



SAIL Launches “सेल-e-BRATION”: A National Creative Challenge to Celebrate the ‘Steel-to-Soul’ Connection

प्रविष्टि तिथि: 31 JAN 2026 5:07PM by PIB Delhi

Steel Authority of India Limited (SAIL), a Maharatna PSU under the Ministry of Steel, in collaboration with MyGov, has launched “**सेल-e-BRATION:Steel Built India, SAIL Built Trust**” on **30th January, 2026**. This nationwide creative contest invites Indian citizens to showcase their storytelling prowess through engaging reels, cinematic stories, and communicative digital ads.

Objectives of the Campaign

The primary objective of **सेल-e-BRATION** is to highlight SAIL’s integral role in the daily lives of every Indian. By positioning the brand as a "reliable friend," the campaign seeks to foster a deeper emotional connection—the “**Steel-to-Soul**” bond—showing that while SAIL builds the nation’s infrastructure, it also protects the precious moments of its citizens.

Themes for Participation

Participants can choose from four diverse narratives:

1. **Building India’s Big Dreams:** Showcasing the "veins and bones" of the nation—railways, bridges, and highways.
2. **Shield & Star:** Highlighting SAIL’s contribution to national defense (tanks and ships) and space exploration.
3. **There’s a Little Bit of SAIL in Everyone’s Life:** Focusing on SAIL’s community impact through its schools, hospitals, and sports programs.
4. **Products Everywhere:** Highlighting SAIL as the invisible companion in homes, offices, and cities.

Prizes and Recognition

To encourage and reward India’s creative talent, the top 5 creators will receive:

- **Cash Prize:** ₹10,000/- each.
- **Official Recognition:** A Letter of Appreciation and Certificate from SAIL.
- **National Spotlight:** Winning entries will be featured across all official SAIL social media platforms.

How to Participate

- **Eligibility:** Open to all Indian citizens.
- **Format:** Videos must be in MP4 format, 1080p resolution, and up to 120 seconds (2 minutes).
- **Language:** Entries are accepted in **Hindi or English**.
- **Submission:** Participants must upload their videos to a cloud platform (like Google Drive or YouTube as an unlisted link) and submit the link via the **MyGov portal**.

- **Deadline:** All entries must be submitted by **February 16, 2026 (11:59 PM IST)**.

Link of MyGov:

<https://www.mygov.in/task/sail-e-bration-steel-built-india-sail-built-trust-reel-contest/>

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