

Directorate of Art and Culture

{ An ISO 9001:2015, ISO 14001:2004, ISO 50001:2011, OHSAS 18001:2007,
SA 8000:2014, IS 15700:2005 Certified Department }
Sanskriti Bhavan, Patto, Panaji - Goa.

Ref. No.: DAC/CS-IV/Vande 150 Yr/2025-26/2965

Date: 20.03.2026

FOR PUBLICITY

Vande Mataram, India's National Song, occupies a place of profound reverence in the country's history and freedom movement. Composed by Bankim Chandra Chattopadhyay, the song became a powerful symbol of patriotism and national awakening, inspiring generations of freedom fighters in their struggle for independence. This year marks 150 years of the composition of Vande Mataram, and the occasion is being commemorated nationwide through a series of initiatives and public participation programmes.

As a part of the nationwide commemoration, a special phase is being observed from 23rd March to 30th March 2026, encouraging citizens to express the spirit of patriotism and national pride through digital media.

The commemorative phase begins on 23rd March, observed as Shaheedi Diwas, which marks the martyrdom of freedom fighters Bhagat Singh, Rajguru and Sukhdev in 1931. Their supreme sacrifice for the nation symbolizes courage, youth-led nationalism and unwavering devotion to India, making the day a fitting commencement for this tribute to the spirit embodied in *Vande Mataram*.

In this connection, participation is invited for a **Reel Making Competition**, aimed at promoting creative storytelling inspired by patriotism, national unity, cultural heritage, and the enduring message of *Vande Mataram*.

Competition Details

- Duration of the reel: less than one minute.
- Format: Vertical video (9:16), MP4/MOV preferred.
- Use of the song *Vande Mataram* is encouraged but not mandatory; however, if used, it must be treated with dignity and respect.

Categories

1. Up to 18 years
2. Above 18 years

Prizes (for each category)

- First Prize – Rs 10,000/-
- Second Prize – Rs 7,500/-
- Third Prize – Rs 5,000/-

Submission Details

Participants may submit their reels via WhatsApp on **9422061650** on or before **5:00 PM, 30th March 2026**. For further details, interested participants may contact **0832-2404600/630/631**.

The initiative seeks to inspire citizens, particularly youth, to engage with India's rich cultural and patriotic legacy through contemporary digital expression while joining the nationwide celebration of 150 years of *Vande Mataram*.



(Vivek Krishna Naik)
Director Art & Culture

DIRECTOR - Contact: 0832 2404601/602/605/2437941



EPABX: 0832 2404600. Fax: 0832 2437944/2438104. Email: dir-dac.goa@nic.in
Website: www.artandculture.goa.gov.in

