



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 and views, on the platforms where the content is published.	100
<b>Grand Total</b>			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. One of the post on any one of the platform with highest number likes plus views will be considered for final judgement per participant.
4. No age restrictions for the contestant.
5. Contestant should produce proof of "popularity" in terms of likes and views on the first day of Kalamela at the Registration desk.
6. Reel must tag #Keliswiss #kelikalamela, if not the reel will be disqualified.
7. Inappropriate content will lead to disqualification.

### Description of the Event:

Embark on a cultural journey through your 30-60 second reels. The topic of the event will be announced soon after the registration officially starts and published on Kalamela website.

### Duration of the Event:

30 – 60 seconds.