



An Indo-Swiss Socio Cultural Organization in Switzerland *INTERNATIONAL KALAMELA - A festival of arts in Switzerland*

JUDGEMENT CRITERIA – (SOCIAL MEDIA) REELS

No.	Elements	Description	Marks
1.	Outreach and Popularity	Contestant's ability to create interesting content that can attract maximum number of likes, share and comments, across all the platforms where the content is published.	100
Grand Total			100

Special Remarks:

1. Contestant can choose any or all social media platforms to publish these reels (Insta, TikTok, FB, YouTube etc.)
2. There are no restrictions on the number of reels that a contestant can post.
3. No age restrictions for the contestant.
4. Contestant should produce proof of "popularity" in terms of likes, shares and comments on the day of Kalamela (18th May) at the Registration desk.
5. Reel must tag #Keliswiss #kelikalamela, if not the reel will be disqualified.
6. Inappropriate content will lead to disqualification.

Description of the Event:

Embark on a cultural journey through your 30-60 second reels. Reflect your vision of culture through dance, art forms, music, sights and sounds that best represents the kaleidoscope of Indian art forms in the vibrant tapestry of Kalamela. Unleash your creative skills and be part of this unique competition.

Duration of the Event:

30 – 60 seconds.