

Awareness Session on Gems of India Challenge Held at Leh Main Market

Leh, September 22, 2026: An awareness session on the Gems of India Challenge was organised today, September 22, 2026, at the Leh Main Market by officials of the District Information Office, Leh.

During the session, detailed information was provided to the audience about the 'Gems of India' initiative, its objectives, and various aspects of the contest. The session highlighted the attractive awards at the District, State/UT, and National levels, encouraging creators to showcase the best of their respective districts through innovative and engaging storytelling.

Several creators downloaded the WAVES OTT app and registered on the spot during the awareness campaign.

The public actively participated in the awareness programme. The audience was also informed that the pilot submission window is currently open and will remain open until September 30, 2026.

