

"Gems of India" - A National Initiative for Promoting Emerging Digital Creators and Showcasing District Heritage



The poster for the "Gems of India" campaign features the title "GEMS OF INDIA" in large, bold, golden letters. Below it, the tagline "हर जिला, एक अनमोल कहानी अब आपकी बारी" (Every district, a priceless story, now it's your turn) is written. The poster includes images of various Indian landscapes and a woman in traditional attire. It lists themes for content creation: संस्कृति और विरासत (Culture and Heritage), पर्यटन स्थल (Tourism spots), लोक कला और परंपराएं (Folk art and traditions), हस्तशिल्प और हस्तकला (Handicrafts and hand arts), स्थानीय खान-पान (Local food and drink), प्रकृति और इनो-टूरिज्म (Nature and eco-tourism), प्रेरणादायक स्थानीय व्यक्तित्व (Inspiring local personalities), and आपके जिले की कोई भी अनोखी कहानी (Any unique story of your district). It also mentions "2 राज्यों और 4 केंद्र शासित प्रदेशों से शुरुआत" (Starting from 2 states and 4 union territories). A section titled "क्या दिखाएं?" (What to show?) lists content formats: शॉर्ट वीडियो (Short videos), रील्स (Reels), डॉक्यूमेंट्री (Documentary), पॉडकास्ट (Podcast), and वॉरीस (Vlogs), along with other audio-visual content. The "भाग लेना है आसान" (It's easy to participate) section lists steps: 1. WAVES OTT App खोलें (Open WAVES OTT App), 2. MyWAVES सेक्शन में जाएं (Go to MyWAVES section), 3. Gems of India चुनें (Choose Gems of India), 4. रजिस्टर करें (Register), 5. अपना ऑरिजिनल कंटेंट अपलोड करें (Upload your original content), 6. अपनी एंट्री सबमिट करें (Submit your entry). The "समय-सीमा" (Deadline) section states the submission period is from 1st August to 31st August 2026. A table shows prize amounts: District level (₹50,000 per entry), State/Union Territory level (₹2,00,000 per entry), and National level (₹5,00,000 per entry). It also mentions a total prize pool of 15,000. The bottom text says "आपका जिला। आपकी कहानी। भारत का मंच" (Your district. Your story. India's stage) and provides instructions on how to participate via the WAVES OTT App.

The Ministry of Information & Broadcasting has conceived "Gems of India", a national initiative to identify, encourage and provide a digital platform to emerging creators from every district of the country. Through authentic digital storytelling, the programme aims to showcase the unique culture, heritage, tourism, traditions, local stories, achievements and other distinctive features of India's districts while creating a nationwide repository of locally produced digital content.

The programme will leverage MyWAVES as the citizen participation platform for submission of original digital content, while selected entries will be curated and showcased through WAVES OTT and other platforms of Prasar Bharati, providing creators with national visibility and recognition.

The Pilot Phase is scheduled to be launched on 21st, July 2026 in Arunachal Pradesh, Goa, Ladakh, Andaman & Nicobar Islands, Dadra & Nagar Haveli and Daman & Diu, and Chandigarh. Submission of entries through the MyWAVES platform will open from 1st - 31st August 2026.

Citizens, particularly youth and emerging digital creators, will be invited to submit original digital content on themes such as local culture, heritage, tourism, traditions, handicrafts, cuisine, folk arts, oral traditions, eco-tourism and other unique aspects of their districts in formats including short videos, reels, documentaries, podcasts and other digital media formats.

To encourage participation, the programme proposes awards at the district, State and national levels, including up to 20 District Awards in each district (*₹50,000 each), up to one State/UT Award for each district (72 lakh), and up to four National Awards for each State/UT (75 lakh each).

The entries will be evaluated through a transparent multi-level process by District and State Jury Committees comprising eminent personalities from the fields of culture, heritage, tourism, media, academia and other relevant domains.

The support of the State Governments is solicited for effective implementation of the programme through nomination of a State Nodal Officer, coordination with District Administrations, mobilisation of creators through educational, cultural and tourism

institutions, facilitation of outreach activities, and constitution of District and State Jury Committees in accordance with the programme guidelines.