



“Gems of India” Challenge Invites Goan Content Creators to Showcase Goa’s Heritage and Culture

Up to ₹ 5 Lakh in Cash Prizes at District, State and National Levels

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Content creators, videographers and storytellers across Goa have an opportunity to showcase the State’s rich heritage, culture, traditions and tourism landmarks through the “Gems of India” Challenge. The nationwide initiative, being held from 1 August to 31 August 2026, builds upon MyWAVES, the citizen creator platform under WAVES OTT.

The Challenge invites participants to create a 1–3 minute video highlighting the distinct identity, heritage, tourism destinations, traditions and local stories of their respective districts. The initiative seeks to encourage digital storytelling by local creators and provide them an opportunity to bring the unique stories and cultural heritage of their districts to audiences across the country.

Participation in the “Gems of India” Challenge can be completed through the WAVES app. Participants can register or download the app from the Google Play Store or Apple App Store, access the MyWAVES section, navigate to the programme module and submit their completed video entry. The last date for submission of entries is 31 August 2026.

The Challenge offers recognition and cash prizes at the district, State and national levels. The prizes include ₹50,000 at the district level, ₹2 lakh at the State level and ₹ 5 lakh at the national level.

Content creators, videographers and storytellers across Goa are encouraged to participate and showcase the State’s unique stories, traditions and cultural heritage through visual storytelling.

Source: Akashvani Panaji,Goa/ PIB Panaji | Ashish Sangle / Riyas Babu / Priti Malandkar

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