

Kids Online Colouring Competition

Pongal and Republic Day – Edition 2026

10.01.2026 to 26.01.2026

Detailed Rules & Regulations

1. Eligibility & Participation Criteria

1.1) The contest is open to children aged **4 to 9 years** under the general category.

To ensure fair evaluation, participants are divided into **three age-based groups**:

- **Group 1:** 4 years to 5 years 12 months
- **Group 2:** 6 years to 7 years 12 months
- **Group 3:** 8 years to 9 years 12 months

Judging will be conducted within each age group, following age-appropriate and effort-based evaluation standards.

1.2) Children with special needs are permitted to participate under a Separate Special Category, without any age restriction, in line with Busy Kids' inclusive education policy. Children with special needs may choose any one group based on their interest, comfort level, and ability, regardless of chronological age.

1.3) Special children must upload any ONE of the following valid documents at the time of participation:

- UDID Card
- Government-issued Disability Certificate

1.4) Each child is allowed to submit only one (1) entry. Multiple submissions by the same child will result in automatic disqualification.

1.5) Participation in the contest is completely free of cost. **No registration or entry fee is required.**

1.6) Elite Plan Participation Rule:

Participants who have already purchased the BusyKids Elite Package are allowed to register up to three (3) children under a single account ID. However, each child may upload only one worksheet.

1.7) Age Verification:

- Age verification will be conducted only for the winning child.
- Parents/guardians of the winner may be requested to submit valid age proof (Birth Certificate / School ID / Aadhaar).
- Failure to submit valid age proof within the stipulated time may lead to disqualification, and the prize may be awarded to the next eligible participant.

2. Mode of Participation & Contest Period

2.1) Participation is accepted only through the official BusyKids Mobile Application.

2.2) Entries submitted via email, WhatsApp, social media, or any other platform will not be considered.

2.3) Contest Duration: **Start Date: 10.01.2026 - End Date: 26.01.2026**

2.4) Entries submitted outside the above dates will be treated as invalid.

3. Prizes, Rewards & Benefits

3.1) Winners' Prizes

(Sponsored by RehabStore)

- **First Prize:** ₹1000 Gift Voucher
- **Second Prize:** ₹500 Gift Voucher
- **Third Prize:** ₹250 Gift Voucher

* Separate prizes will be awarded for General Category and Special Category participants.

* Prize distribution will not be combined or interchanged between categories.

3.2) Winning Child Benefit

- The winning child will receive 360 Days of free BusyKids Elite Plan worksheet access / Up to 6000 pages free worksheet downloads (whichever is earlier).
- Winner Digital certificate (e-certificate).

3.3) Participation Benefits

- All participants will receive a digital participation certificate (e-certificate).
 - Each participant will receive free access to BusyKids Explorer Plan worksheets for 60 Days / Up to 1000 pages free downloads (*whichever is earlier*).

3.4) Benefits for Schools / Therapy Centres / Institutions / Clinic / Hospitals

- The winning school will receive:
 - 360 Days of free BusyKids Pioneer Pack worksheet access / 6000 pages free downloads (*whichever is earlier*).
- Schools / Therapy Centres / Institutions / Clinic / Hospitals registering more than 20 students will receive:
 - 90 Days of free BusyKids Pioneer Pack worksheet access / 3000 pages free downloads (*whichever is earlier*).
 - School / Therapy Centre / Institutions / Clinic / Hospital name featured and listed on the BusyKids official website.

4. Contest Theme & Artwork Guidelines

4.1) Participants must colour any ONE worksheet from the officially released BusyKids Pongal Contest Worksheets.

4.2) Only colouring activities are permitted.

No additional drawing, cutting, pasting, writing, or decorative elements are allowed.

4.3) Permitted colouring materials:

- Crayons
- Colour pencils

4.4) The use of the following is strictly prohibited:

- Digital colouring

- AI-generated artwork
- Tracing applications
- Photo-editing or enhancement software

5. Submission Guidelines

5.1) Each child may submit only one completed worksheet.

5.2) The completed worksheet must be uploaded through the BusyKids App within the contest period.

5.3) Submissions must be uploaded as:

- A clear photograph, or
- A proper scanned copy.

5.4) The uploaded image must:

- Clearly display the entire worksheet
- Be well-lit and readable
- Not be blurred, cropped, tilted, or shadowed

5.5) Incomplete, unclear, irrelevant, or incorrect worksheets will be rejected without prior notice.

6. Originality & Fair Practice Policy

6.1) All entries must be original artwork created solely by the participating child.

6.2) Parents, teachers, or therapists may:

- Explain instructions
- Encourage and motivate the child

6.3) Parents, teachers, or therapists must not:

- Colour the worksheet
- Correct or modify the colouring
- Complete any part of the artwork

6.4) Any entry found to be:

- Copied
- Traced
- Digitally downloaded
- Edited or manipulated

Will result in immediate disqualification.

7. Deadline & Late Submissions

7.1) All entries must be submitted on or before 26.01.2026, 11:59 PM (IST).

7.2) Late submissions will not be accepted, regardless of technical issues or personal reasons.

8. Judging Process & Criteria

8.1) Entries will be evaluated by a panel appointed by BusyKids.

8.2) Judging will be based on:

1. Expert Jury Evaluation – 70%

Assessed by Busykids review panel based on:

- Creativity & originality
- Age appropriateness
- Pongal theme relevance
- Neatness & overall presentation

Total Weightage: 60%

2. Public Star Rating – 40%

Calculated from platform-based engagement:

- Total Star Value
- Total Rating Count
- Average Star Rating

To ensure fairness, both rating quality (average) and engagement (count & total value) will be considered.

Total Weightage: 40%

Final Score Calculation

- Final Score = (Expert Jury Score × 60%) + (Public Rating Score × 40%)
- The entry with the highest final score will be declared the winner.

Fair Play Clause

- Any attempt to manipulate ratings may lead to disqualification.
- Busykids reserves the right to validate or moderate public ratings if required.

8.3) Special children will be evaluated using ability-based and inclusive criteria.

8.4) The judges' decision shall be final and binding, and no correspondence will be entertained.

9. Winner Announcement & Communication

9.1) Results will be announced on:

- BusyKids Official Website
- BusyKids Mobile Application
- BusyKids Social Media Platforms

9.2) Winners will be contacted directly regarding prizes and free-access benefits.

10. Usage Rights & Consent

10.1) By participating, parents or legal guardians grant BusyKids the right to:

- Display submitted artwork
- Use entries for promotional purposes

- Use entries for educational and awareness initiatives

10.2) Proper credit will be given to the child wherever the artwork is used.

11. General Terms & Conditions

11.1) BusyKids reserves the right to:

- Modify or update the rules
- Extend the contest duration
- Cancel the contest due to unforeseen circumstances

11.2) Any violation of the above rules may result in disqualification without prior notice.

11.3) Participation in the contest implies full understanding and acceptance of all the above rules and regulations.