



संस्कृति मंत्रालय
भारत सरकार

Action Plan for Commemoration of 150 Years of Vande Mataram

Vande Mataram: Background

- Anand Math, the novel of Bankim Chandra was published in a serialized form.
- Vande Mataram is believed to have been written on Akshay Navami which was 7 November, 1875.
- Vande Mataram became the battle cry of millions of Indians during the freedom movement.
- In 1896, Gurudev Rabindranath Tagore sang Vande Mataram at the Kolkata session of the Indian National Congress.

Vande Mataram: Background

- Later, singing the first two stanzas of Vande Mataram became a routine at the Congress meetings. It gradually became an anthem for the freedom fighters.
- Vande Mataram was sung at the proclamation of provisional Government of Azad Hind.
- 1905: Vande Mataram was an important part of the protests against partition of Bengal.
- 1907: Madam Bhikaji Cama raised the tricolour flag for the first time outside India in Stuttgart, Berlin. The words Vande Mataram were written on the flag.

Adoption of Vande Mataram

- On 24 January, 1950, Dr. Rajendra Prasad made a statement in the Constituent Assembly.
- The then President Dr. Rajendra Prasad said that given the important role of Vande Mataram in the freedom struggle it will have the same status as the National Anthem, Jana Gana Mana and will be honored equally.
- His speech in the Constituent Assembly established that Vande Mataram has equal status as the national anthem, and its historical importance in inspiring the Indian public was recognized.

7 November : Activities (1)

- VIP events with widespread public participation will be held across the country till the tehsil level on 7 November. Group singing with prominent personalities and citizens to be scheduled across the country.
- National Level inaugural programme of the commemoration to be held in Delhi (Indira Gandhi Stadium).
- At the same time, States and Union Territories and schools/colleges across the country to organize similar Vande Mataram concerts. Participation of maximum number of people from villages, tehsils, Urban Local Bodies (ULBs), to be ensured.

7 November : Activities (2)

- A commemorative stamp and coin will be released at the national event.
- An exhibition on the history of Vande Mataram will be organized, and a short film will be screened.
- Films of the stamp and coin releases will be shown at every official event.
- Photos and videos of the events will be uploaded to the campaign website.
- At the national level programme prominent singers from across the country to present different adaptations of Vande Mataram.

Yearlong Activities (1)

	Description of Activities	Role & Responsibility
1	Mass singing of Vande Mataram to be organized on various days and same to be uploaded on the campaign website.	<ul style="list-style-type: none"> All Ministries, States and Union Territories, Citizens
2	<p>For student outreach, activities like special assemblies dedicated to Vande Mataram, essay competitions, debates, poster making etc. to be organized in schools.</p> <p>Fellowships to be awarded for research on the cultural history of Vande Mataram. A book on the history of Vande Mataram to be released.</p>	<ul style="list-style-type: none"> Ministry of Education, MyGov, States and Union Territories, Ministry of Information and Broadcasting
3	CAPF bands, State Police bands to perform programmes based on Vande Mataram and patriotic songs at public places and a calendar of these programmes to be released.	<ul style="list-style-type: none"> Ministry of Home Affairs States and Union Territories

Yearlong Activities (2)

	Description of Activities	Role & Responsibility
4	Special programmes to be hosted on All India Radio and Doordarshan and FM radio campaign.	<ul style="list-style-type: none"> ▪ M/o Information and Broadcasting ▪ M/o Petroleum and Natural Gas
	PIB to organize panel discussions and dialogues on Vande Mataram in Tier 2 and 3 cities.	
	Newspaper Advertisement: Full page advertisements in national and regional newspapers, with details of commemoration of 150 Years of Vande Mataram, historical relevance and proposed activities etc.	
	Outdoor Publicity: Display adverts in metro station, bus stop, airports, petrol pumps with Vande Mataram related quotes and visuals.	

Yearlong Activities (3)

	Description of Activities	Role & Responsibility
5	A cultural evening dedicated to the spirit of Vande Mataram to be organized in all Indian Missions and Posts across the world.	<ul style="list-style-type: none"> ▪ M/o External Affairs
A global music festival dedicated to the spirit of Vande Mataram to be organized		
The event to be attended by Indian citizens and the local community. Ambassadors to write op-eds/articles in their local newspapers on the spirit of Vande Mataram.		
Webinars and digital campaigns to be conducted on topics related to Vande Mataram in international languages.		

Yearlong Activities (4)

	Description of Activities	Role & Responsibility
6	Quiz based on Vande Mataram to be organized.	<ul style="list-style-type: none"> ▪ M/o Education, MyGOV ▪ All Ministries, States and Union Territories to ensure participation
7	<p>Vande Mataram Youth Marathon to be organized. Vande Mataram to be sung in the Khelo India opening/closing ceremony.</p> <p>The support of My Bharat Volunteers to be taken to ensure maximum outreach and participation in the digital campaign.</p>	<ul style="list-style-type: none"> ▪ M/o Youth Affairs and Sports
8	Audio messages and special announcements to be made. LED displays at railway stations and airports to display information about Vande Mataram.	<ul style="list-style-type: none"> ▪ M/o Railways, M/o Civil Aviation

Yearlong Activities (5)

	Description of Activities	Role & Responsibility
9	<i>Vande Mataram: Salute to Mother Earth</i> - Tree plantation drives to be organized.	<ul style="list-style-type: none">▪ M/o Environment, Forest and Climate Change
10	Online pledges, Social media outreach campaign to be done.	<ul style="list-style-type: none">▪ M/o Electronics, Information Technology - MyGov
11	Vande Mataram Exhibition to be put up in 50 important stations throughout the country	<ul style="list-style-type: none">▪ M/o Rail Ministry

Yearlong Activities (6)

	Description of Activities	Role & Responsibility
12	Exhibition on Vande Mataram to be organized in locations with high footfall.	<ul style="list-style-type: none">▪ M/o Culture in collaboration with M/o Information and Broadcasting to curate and display the exhibition.▪ M/o Panchayati Raj, M/o Rural Development, M/o Tourism, M/o Housing and Urban Affairs, D/o Post, M/o External Affairs, M/o Tribal Affairs, M/o Civil Aviation▪ States and Union Territories

Yearlong Activities (7)

	Description of Activities	Role & Responsibility
13	<p>Vande Mataram theme to be incorporated into the Republic Day programs.</p> <p>Vande Mataram torch relay to be organized.</p> <p>Vande Mataram music programmes to be organized by Army bands in cantonments and by bands of schools, colleges, NCC etc. in campuses.</p>	<ul style="list-style-type: none"> ▪ M/o Defence ▪ States and Union territories
14	<p>Patriotic murals to be created and displayed on highways.</p>	<ul style="list-style-type: none"> ▪ M/o Road Transport and Highways
15	<p>Vande Mataram Campaign and Website Management, Inaugural and Closing Ceremonies to be organized with VIP presence.</p>	<ul style="list-style-type: none"> ▪ M/o Culture ▪ MyGov

Vande Mataram Audio Video Booth

- Vande Mataram audio-video booths to be set up across States and UT under Public Private Partnership. It will have the facility to record singing of Vande Mataram and upload on the portal.
- People will be able to listen to different versions of Vande Mataram in the booth.
- 'Karaoke' facility of Vande Mataram will be provided in the portal in which citizens will be able to upload Vande Mataram by singing it in their own voice.



Commemoration

Phase 1	7-14 November, 2025
Phase 2	19 -26 January, 2026 (Around Republic Day)
Phase 3	7-15 August, 2026 (Along with Har Ghar Tiranga)
Phase 4	1-7 November, 2026 (Closing Week)

Activities will be conducted intensively in these four phases.

State and Union Territories

- Large scale programmes to be held in all State/ UT led by Chief Minister, Governor, Lt. Governor on 7 November.
- Programmes to be held in all schools and colleges of the State/UT.
- Programmes to be held in all cities/ towns at the tehsil level of all States and Union Territories.
- Year long programmes to be executed by institutions under State Government in collaboration with departments under Central Government.
- Intensive programmes to be organized in sync with the 4 phases.
- Nodal Department and Nodal persons to be nominated for the State/UT.

Special Activities

- 25 films of 1 minute each on different facets of Vande Mataram, Life story of Bankim Chandra Chatterjee, role of Vande Mataram in freedom struggle and history of India to be made and outreach to be done via social media. (M/o Information and Broadcasting)
- To channelize the energy of patriotism, the Vande Mataram Campaign and the Har Ghar Tiranga Campaign will be celebrated simultaneously. (Ministry of Culture and others)

Thank You!

24 October, 2025