

MY Bharat Kriya Mahotsav Film Festival Experiential Learning Program Selection Criterion

A candidate's ability to articulate their vision, represent their district, communicate effectively, and serve as an ambassador for the fellowship is highly relevant to the role. However, "presentation style" alone should not outweigh domicile, achievements, and community contribution.

The following **100-point framework** is being followed:

Criterion	Marks	Collection Stage
District Domicile & Connection	20	During application, on MY Bharat Portal
Video Statement ("Why I Should Represent My District")	20	After shortlisting, through social media post
Film, Media, Arts & Creative Experience	15	After shortlisting, through Google Forms
Community Leadership & Volunteering	10	After shortlisting, through Google Forms
Educational Qualifications	10	After shortlisting, through Google Forms
Social Media Presence & Digital Reach	10	After shortlisting, through social media post
Statement of Purpose (Written)	5	After shortlisting, through Google Forms
SBI Account Holder	5	Before confirmation
Awards & Recognitions	3	After shortlisting, through Google Forms
Diversity / Special Representation	2	Based on overall response
Total	100	

1. District Domicile & Connection (20 Marks)

This should remain the single most important objective criterion.

Category	Marks
Born and currently residing in district for 5+ years	20
Resident for 3–5 years	16
Resident for 1–3 years	12
Studying/working in district but domiciled elsewhere	6
Weak connection to district	0

2. Video Statement (20 Marks)

Mandatory submission.

Length: 2–3 minutes.

Prompt: "Why are you the best person to represent your district at the MY Bharat Kriya Mahotsav Film Festival, and how will you create impact after returning?"

The assessment will use a structured rubric:

Assessment Area	Marks
Understanding of district's cultural identity and challenges	5
Clarity of purpose for attending the fellowship	5
Proposed post-festival action plan	5
Communication skills, authenticity and ability to represent the district	5
Total	20

Important Disclaimer

The following criteria will NOT influence selection:

- attractiveness
- accent
- fluency in English
- video production quality
- camera quality
- editing sophistication

Evaluation will focus on content, clarity and sincerity of the applicant's response. Production quality, editing quality, camera quality and language used shall not influence scoring.

The video will be uploaded to their social media handle (Instagram or X), MY Bharat and Kriya Utasava will be tagged and the link shared when Google Form links are shared with shortlisted applicants.

3. Film, Media, Arts & Creative Experience (15 Marks)

Category	Marks
Significant leadership role in film, media or cultural activities	15
Active participation with documented work	10
Some portfolio or creative activity	5
None	0

4. Community Leadership & Volunteering (10 Marks)

Category	Marks
Led initiatives affecting large groups	10
Regular volunteer	7
Occasional volunteer	4
None	0

5. Educational Qualifications (10 Marks)

Qualification	Marks
Postgraduate	10
Graduate	8
Diploma	6
Pursuing undergraduate degree	5
Class XII	3

Additional 2 bonus marks may be awarded (within the ceiling of 10) for degrees in film, media, arts, communication, culture, humanities, animation, design, journalism, etc.

6. Social Media Presence & Digital Reach (10 Marks)

This is useful because delegates are expected to amplify fellowship outcomes.

Category	Marks
10,000+ followers/subscribers	10
5,000–10,000	8
1,000–5,000	6
Below 1,000 but active creator	4
Passive account	2
No presence	0

To withstand scrutiny, score should be based on:

- follower count
- posting frequency
- evidence of original content

and not subjective popularity.

7. Written Statement of Purpose (5 Marks)

Area	Marks
Clarity and motivation	2
Understanding of fellowship	2
Commitment to district impact	1

8. SBI Account Holder (5 Marks)

Category	Marks
Existing SBI account holder	5
Non-holder	0

9. Highest Awards & Recognition (3 Marks)

Category	Marks
National	3
State	2
District/Institutional	1

10. Diversity / Special Representation (2 Marks)

For applicants from:

- Aspirational Districts
- Tribal areas
- Islands
- Border districts
- Particularly under-represented geographies

Maximum: 2 marks.’

All decisions by the event organizer are final and binding.