



Ministry of Culture Launches “VM Frames” National Filmmaking Competition to Mark 150 Years of Vande Mataram

Posted On: 22 APR 2026 5:31PM by PIB Delhi

As part of the nationwide commemoration of 150 years of *Vande Mataram*, the Ministry of Culture, Government of India, has announced the launch of “VM Frames” – a **National Filmmaking Competition** inviting citizens to creatively interpret the spirit of the National Song through visual storytelling.

The year **2025 marks 150 years of *Vande Mataram***, a defining symbol of India’s freedom movement and cultural identity. This milestone is being observed through a year-long commemoration anchored by the Ministry of Culture, in collaboration with States, Union Territories, Ministries, Indian Missions abroad, and citizens across the world. Written by Bankim Chandra Chattopadhyay, *Vande Mataram* holds a distinguished place in India’s historical and cultural consciousness. The song’s messaging of the motherland as the Divine Feminine inspired generations during the freedom struggle and continues to resonate with the spirit of the nation.

About VM Frames

“VM Frames” seeks to engage filmmakers, creators, and citizens in reimagining the ethos of *Vande Mataram* through contemporary formats. The competition is open across three categories:

- **Reels**
- **AI-based Films**
- **Short Films**

Participants are encouraged to reflect themes of patriotism, cultural identity, unity, and the vision of a progressive New India.

Awards & Recognition

The competition offers awards worth **up to ₹50 lakh**, structured as follows:

Reels Category

- First Prize: ₹1,50,000
- Second Prize: ₹1,00,000
- Third Prize: ₹50,000

AI Films Category

- First Prize: ₹5,00,000
- Second Prize: ₹3,00,000
- Third Prize: ₹1,50,000

Short Films Category

- First Prize: ₹15,00,000
- Second Prize: ₹12,00,000
- Third Prize: ₹10,00,000

Participation Details

- **Last Date for Submission:** 7 May 2026
- **More Information:** vande.mataram150.in

A Call to the Nation

Through VM Frames, the Ministry invites citizens especially young creators to participate in this national tribute and contribute to a collective cultural expression that bridges India's historical legacy with its contemporary creative voice.

As India celebrates 150 years of *Vande Mataram*, this initiative aims to rekindle pride in the nation's shared heritage and inspire a renewed connection with the ideals that shaped its freedom and continue to define its future.

M Annadurai

(Release ID: 2254564) Visitor Counter : 255
Read this release in: Urdu , Marathi , हिन्दी