



Government of Assam

Cultural Affairs Department

In Commemoration of the Birth Centenary (2025–2026) of
Bharat Ratna Awardee Sudhakantha Dr. Bhupen Hazarika

An Instareel Competition

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

- ★ Open to any person aged 16 to 45 years.
- ★ No entry fee is required to participate.
- ★ Submission Deadline: 15 October 2026, 11:59 PM (IST).
- ★ Maximum Reel Duration: 30 seconds.
- ★ Entries may be submitted in any language of the world, however english subtitles are mandatory.
- ★ Participants are required to upload their reels on their personal Instagram accounts.

Awards & Prizes :

First : ₹200,000/-

Second : ₹150,000/-

Third : ₹100,000/-

Consolation Prize (15 Winners): ₹25,000/- each



- The detailed competition guidelines are available at: <https://directorculture.assam.gov.in/>
<https://dbhrgfti.assam.gov.in/latest>
- Participants must upload their reels to their personal Google Drive accounts and ensure that the sharing permission is set to "Anyone with the link can view" (editing access is not required).
- The Google Form for submission is available at:
<https://forms.gle/2fpZf63U9kdEo8c58>
- For queries and further information, please contact: bhupendareel@gmail.com
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Director of
Cultural Affairs, Assam