

GOVT OF ASSAM

CULTURAL AFFAIRS DEPARTMENT

INSTAREEL COMPETITION

In Commemoration of the Birth Centenary (2025-2026) of Bharat Ratna Awardee, Sudhakantha Dr. Bhupen Hazarika, Cultural Affairs Department invites you to participate in an exciting Instareel competition celebrating his life, works and enduring legacy.

Theme: "Life, Works and Enduring Legacy of Dr. Bhupen Hazarika"

Eligibility: All individuals aged 16 – 45 around the world.

Reel Duration: Maximum 30 seconds

Language: Entries may be submitted in any language from around the world with English subtitle.

Registration Fees: There is no registration fee for the Competition.

Last Date of Submission: 15 October 2026, 23:59 Hours.

Judging Criteria:

- A. Entries will be judged on the basis of the contents, visuals, audio, originality, and overall impact, as assessed by the Jury.
- B. Only the reels submitted through a Google Form provided for submission, will be eligible for evaluation.
- C. Entries received up to 15 October 2026, 23:59 IST will be reviewed and shortlisted by the Organizer.

Results date: 30th October 2026

Submission Process:

1. Participants must upload the reel to their Instagram handle.
2. Participants should upload their reel to their own Google Drive and share the Drive link in the official Google Form for submission, with **General Access** set to **Anyone with the link**. Please note that only the content shared through the Google Drive link will be evaluated by the judges.
3. Participants must register through the official Google Form
Google Form Link for submission: <https://forms.gle/2fpZf63U9kdEo8c58>
4. Participants must use the following hashtags approved by the Directorate of Cultural Affairs:
 - (a) #directorateofculturalaffairs
 - (b) #dbhrifti
 - (c) #bhupenda100

Awards:

- | | |
|----------------------------------|----------------------|
| ➤ First Prize | : ₹ 2,00,000/- |
| ➤ Second Prize | : ₹ 1,50,000/- |
| ➤ Third Prize | : ₹ 1,00,000/- |
| ➤ Consolation Prize (15 Winners) | : ₹ 25,000.00/- each |

Rules for Entry :

1. The minimum age limit for participants should be 16 years as of 1st January 2026.
2. Entries may be submitted in any language from around the world, provided they include English subtitles, except for Assamese, Hindi, and English.
3. Each participant should submit only one entry. Multiple submissions by the same person will be disqualified.
4. Duration must not exceed the prescribed time limit of 30 seconds.
5. Submission of the files should be in .mp4 format only.
6. Minimum resolution: 720p (HD). Vertical aspect ratio is preferred.
7. File name should be participant's full name (e.g., ParticipantName.mp4).
8. Entries should not contain copyrighted material.
9. Entries must be original and the bona fide work of the participant.
10. Submission deadline: Submit your entry via the official Google Form by 15 October 2026, 23:59 IST. Late submissions will not be accepted.
11. Only the following songs by Dr. Bhupen Hazarika may be used for the reel, and no other songs will be accepted:

1. Sagor Xongomot	- সাগৰ সংগমত
2. Parohi Puwate	- পৰহি পুৱাতে
3. Bistirna Parore	- বিস্তীৰ্ণ পাৰৰে
4. Manuhe Manuhor Babe	- মানুহে মানুহৰ বাবে
5. Buku Ham Ham Kore	- বুকু হম হম কৰে
6. Eti Kunhi Dutu Paat	- এটি কুঁহি দুটি পাত
7. Moi Eti Jajabor	- মই এটি যাযাবৰ
8. Aaji Jibon Butolibi	- আজি জীৱন বুটলিবি
9. Dola He Dola	- দোলা হে দোলা
10. Pratidhwani Xuno	- প্ৰতিধ্বনি শুনো
11. Snehe Amar Sata Shrabonor	- স্নেহে আমাৰ শত শ্ৰাবনৰ
12. Samayor Agragati	- সময়ৰ অগ্ৰগতি
13. Shillongore Godhuli	- শ্বিলঙৰে গধূলি
14. Koto Jowanor Mrityu Hol	- কত জোৱানৰ মৃত্যু হ'ল
15. Bimurto Mor Nixati Jen	- বিমূৰ্ত মোৰ নিশাটি যেন
16. Kohua Bon Mor Oxanta Mon	- কঁহুৱা বন মোৰ অশান্ত মন
17. Etukura Aloxuwa Megh Bhanhi Jai	- এটুকুৰা আলসুৱা মেঘ ভাঁহি যায়
18. Liyen Makaw	- লিয়েনমাকাও
19. Jonakore Rati	- জোনাকৰে ৰাতি
20. Oi Oi Akash Xubo	- অয় অয় আকাশ শুব
21. Axom Dexkhor Baagisaare Suwali	- অসম দেশৰ বাগিচাৰে ছোৱালী
22. Prothoma Prahara Ratri	- প্ৰথম প্ৰহৰ ৰাত্ৰি
23. Chiyangare Galong Lohitare Khamti	- চিয়াঙৰে গালং লোহিতৰে খামটি
24. Aah Aah Olai Aah	- আহ আহ ওলাই আহ
25. O Mising Dekati	- অ' মিচিং ডেকাটি
26. Gum Gum Gum Gum Meghe Garajile	- গুম গুম গুম গুম মেঘে গৰজিলে
27. Dug Dug Dug Dug Dambaru	- ডুগ ডুগ ডুগ ডুগ ডম্বৰু

General rules, terms and conditions:

1. Reels must be original, self-created works.
2. AI-generated visuals or content will be disqualified.
3. Theme should be to promote the life, works and contributions of Bharat Ratna Dr. Bhupen Hazarika.
4. Content that damages or encourages damage to historical/protected monuments, or otherwise sends harmful or misleading messages will be disqualified.
5. Any reel promoting anti-government or anti-social content, or maligning the image of the legend or any person in society, shall be punishable under the law.
6. Advertising or promotion of products, brands, or organizations is strictly prohibited; such entries will be disqualified.
7. Entries must not contain obscene, provocative, defamatory, sexually explicit, or otherwise objectionable material.
8. Each entry must respect third-party rights (copyright, trademark, privacy, publicity, contractual or other intellectual property rights). The participant is solely responsible for any infringement.
9. By entering, participants implicitly agree to indemnify the organizer (Directorate of Cultural Affairs) against claims, suits, damages, or liabilities arising from copyright infringement, plagiarism, or unauthorized use.
10. Participants must retain original raw footage, rushes, photographs, working stills etc. and provide them on request by the Organizer or Judges. The selected participants should resubmit the Reels with English subtitle.
11. Directorate of Cultural Affairs (DCA) may reproduce, telecast, or use accepted entries for publicity through print, electronic and social media without payment of royalties; participants waive any royalty claims.
12. Directorate of Cultural Affairs is not responsible for loss, corruption, or failure of receipt of any entry due to technical problems, viruses, or transmission errors.
13. Directorate of Cultural Affairs may disqualify or remove any entry that fails to comply with the competition rules, at its sole discretion.
14. The decisions of the Judges and the Organizer (Directorate of Cultural Affairs) regarding entry eligibility, shortlisting, judging, and all the other matters relating to the competition are final and binding; no correspondence will be entertained.
15. Shortlisted participants and winners have to authorize Directorate of Cultural Affairs to use their names, entries, and social media handles (e.g., Instagram) for publicity and announcement of results.
16. Submission of an entry implies full understanding and acceptance of these rules and terms.

CONTACT INFO

For further details, please contact: bhupendareel@gmail.com

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