

REEL MAKING COMPETITION ON VANDE MATARAM

Panaji: March 21, 2026

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.

Directorate of Art & Culture has informed that, as a part at the nationwide commemoration, a special phase is being observed from March 23 to March 30, 2026, encouraging citizens to express the spirit of patriotism and national pride through digital media. The commemorative phase will begin on March 23, 2026, 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. Duration of the reel should be less than one minute and would be preferred in the format of Vertical video (9:16), MP4/MOV. Use of the song Vande Mataram is encouraged but not mandatory; however, if used, it must be treated with dignity and respect. Competition will be held in two categories - upto 18 years and above 18 years. Prizes (for each category) will be; First Prize-Rs 10,000/-, Second Prize -Rs 7,500/- and Third Prize-Rs 5,000/-.

Participants may submit their reels via WhatsApp on 9422061650 on or before 5:00 pm of March 30, 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.

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