

Chief Secretary launches 'Gems of India' challenge in A&N Islands

Emerging digital creators invited to showcase heritage of the Island on global stage



Sri Vijaya Puram, July 28

In a significant move to bolster the local "Concert Economy" and provide a global platform for the youth of the archipelago, the Chief Secretary, A&N Administration, Dr. Chandra Bhushan Kumar, IAS, officially launched the "Gems of India" Challenge today during the Senior Officers' Meeting held in the Conference Hall of the Secretariat.

The 'Gems of India' Challenge is a prestigious national initiative spearheaded by the Ministry of Information and Broadcasting (MoIB) in collaboration with Prasar Bharati. Its primary objective is to identify and encourage emerging digital creators from every district to showcase India's unique culture, heritage, and tourism potential through

authentic digital storytelling. Notably, the Andaman & Nicobar Islands is one of only six States/UTs selected across the nation to participate in this exclusive pilot phase.

Speaking at the launch, the Chief Secretary emphasised that the initiative is part of the broader framework for the second edition of the World Audio Visual and Entertainment Summit (WAVES) 2027, scheduled to be held in Mumbai in February 2027. He urged the youth and digital creators of the Islands to participate in large numbers to document the "Gems" of the territory—ranging from indigenous traditions and rare art forms to breathtaking eco-tourism destinations.

Key Details of the Challenge:

Who can participate: Citizens, particularly

youth and emerging digital content creators.

Content Themes: Culture and heritage, local cuisine, folk traditions, performing arts, nature/eco-tourism, and inspirational local stories. **Format:** Short videos, reels, and vlogs with a suggested duration of 1 to 3 minutes.

How to Enter: Participants can access the challenge directly via <https://www.wavespb.com/>

or [mwlink/CN31Vwv](https://www.wavespb.com/mwlink/CN31Vwv) or upload their original content through the MyWAVES section of the WAVES OTT platform.

Submission Timeline: The pilot submission window for entries is scheduled to be open from 1st August to 31st August 2026.

Recognition and Awards: The challenge offers a robust incentive structure to reward high-quality content:

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- ♦ **District Level:** Up to 20 awards of Rs. 50,000 each per district.
- ♦ **State/UT Level:** Best entries from the districts are eligible for an award of Rs. 2,00,000.
- ♦ **National Level:** Top performers can win awards of up to Rs. 5,00,000.

To support local participants, the Administration will coordinate with the Nodal Tech Partner (Vensysco Technologies) to provide online training and demonstration sessions on registration and content uploading.

The Directorate of IP&T will be working closely with the District Administrations and My Bharat volunteers to ensure that every creative voice in the Islands has the opportunity to tell their story on a national stage. For more information, creators are encouraged to visit the official MyWAVES platform link provided above or contact the Directorate of IP&T, a press release from Directorate of IP&T said.

MyWAVES

WAVES

GEMS OF INDIA

हर जिला, एक अनमोल कहानी
अब आपकी बारी

सूचना एवं प्रसारण मंत्रालय की एक राष्ट्रीय पहल
देश के उभरते क्रिएटर्स और हर जिले की अनूठी
पहचान को राष्ट्रीय मंच देने के लिए

2 राज्यों और 4 केंद्र शासित प्रदेशों से शुरुआत

क्या दिखाएं?



संस्कृति
और विरासत



पर्यटन
स्थल



लोक कला और
परंपराएं



हस्तशिल्प और
हथकरघा



स्थानीय
खान-पान



प्रकृति और
इको-टूरिज्म



प्रेरणादायक
स्थानीय व्यक्तित्व



आपके जिले की
कोई भी अनोखी कहानी

कंटेंट फॉर्मेट



शॉर्ट वीडियो



रील्स



डॉक्यूमेंट्री



पॉडकास्ट



ब्लॉग्स

और अन्य रचनात्मक
वीडियो फॉर्मेट

भाग लेना है आसान

- 1 WAVES OTT App खोलें
- 2 MyWAVES सेक्शन में जाएं
- 3 Gems of India चुनें
- 4 रजिस्टर करें
- 5 अपना ऑरिजिनल कंटेंट अपलोड करें
- 6 अपनी एंट्री सबमिट करें



समय-सीमा



एंट्री भेजने की अवधि
1 अगस्त – 31 अगस्त 2026

चयनित कहानियों को मिलेगा
WAVES OTT और प्रसार
भारती के राष्ट्रीय मंच पर स्थान



लगभग 15,000 पुरस्कार

जिला स्तर

प्रति जिला
लगभग 20 पुरस्कार

₹50,000

प्रति पुरस्कार

राज्य/केंद्र शासित प्रदेश स्तर

प्रति जिला
1 पुरस्कार

₹2,00,000

प्रति पुरस्कार

राष्ट्रीय स्तर

प्रति राज्य/केंद्र शासित प्रदेश
लगभग 4 पुरस्कार

₹5,00,000

प्रति पुरस्कार

*जनसंख्या के अनुसार स्केल किया जाएगा

आपका जिला। आपकी कहानी। भारत का मंच

आज ही WAVES OTT App डाउनलोड करें और MyWAVES के माध्यम से
Gems of India में भाग लें



SCAN TO DOWNLOAD
WAVES OTT APP



A NATIONAL INITIATIVE BY MoIB IN COLLABORATION WITH PRASAR BHARATI

GEMS OF INDIA — CHALLENGE —

Showcase the Heritage, Culture & Natural Beauty of
Andaman & Nicobar Islands to the World



UPLOAD ORIGINAL
SHORT VIDEOS
(1-3 MINUTES)



THEMES
Heritage • Tourism
Culture • Nature
Local Stories



SUBMISSION PERIOD
1 AUGUST –
31 AUGUST 2026



WIN AWARDS UP TO
₹5,00,000



PARTICIPATE THROUGH
MYWAVES PLATFORM



SCAN TO PARTICIPATE



Be a Digital Creator. Tell Your Story. Inspire the World.

For more details, visit MyWAVES platform or contact your
District Administration / Directorate of IP&T

Directorate of Information, Publicity & Tourism
Andaman & Nicobar Administration