



# अंतरराष्ट्रीय योग दिवस मीडिया सम्मान

## Antarashtriya Yoga Diwas Media Samman (AYDMS)

2<sup>nd</sup> Edition - 2023

(GUIDELINES)

MINISTRY OF INFORMATION & BROADCASTING  
GOVERNMENT OF INDIA

09/06/2023

**Ministry of Information and Broadcasting  
Government of India**

**Antarashtriya Yoga Diwas Media Samman  
(AYDMS)**

GUIDELINES

**I. TITLE**

These shall be called “Guidelines for the Antarashtriya Yoga Diwas Media Samman (AYDMS) FOR THE MEDIA.

**II. AIMS & OBJECTIVES**

To promote, encourage and spread awareness regarding the practice of Yoga, an ancient practice of the country that combines physical, mental and spiritual pursuits to achieve harmony of the body and mind. These AYDMS have been constituted to recognize the efforts of the print, Radio and Television towards propagation of Yoga.

**III. COMMENCEMENT**

The Guidelines shall come into force with immediate effect.

**IV. AYDMS**

**Thirty Three (33) Sammans under the three categories viz., Print, Television and Radio in 22 Indian languages and English as below:**

1. Eleven Sammans in 22 Indian languages and English - to be conferred under category “Best Media Coverage in Yoga in Newspaper”
2. Eleven Sammans in 22 Indian languages and English - to be conferred under category “Best Media Coverage in Yoga in Electronic Media (TV)”
3. Eleven Sammans in 22 Indian languages and English-to be conferred under category “Best Media Coverage in Yoga in Electronic Media (Radio)”

**b) Contents of the Honour (Samman)**

- Special medal, Plaque or Trophy
- A Citation

## II. ELIGIBILITY FOR PARTICIPATION

- i. Open to all Media Houses/ Companies engaged in Print Media, Radio and Television having registration/ permission of M/o I&B.
- ii. Participation is voluntary.

## III. EVALUATION CRITERIA

- i. Contribution of the coverage to the body of knowledge on Yoga.
- ii. Contribution of the coverage to the promotion of Yoga among the people as a means for mental, physical and spiritual health.
- iii. The companies will submit their details in a prescribed format along with relevant clippings of article(s) created & published or Audio Visual telecast/ broadcast made during 10-06-2023 to 25-06-2023.
- iv. It is the responsibility of the entrant/applicant to provide complete accurate information regarding the entry.
- v. An Independent Jury shall decide the Antarashtriya Yoga Diwas Media Samman (AYDMS)

## IV. PROCEDURE FOR APPLICATIONS

- i. All entries will be accepted online. Registration form at Annexure 1 to be filled in completely and sent to the email address [aydms2023.mib@gmail.com](mailto:aydms2023.mib@gmail.com) before the last date of submission which is 1<sup>st</sup> July, 2023.
- ii. The entries (as in Annexure 1) should include the article/photo feature/ Audio Visual/ Audio Clips along with the details of the publication or telecast or broadcast.
- iii. The registration form should include the photograph along with work profile (150-200 words) as indicated.

- V. **SCHEDULE CALENDAR** – The Schedule for AYDMS for Media Coverage for International Day of Yoga, 2023:

S no.	Details of event	Dates / Schedule
1.	Last date of submission	01-07-2023 (by 5 PM)
2.	Short-listing of Entries	10-07-2023
3.	Judging Process	
4.	Result/announcement of AYDMS	To be informed later
5.	AYDMS ceremony	To be informed later

## VI. DETAILS OF JURY

All the AYDMS shall be recommended by an Independent Jury.

## **VII. GENERAL NORMS FOR AYDMS FOR MEDIA COVERAGE FOR INTERNATIONAL DAY OF YOGA**

1. Only the applications complete in all respects would be considered for evaluation
2. There is no entrance fee.
3. Entries will be disqualified if it is found that they are influencing any member of the jury by way of writing letters, sending emails, making telephone calls, approaching in person or any other similar activity in this regard.
4. An Entry can also be disqualified if any information provided by the Applicant is found to be incorrect, wrong or false in any manner.
5. The entries received would be issued code numbers.
6. The Jury will evolve its own work procedure.
7. The decision of the Jury shall be final and no appeal or correspondence in this regard shall be entertained.
8. The finalists/ winners will be notified by email /post.
9. For any Queries contact Mr. Rajendra Singh, Director, M/o I &B (Email: yrajendrasingh@gov.in)

\*\*\*\*\*

**Registration Form for**

**Antarashtriya Yoga Diwas Media Samman (AYDMS)  
2<sup>nd</sup> Edition- 2023**

Held by Ministry of Information & Broadcasting, Government of India

1. Name of the authorized person of the Company:

.....

2. Address :

.....

.....

i. City: .....

ii. State: .....

iii. Pin Code:-

3. Contact Number: .....

4. E-mail ID: .....

5. Details of participation (Tick the applicable option)

6. Category

<b>Category</b>	<b>Tick the Option</b>
Coverage in Print Media	
Coverage in Electronic Media (TV)	
Coverage in Electronic Media (Radio)	

7. Language

8. Details of the coverage to be annexed.

9. I hereby certify that all details provided are true to the best of my knowledge.

**Date:**

**Signature**

**Name:**