



संस्कृति मंत्रालय
MINISTRY OF
CULTURE

150 Years of
Vande Mataram

Vande Mataram Film Making Competition- 2026



VANDE MATARAM
FILM MAKING COMPETITION

Designed and Developed by
Digital India Corporation

Themes and Concept

Music & Content Rules

- Only original or royalty-free audio is allowed; copyright violations will result in disqualification.
- Content must be non-offensive, non-provocative, and non-political.

Use of “Vande Mataram”

- The song, lyrics, or melody (if used) must be treated with respect and proper context; distortion or misuse is not permitted.
- Use of the song is optional, and creative interpretations are welcome.

Language: 22 scheduled languages

- Entries are permitted in all 22 Scheduled Languages of India, reflecting the nation's linguistic and cultural diversity. **(Assamese, Bengali, Bodo, Dogri, Gujarati, Hindi, Kannada, Kashmiri, Konkani, Maithili, Malayalam, Manipuri (Meitei), Marathi, Nepali, Odia (formerly Oriya), Punjabi, Sanskrit, Santhali, Sindhi, Tamil, Telugu, and Urdu.)**
- Participants may submit films in any language; however, English subtitles are mandatory for all entries to ensure fair evaluation and wider accessibility.

Categories

There are three categories in this competition:

- Reel Making – (Min. 30 seconds to max 1 minute)
- AI based films – (Min. 3 minutes to 5 minutes)
- Short films - (Min.10 minutes to 15 minutes) – open only for professionals

1. Reel Making (min 30 seconds to max 1 minute):

This category emphasizes impactful storytelling in under one minute, tailored for digital and social media platforms. Participants are encouraged to present a strong idea through creative visuals, sharp editing, and concise narration, making it ideal for students and emerging filmmakers.

2. AI-Based Films (min 3 minutes to 5 minutes):

The AI-Based Films category celebrates innovation at the intersection of technology and creativity. Participants may use AI in concept, scripting, visuals, animation, sound, or post-production, within a duration of (3 minutes to 5 minutes). The focus should be on meaningful storytelling, using AI as a tool to enhance—not replace—creative intent.

3. Short Films (min 10 minutes to 15 minutes)– Professionals Only):

This category is exclusively for professional filmmakers, offering (min 10 minutes to 15 minutes) to present nuanced and cinematic narratives. Entries will be evaluated on storytelling depth, technical

excellence, direction, and overall cinematic impact, providing a platform for refined and compelling short-form cinema.

Who Can Apply

Eligibility Criteria:

- The competition is open to Indian citizens aged between 10 and 65 years (both inclusive).
- Participation is permitted either individually or as a team of up to three (3) members.

Entries may be submitted by individual participants or teams of up to three members, allowing for both solo creativity and collaborative expression. This category provides an open platform for enthusiasts, students, first-time creators, and non-professionals to share original ideas and stories in a supportive and accessible competition framework

- **For PROFESSIONAL**
 - Film school/institute graduates
 - YouTubers/ influencers
 - Directors,
 - Media house/Production Houses
 - Creative Agencies

The Professional category includes individuals and organisations with formal training, established practice, or significant presence in filmmaking and digital content creation, including directors, production houses, media professionals, and film institute graduates.

It also covers YouTubers and digital influencers with 5 lakh+ followers on a single platform who create structured, high-quality video content, recognising creators with proven experience and professional storytelling expertise.

Technical Specifications and Orientation

- Format: MP4 / MOV or URL
- Minimum resolution 1080p
- Reels: Vertical (9:16)
- AI based films (16:9)
- Short Films: Horizontal (16:9)

What's the Process

Submission Process:

- Visit the official Vande Mataram portal: <https://www.vandemataram150.in/>
- Click on the "Film Competition" option available in the header menu.
- Select the **"Participate Now"** button displayed on the page.
- Complete mobile number authentication.
- Fill in the required basic details.
- Complete the film registration form by providing:

- Individual or team details (if applicable)
- Team name
- After registration, click on the **“Submit Now”** button to proceed with entry submission.
- Select the Team Name (if applicable).
- Choose the appropriate Film Category.
 - Reel Based
 - AI Based
 - Short Film (Professional)
- **If Chosen “Reel Based”**
- Enter the required film details, including:
 - Film Title
 - Concept Note
 - Film Language
 - Upload Film Script(English Script is mandatory apart from your original script)
 - Upload Film Thumbnail
 - Provide Film URL or Upload Film Video
- Click on the “Submit” button to complete the submission.
- **If chosen “AI Based”**
- Enter the required film details, including:
 - Film Title
 - Concept Note
 - Film Language
 - Upload Film Script(English Script is mandatory apart from your original script)
 - Upload Film Thumbnail
 - Mention the AI tools used in Film creation.
 - Provide Film URL or Upload Film Video
 - Tick the check box “By selecting the AI-Based Film category, you confirm that the film is 100% generated using AI tools. Any non-AI content may lead to disqualification.”
- Click on the “Submit” button to complete the submission.
- **If chosen “Short Film(Professional)”**
- Enter the required film details, including:
 - Film Title
 - Concept Note
 - Film Language
 - Upload Film Script(English Script is mandatory apart from your original script)
 - Upload Film Thumbnail
 - Provide Film URL or Upload Film Video
- Upon successful submission, the film will be forwarded for the evaluation process.
- Participants shortlisted for the next round or selected for awards will be notified through the registered communication channels.

Judging Criteria

Evaluation Process:

- **Stage 1: Pre-Evaluation Evaluation(District Round)**
 - All submitted entries will be evaluated at the District Level.
 - From each district, the top three (3) entries in each film category — *Reel Making, AI-Based Film and Short Film* from each district— will be shortlisted.

- These shortlisted entries will advance to the State Level for further evaluation.
- **Stage 2: State Round Evaluation**
 - The top three entries from each district will be evaluated at the respective State Level.
 - In this stage, the top three (3) finalists from each State in each film category will be selected.
 - These selected entries will qualify for the National Level round.
- **Stage 3: National Round Evaluation**
 - The State/UT Level winners will compete in the final National Level round.
 - Short Film entries (if applicable) will also be evaluated at this stage.
 - The final National winners will be selected by a specially constituted Jury panel.
- **Vande Mataram Film Festival**
 - At the conclusion of the competition, a Vande Mataram Film Festival will be organized.
 - State/UT Level winners will be invited to participate in the festival.
 - Travel (train tickets) and accommodation will be facilitated by the Ministry of Culture.

Winning Edge

NATIONAL LEVEL

- 1st/2nd/3rd prizes would be given for each category at the National Level = 9 prizes

<u>NATIONAL LEVEL</u>	<u>Winners</u>	<u>TOTAL</u>
<u>CATEGORY 1</u> Reel Making – (min 30 seconds to max 1 minute)	3 winners (1/2/3)	3
<u>CATEGORY 2</u> AI based films – (min 3 minutes to 5 minutes)	3 winners (1/2/3)	3
<u>CATEGORY 3</u> Short Film Making – (min 10 minutes to 15 minutes)	3 winners (1/2/3)	3

Festival Launch and Finale:

- The 'Vande Mataram' Film Festival launch programme may be scheduled on a suitable date in 24/March/2026.
- Grand screening of top shortlisted films will be organised
- For the Finale
 - Award ceremony featuring distinguished guests.
 - Digital release of winning films on official platforms.
 - Possibility of broadcast through Prasar Bharati or other national channels.

- Potential broadcast partnerships with OTT / Doordarshan.
- Integration into commemorative events of the 150-year celebrations.

Intellectual Property and Legal Rights

1. Ownership of Work

All intellectual property rights in the submitted films and related materials shall remain with the participant(s) or their respective institution/organisation. However, the Ministry of Culture, Government of India, and its authorised agencies reserve the right to display, publish, promote, reproduce, and adapt the entries (with due credit) for non-commercial, educational, cultural, archival, and promotional purposes related to the competition.

2. Compliance and Responsibility

Participants must ensure that all submissions are original and free from plagiarism, copyright infringement, or unauthorised third-party content, including AI-generated material without disclosure. It is the sole responsibility of the participant(s) to obtain necessary permissions and retain proof of rights, if required. Submission of an entry confirms lawful ownership or authorised use of all included content.

3. Liability

Participants shall indemnify the Ministry of Culture and its associated partners against any claims arising from intellectual property infringement or legal violations. In team entries, liability shall be joint and several. The organisers shall not be responsible for disputes arising from submitted content.

4. Licence to Use

By participating, entrants grant the organisers a non-exclusive, royalty-free, worldwide licence to use, screen, publish, archive, and promote the submitted material for purposes related to the competition.

5. Retention of Rights

Participation in the competition does not transfer ownership of intellectual property rights to the Ministry of Culture or its partners.

Terms and Conditions

1. Participants may enter the competition either as individuals or as a team.
2. Team entries (with a maximum of three members including team lead) are permitted; however, only Team Leader shall complete the registration and submission process on behalf of the team.
3. Multiple entries are allowed. Each film must be registered and submitted separately, even if submitted under the same user account.
4. All entries must be original creations of the participant(s).
5. Any submission found to contain plagiarism, copyright infringement, or unauthorised third-party material (including music, footage, images, or scripts) shall be disqualified.
6. If a film has previously been published, awarded, or is under consideration in another competition, the participant must disclose this information at the time of submission.
7. All entries must be submitted digitally through the official Vande Mataram portal. Submissions through any other mode shall not be accepted.
8. The competition is open to Indian citizens. Participants must meet the prescribed eligibility criteria, including the specified age bracket (10–65 years) at the time of application, wherever applicable.
9. Participants shall agree to and comply with the official portal's Terms of Use and the Competition Terms and Conditions.
10. Participants are solely responsible for ensuring that their submitted films do not violate the intellectual property, privacy, publicity, or other legal rights of any third party.
11. The decision of the Jury at all stages of evaluation shall be final and binding. No correspondence regarding the evaluation process shall be entertained.
12. Participants shall not attempt to influence, lobby, or contact jury members or organisers regarding the evaluation process. Any such attempt may lead to disqualification.
13. By submitting an entry, participants grant the Ministry of Culture, Government of India, and its authorised partners the right to use their names, photographs, film excerpts, and project details for educational, promotional, archival, and public outreach purposes, without additional remuneration.
14. All official communication regarding registration, shortlisting, results, or festival participation shall be made through the registered email/mobile number or the official competition portal.

15. Participants shall retain full copyright ownership of their original work. However, by participating in the competition and/or accepting an award, they grant the organisers a non-exclusive, royalty-free licence to reproduce, screen, archive, and display the film for promotional, cultural, and educational purposes related to the Vande Mataram Film Making Competition.

Disqualification

1. Any Entry adhering to the below-mentioned shall not qualify or be considered as a valid Entry by the Organizer:
 - a. Exceeding of Duration limits in each category;
 - b. Inaccessibility of submission link;
 - c. Missing or unavailability of supplementary documents where required;
 - d. Information provided is false, misleading or misrepresented;
 - e. Content violates the Community Standards;
 - f. Entry submissions which are copyrighted or are proprietary of other third-party;
 - g. Professional category claims are unsupported by valid documentation.
 - h. Not using 100% AI under the category of AI Based Film.
 - i. Violates the Terms and Conditions of the Competition.
 - j. Providing invalid /fake social media handles
2. Organizer may, at its discretion, review and moderate all Entries uploaded in the Competition using any means including AI tools. Content not meeting the requirements may be rejected or disqualified and withheld from participating at any stage. The decision of Organizer in this regard shall be final.

Frequently Asked Questions (FAQs)

1. Who is eligible to participate in the Vande Mataram Film Making Competition?

The competition is open to Indian citizens within the prescribed age group **(10–65 years)**, as per the official guidelines. Participants may enter individually or as a team **(maximum three members including team lead)**.

2. In which languages can films be submitted?

Films can be submitted in any of the 22 Scheduled Languages of India. However, English subtitles are mandatory for all entries, regardless of the original language. **(Assamese, Bengali, Bodo, Dogri, Gujarati, Hindi, Kannada, Kashmiri, Konkani, Maithili, Malayalam, Manipuri (Meitei), Marathi, Nepali, Odia (formerly Oriya), Punjabi, Sanskrit, Santhali, Sindhi, Tamil, Telugu, and Urdu.)**

3. What are the categories of the competition?

Participants may submit entries under the specified categories such as Reel Making, AI-Based Film, and Short Film.

4. How can I submit my film?

Entries must be submitted online through the official Vande Mataram portal by completing registration, filling in film details, and uploading the required documents and film/video URL.

5. Can I submit more than one film?

Yes, multiple entries are permitted. However, each film must be registered and submitted separately.

6. Is AI-generated content allowed?

Yes, AI-based films are permitted under the designated category. However, the use of AI tools must be properly disclosed during submission.

7. What happens if my film URL does not work?

If the submitted film URL is inaccessible, private, or non-functional during evaluation, the entry may be disqualified.

8. What is the evaluation process?

The competition will be conducted in three stages: District Level, State/UT Level, and National Level. Final winners will be selected by a specially constituted Jury.

9. Will participants receive certificates?

Yes, certificates will be issued to shortlisted participants and winners as per the competition guidelines.

10. How will winners be informed?

All official communication, including shortlisting and final results, will be shared through the registered email/mobile number and the official competition portal.