

GEMS OF INDIA' CONTEST DEADLINE EXTENDED TILL SEPT 30

Panaji: September 09, 2026

The deadline for the submission of entries for the pilot phase of "Gems of India", a national initiative for promoting emerging digital creators and showcasing district heritage through the My WAVES and WAVES OTT platforms, has been extended till September 30, 2026.

In August this year, the "Gems of India" initiative of the Ministry of Information and Broadcasting, through Prasar Bharati, was launched. This initiative seeks to identify and promote emerging digital creators from across the country, showcasing the unique culture, heritage, tourism, traditions, local stories and achievements of India's districts through authentic digital storytelling, encouraging citizen participation, particularly among youth, in documenting and promoting the identity of their districts, creating a nationwide repository of authentic district-level digital content, promoting local tourism, crafts, art forms and lesser-known destinations, and establishing a scalable district-level creator ecosystem for nationwide implementation.

Citizens can participate through the My WAVES section of the WAVES OTT platform, which will serve as the national digital platform for creator registration and submission of entries. Participation is simple and entirely digital.

Participants have to download the WAVES OTT application from the Google Play Store or Apple App Store, register on the platform using a mobile number or any other available sign-in option, and access the My WAVES section and create a Creator Profile, then select the "Gems of India" programme, and upload original digital content together with the prescribed details and submit the entry.

The challenge calls for original content to be submitted in one or more of the following video formats-Short Videos, Reels, Documentaries, Podcasts, Vlogs, and other creative digital video formats.

For more details download the WAVES OTT app.

DIP/NB/AXP/NP/CR/SN/2026/

Issued by the Department of Information & Publicity

Department of Information & Publicity,
Government of Goa,
Udyog Bhavan, Third Floor,
Near Azad Maidan,
Panaji – Goa.