity (40%)

Clarity in language expression and Style (20%)

CERTIFICATION AND AWARD

The best entry of the week will feature in weekly newsletter of the Ministry, i.e AYUSH for Immunity Campaign Bulletin. However, participation certificates shall be issued by the Ministry of AYUSH for all participants who submit their essays.

Announcement of the winners: The entries of a week will be evaluated and the winners of the week will be announced on the following sundays.