

Sardar@150 Celebrations

1. Background

This year marks the momentous occasion of the 150th birth anniversary of Sardar Vallabhbhai Patel, fondly remembered as the Iron Man of India. A visionary statesman and architect of national integration, Sardar Patel played a crucial role in unifying over 560 princely states into one nation post-independence. To honor his enduring legacy and reinforce his ideals of unity, patriotism, and service, Ministry of Youth Affairs and Sports is holding *Sardar@150* celebrations across the country, which are designed not just to commemorate the past, but to inspire the present and future. A series of padyatra and events are being held to raise awareness among citizens—especially the youth—about Sardar Patel’s contribution to the nation. Notably, the *Unity March*, a nationwide movement, symbolizes collective resolve towards national unity and pays tribute to Sardar Patel’s vision of a strong and united India.

MY Bharat is organizing national-level *competitions*, providing a creative platform for young people to express patriotic sentiments and messages of unity. These initiatives echo Prime Minister Shri Narendra Modi’s vision of a *Viksit* and *Atmanirbhar Bharat*, transforming the celebration into a dynamic and participatory movement rooted in the spirit of nation-building.

2. MY Bharat Portal: Central Hub for Sardar@150 Activities

To ensure wide reach and active participation in the Sardar@150 celebrations, **a dedicated page shall be created on the MY Bharat portal**. The main MY Bharat homepage will prominently feature a **Sardar@150** banner, serving as the gateway to the page. The page will serve as the hub for all events and competitions organized as part of the celebrations, offering an engaging and user-friendly interface to engage in various activities, with a digital trail to all anniversary-related content and activities. The page shall host a variety of events, from which the user can navigate to each specific activity page such as Reel Competition, Unity March, Podcasts, and other programs.

Each event page will include comprehensive details such as objectives, guidelines, participation process, timelines, etc., ensuring maintain a smooth digital journey of the physical activities they have participated and the moments they can cherish. The MY Bharat portal thus becomes not only an information platform but also an interactive space for citizens—especially the youth—to connect with and contribute to the legacy of Sardar Vallabhbhai Patel.

3. Activities Planned

a. Pad Yatra- The Unity March

The **Padyatra** is meant to honor Sardar Vallabhbhai Patel’s role in India’s integration and mobilizing citizens - especially youth - towards a *Viksit* & *Atmanirbhar Bharat*. Numerous lively yatras and activities shall be held in districts across India that will build awareness and participation. The national

padyatra, starting from Patel's birthplace to the Statue of Unity—serves as the centerpiece, embodying both symbolism and action, as people gather their strength and converge for a larger journey.

Along the way, the march weaves in cultural performances, civic drives like cleanliness and tree planting, youth pledges for self-reliance, and community welfare efforts. These activities do not limit the yatra to a ceremony, rather it resonates in everyday life, and makes one proud. There will be various registration kiosks, QRs, on spot registrations, etc. to capture the digital trail of yatra on which one can cherish.

Each DY0 will create a Volunteer for Bharat for their associated district, where the proud participants can share their images/videos and get featured on the portal.

b. Essay Competition

The essay competition will engage India's youth (15–29 years) through reflective writing on nation-building, unity, leadership, and civic responsibility. The submissions shall be done via MY Bharat portal.

i. Eligibility

1. Open to Indian youth aged 15–29 years as on 01.10.2025
2. One entry per participant. Multiple entries will be disqualified.

ii. Essay Specifications

1. Length: 250 words (Maximum)
2. Languages: Can be submitted in any of the 22 scheduled languages of India
3. Format & Submission Options (choose either): Upload a single PDF (handwritten or typed PDF) on the MY Bharat portal or Write and submit directly on the MY Bharat portal

iii. Plagiarism: Entries must be original. All submissions screened through plagiarism detection; >20% similarity will be rejected

iv. Topics (choose 1 of 4 topics)

1. "Unity in Diversity: The role of youth in preserving India's unity"
2. "Lessons from Sardar Patel: Practical leadership for a Viksit Bharat"
3. "Collective youth action for shaping the future of India"
4. "Sardar Patel's values: A way of living life"

v. Evaluation & Selection:

1. State/UT Evaluation Panels: will review all submissions and forward a maximum of 10% of the number of districts in the state/UT as state finalists. States/UTs with fewer than 10 districts will nominate 1 finalist.
2. The National Jury will evaluate the state finalists and select the Top 10 National Winners

3. Rewards:

- a. Top 10 winners will be invited to VBYLD 2026
- b. All remaining state finalists will receive a MY Bharat Kit

4. Scoring matrix (100):

- a. Relevance & depth – 40
- b. Structure & clarity – 25
- c. Originality & insight – 20
- d. Language & word-limit adherence -10
- e. Compliance (format/time) – 5

*Tie-breaks: Higher originality score, followed by Structure & clarity.

Verification: Age/ID verification prior to announcement.

Proposed Timeline for the Competition

- Launch & Registration Open: 2 October 2025 - announcement across MY Bharat channels.
- Submission Window: 10 October 2025 – 2 November 2025 (23:59 IST)
- State-wise Evaluation: 3 November 2025 – 20 November 2025 - State/UT panels submit the ranked list to MY Bharat HQ
- Result Compilation: 21 November 2025 – 24 November 2025
- Winners Announcement & Publication: 26 November 2025 official announcement of 10 winners.
- VBYLD 2026: 12 January 2025 - Winners to be hosted at VBYLD 2026

c. Podcast

As part of the campaign, MyGov will launch a podcast series titled **Ek Tha Sardar**, crafted in a storytelling format that brings Sardar Vallabhbhai Patel's life and vision to the forefront. Each evening, after covering the day's distance in the padyatra, the yatris along with villagers will be able to gather and listen to the episodes together on the MY Bharat portal, making the journey emotional and reflective one.

The first episode will be released during the event itself, using narrative and voice to draw listeners into Patel's journey and ideals. It will spark a sense of pride and patriotism, making people feel more connected to the nation's history while inspiring them to carry forward his spirit of unity and determination.

d. Quizzes

Alongside the podcast, interactive free quizzes will be organized to deepen engagement and instill a sense of patriotism in a participatory way. These quizzes won't just test knowledge, but also spark reflection on themes like civic duties, digital literacy, climate action, and other issues tied to responsible citizenship. To

make it more rewarding, instant scoring and feedback will be provided, along with certificates to recognize and motivate participants.

A dynamic leaderboard will showcase top performers, fueling healthy competition, while a dashboard and heat map will provide an overview of participation patterns, turning the quizzes into not just a learning tool but also a way to track and celebrate collective involvement.

e. National Reel Contest

The Sardar@150 celebrations mark the 150th birth anniversary of Sardar Vallabhbhai Patel, the Iron Man of India, who played a pivotal role in unifying the nation. To engage the youth and honor his legacy, MY Bharat is organizing a national-level Youth Reel Competition. The contest aims to empower young voices, inspire patriotism, and spread messages of unity and service to the nation through creative short videos as a part of Sardar@150 celebrations.

Themes

- National Unity & Patriotism
- Youth Empowerment and Nation-Building
- Service to the Country

Evaluation Rubric

Relevance to Theme	30%
Creativity & Originality	25%
Technical Quality	20%
Impact, Engagement & Reach	15%
Adherence to Rules	10%

Prizes & Perks

- Top 10 national participants to be facilitated at the ceremony by the Hon'ble Minister and live telecasted in the event.
- Top 72 participants (2 individuals per state/UT) shall receive MYBharat Kit.
- Special Categories (may be considered): Best Editing, Best Message for Unity, Most Viral Reel, etc.
- Digital e-certificate shall be awarded to all the participants.
- The TA/DA for the winners who will be called at the national ceremony will be borne by Ministry.

Participation Guidelines

- Open to individuals aged 15–29 years as on 01.10.2025. No group participation is allowed.
- Participant must be registered on MY Bharat platform.
- Language: Hindi, English, or regional language (with English subtitles). Only one language should be used in the entire reel.

- Video duration: 20-30 seconds. The duration should not exceed 30s.
- Orientation: Portrait only
- Format: MP4 video files. Reels should be uploaded publicly (Instagram, YouTube, Facebook, Google Drive) and link submitted
- Submission Mode: Online (via MY Bharat portal)
- Content must be original (no copyrighted music/images/videos allowed). Plagiarized content will lead to disqualification. An undertaking of same must be submitted in the attached format.
- Any derogatory/offensive/inappropriate remarks, personal comments, and/or regional slang towards any person or community must be avoided. Reel should not contain any inappropriate/obscene/harassment scenes, etc.
- Use of unfair means/malpractices shall lead to immediate disqualification.
- Only one entry can be submitted by a participant. In case of multiple submissions, all the entries shall be treated as invalid and will lead to disqualification.
- Organizers will not accept any responsibility for entries that are lost, are late or incomplete or have not been transmitted due to computer error or any other error beyond the organizer's reasonable control.
- The final submission file should be in PDF format, containing:
 - Link of MP4 file of reel (view access should be set as **Anyone**)
 - Instagram reel Link – The hashtags mentioned in Annexure, can be used while posting the reel/video on social media handles.
 - Undertaking of No Copyright Infringement
 - A valid Government ID with photo (Aadhaar, Voter ID, etc.)
- The decision of the organizers on the Contest shall be final, and binding and no correspondence will be entered into regarding the same.
- In the event of unforeseen circumstances, the organizers reserve the right to amend the terms and conditions of the competition at any time or cancel the competition as considered.
- It is the sole responsibility of participant to visit the portal for regular updates.
- Participant should keep their MY Bharat profile updated with an active e-mail & mobile number for further correspondence. Therefore, the participant is requested to keep a regular watch on his/her SMS/e-mail.
- One mobile number & one email ID cannot be used by more than one participant.
- For any support, MY Bharat can be reached at support.mybharat.gov.in

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Annexure - Social Media Branding & Outreach

Official Hashtags: #Sardar@150 #MYBharatReels #UnityInAction #StatueOfUnity
#YouthForUnity #RashtriyaEkta