**Chill UPP Rules:**

Please be aware of the rules before becoming an Up and Up-Plus member. These are General Rules governing Writing, Audio, Video and Picture contents. By participating in Chill UPP, you understand, acknowledge and unconditionally agree to abide by the following Rules:

**General Rules:**

1.On registration every member will be termed as 'Chill member' and is eligible to give Positive star ratings, Negative star rating, Warning and Share the contents. Only Chill member can become an UP member and/or UP Plus member by uploading contents under UP and/or UP Plus.

2. The membership status will be UP from the time of upload till Saturday of that week. The membership status will be UPP - UP Plus from the time of upload till that month. UP Plus membership will have a fee of ten rupees while UP membership is free of cost.

3. UP members' contents will be live from the time of upload till Saturday of that week. UPP - UP Plus members' contents will be live from the time of upload till the last Friday of that month.

4. The UP members will be allowed to upload their content from midnight on every Sunday till 7pm on Thursday of the week. Upload time ends 24 hours before the declaration of the results. (Results to be declared by 7pm on the last Friday of every month).In case of months starting after Sunday (i.e. 01st day of month being not a Sunday), week starting from last Sunday of the previous month to be considered for Uploading contents.

5. The UP-Plus members will be allowed to upload their content from midnight on first Sunday of the month till 7pm on last Wednesday of the month ending on or after Friday. Upload time ends 48 hours before the declaration of the results. (Results to be declared by 7pm on the last Friday of every month). In case of months starting after Sunday (i.e. 01st day of month being not a Sunday), week starting from last Sunday of the previous month to be considered for Uploading contents.

6. Members uploading the contents should choose an appropriate talent and provide a suitable title for their content. We advise our members to plan ahead by looking at our Chill UPP Schedule. Providing inappropriate talent and title to the content will lead to removal. Chill UPP Management's decision in this regard is final and binding.

7.Members uploading contents in audio and video category should ensure submitted contents' duration is not more than 2 minutes.

8. It is mandatory for Members participating in the audio category to type the text of the audio in the space provided to them, in-order to protect their content from being copied by others.

9. Words, Audio, Video and Picture files that portray or otherwise include inappropriate and/or offensive content including obscenity, provoci meation, human rights and/or environmental violation, and/or any other contents deemed to be contrary to the law, religion, culture, moral practices and traditions of India, are strictly prohibited and will be immediately discarded. Chill UPP Management's decision in this regard is final and binding.

10. Members who are repeatedly uploading such contents and/or abusing the warning mechanism may be permanently banned, subject to Chill UPP's discretion, from renewing and/or obtaining membership to any future programs of Chill UPP. Chill UPP Management's decision in this regard is final and binding.

11. Contents that are not adhering to the Pledge are strictly prohibited and will be taken down immediately. Chill UPP Management's decision in this regard is final and binding.

12. Members wishing to give star ratings for UP Members' content, will be allowed to provide their ratings from midnight on every Sunday till 5pm on Friday of the week. Rating time ends 2 hours before the declaration of the results. (Results to be declared by 7pm every Friday). In case of months starting after Sunday (i.e. 01st day of month being not a Sunday), rating can be done from week starting from the last Sunday of the previous month.

13.In case of rating an UP Plus members' content, it can be done from midnight on the first Sunday of the month till 5pm on the last Friday of the month ending on or after Friday. Voting time ends 2 hours before the declaration of the results. (Results to be declared by 7pm on the last Friday of every month). In case of months starting after Sunday (i.e. 01st day of month being not a Sunday), rating can be done from week starting from the last Sunday of the previous month.

14. The number of positive and negative star ratings provided by the members for UP member's contents will be displayed beneath them from midnight of Sunday till midnight of Tuesday. Similarly for UP Plus member's contents the number of positive and negative star ratings will be displayed beneath them from midnight of the first Sunday till midnight of the third Sunday of that month.

15. Misrepresentation of facts by members may lead to deletion of their contents and/or deletion of their account from Chill UPP.

16. Each State will have separate UP and UP Plus memberships, Chill members are eligible to become UP and/or UP Plus Members in any State they wish to participate.

**Note:**

* 1. All members **(**Chill, UP and UP Plus members) are allowed give a maximum of +10 star rating or a minimum of -10 star rating and/or one warning for the contents.
  2. UP members will be allowed to upload four contents in any of the Writing, Audio, Video and Picture categories for a single UP membership. Likewise, UP Plus members will be allowed to upload eight contents in any of the Writing, Audio, Video and Picture categories for a single UP Plus membership.
  3. The contents of UP and UP Plus members will be ranked in Writing, Audio, Video and Picture categories calculated based on the aggregate of the positive star rating and negative star rating and the time of upload, for their district and State.
  4. UP members' who secured the first rank in Writing, Audio, Video and Picture categories of a State will be rewarded with a thousand rupee gift card (Rs.1000). Similarly UP Plus members' who secured the first rank in Writing, Audio, Video and Picture categories will be rewarded with a ten thousand rupee gift card (Rs 10000). Their profile will also be kept in the main page of Chill UPP.
  5. The UP members who have secured the first rank will get their profile pictures' displayed in the main page for Chill UPP from the declaration of the results (Results to be declared by 7pm on Friday) till midnight of Sunday. Similarly, the UP Plus members who have secured the first rank will get their profile pictures' displayed in the main page for Chill UPP for a period of one week from the declaration of the results (Results to be declared by 7pm on Friday).
  6. Contents of UP and UP Plus members' will be displayed along with their respective titles upon uploading the content till the declaration of the results. The contents will be displayed along with the profile of the respective UP and/or UP Plus member from the time of declaration of the results till midnight Sunday.
  7. UP and UP Plus members should select the Artistic check box while uploading their content if their content represents vanishing and/or lost traditions, practices, cultures and niche skill sets of India. Any kind of misrepresentation of facts on this regard will lead to deletion of their content. It might lead to the removal of the membership as well.
  8. UP and UP Plus member's contents that represent fading/lost tradition, culture, heritage and niche skill sets of India, which have not secured the leading 200 ranks will be kept in a separate page termed **'Artistic'** for a period of one week from the declaration of the results.
  9. UP and UP Plus members' content that have secured the first five ranks in Writing, Audio, Video and Picture categories of a State will be kept in the **HOF**, Hall Of Fame in Chill UPP permanently.
  10. UP and UP Plus members' content that have secured the ranks from 6 to 100 in Writing, Audio, Video and Picture categories of a State will be kept in **Top!!!** page for a period of one week from the declaration of the results. Similarly contents that have secured the ranks from 101 to 200 in Writing, Audio, Video and Picture categories of a State will be kept in **Rising** page for a period of one week from the declaration of the results.
  11. Contents that receive warning that are not less than 100 and more than ten percent of the aggregate score will get automatically deleted from the application. Members get to retain the culture and traditions of their State by removing inappropriate contents by means of warning mechanism. The UP and UP Plus members should be considerate about the values of the State in which they are participating.
  12. Upon the end of Member status, the contents of UP and/or UP Plus members will be deleted from the Chill UPP, and their UP and/or UP Plus membership will be changed to 'Chill membership'. Chill members are eligible to extend their Membership status to both UP and/or UP Plus memberships.
  13. Every content will have a contact card of the UP and/or UP Plus members, which will be displayed after the declaration of the results. UP and/or UP Plus members must fill appropriate contact information in their contact card, so that a potential ally for their talent could contact them and create a new business opportunity for UP and UP Plus Members.
  14. UP and UP Plus members will be provided with value added services, in accordance to the talent they have selected during the upload of a content. The value added services contain a list of suggestions pertaining training centres and institutions related to their talent.
  15. A digital certificate cum rank card will be provide to the UP and/or UP Plus members on declaration of the results, through email.
  16. On deletion of inappropriate content an email will be sent to the respective UP and/or UP Plus member stating the reason.