

सां/No. : 5-1(17)/2008-PD

Dated 19.03.2025

प्रेषक : संयुक्त सचिव (प्रशासन)
From : Joint Secretary (Admn.)

सेवा में : सी.एस.आई.आर. की सभी राष्ट्रीय प्रयोगशालाओं/संस्थानों/मुख्यालय/एककों के निदेशक/प्रधान
To : The Directors/Heads of all CSIR National Labs./Instts./Hqrs./Units

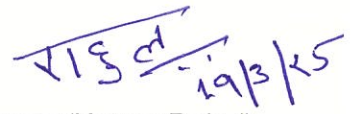
विषय/Sub : Promoting and popularizing WAVES OTT platform – reg.

महोदय/Sir / महोदया/Madam,

मुझे, उपरोक्त विषय पर सचिव, सूचना एवं प्रसारण मंत्रालय, भारत सरकार के अर्धशासकीय पत्र सं P-11017/20/2023-PPC-Part(1) दिनांक 29.11.2024 को आपकी जानकारी, मार्गदर्शन और अनुपालन के लिए अग्रेषित करने का निदेश हुआ है।

I am directed to forward herewith D.O. letter No. P-11017/20/2023-PPC-Part(1) dated 29.11.2024 from Secretary, Ministry of Information & Broadcasting, Govt. of India on the above mentioned subject for your kind information, guidance and compliance.

भवदीय/Yours faithfully,



(कुमार राहुल/Kumar Rahul)

उप सचिव (नीति प्रभाग)/Deputy Secretary (PD)

संलग्न/Encl. : यथोपरि/As above

प्रतिलिपि/Copy to:

- 1) सी.एस.आई.आर. वेबसाइट/ CSIR Website
- 2) कार्यालय प्रति/Office copy

संजय जाजू, भा.प्र.से.
सचिव
SANJAY JAJU, IAS
Secretary



सत्यमेव जयते

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सूचना एवं प्रसारण मंत्रालय
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GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
SHASTRI BHAWAN, NEW DELHI - 110001

D.O. No. P-11017/20/2023-PPC-Part(1)

29th November, 2024

Dear Secretary,

As you are aware, Ministry of Information & Broadcasting has launched the 'WAVES' OTT (Over-The-Top) platform on 20th November, 2024 at the opening ceremony of 55th International Film Festival of India (IFFI) in Goa. With the launch of the platform, Prasar Bharati, India's iconic public broadcaster, has ventured into the platform space to cater to the growing demand for digital streaming services. The platform aims to revive nostalgia while embracing modern digital trends by offering a rich mix of classic content and contemporary programming.

2. WAVES OTT, brings a wide range of content for wholesome family viewing, including TV shows, movies, games, music, live podcasts, and e-commerce via CSC-SPV's ONDC platform supporting MSMEs. With genres like mythology, drama, and thrillers, it promotes social messages like women empowerment and Swachh Bharat, featuring ad-supported integration for inclusive advertising opportunities. I am enclosing a brief on the WAVES OTT platform for perusal.

3. As part of our efforts to promote this initiative, I request your support for promoting and popularizing the WAVES OTT platform through your official channels, including websites, social media and internal communication networks. The Officials of your Ministry/ Department/ Attached Offices and Organisations may be encouraged to install WAVES OTT App from Google's Play Store and Apple's App Store.

4. I look forward to your support in making WAVES a widely recognized OTT platform.

With regards

Yours sincerely,

[Sanjay Jaju]

All Secretaries to the Government of India (as per list attached)

Ministry of Information & Broadcasting

WAVES OTT Platform by Prasar Bharati

WAVES OTT platform follows from Hon'ble Prime Minister's vision for Viksit Bharat and is a significant step forward for Digital India. Created on the legacy of Akashvani and Doordarshan, WAVES offers **India's rich cultural heritage with modern entertainment trends**. WAVES is intended as the go-to platform for diverse entertainment, uniting generations and regions through one digital platform, and is a comprehensive, **inclusive, free OTT** which is intended to bridge the digital media and entertainment divide, on the back of its collaboration with BharatNet for last mile connectivity to rural audience.

Under its notified Content Acquisition Policy 2024 for acquiring content for WAVES, Prasar Bharati has curated a strong content lineup of content to satisfy diverse tastes of subscribers in all age groups across urban, metros, middle India and NRI audiences who seek Indian / regional / International viewing experience.

WAVES makes its entry as an aggregator OTT with Inclusive India stories embracing Indian culture with an international outlook, in **12+** Languages - Hindi, English, Bengali, Marathi, Kannada, Malayalam, Telugu, Tamil, Gujarati, Punjabi, Assamese, spread across **10+** Genres of Infotainment; Video on demand, Radio streaming, Live TV streaming, 65 live Channels, several App in App integrations for video.

WAVES, brings **a wide range of content for wholesome family viewing** into every Indian home, that can use this platform to **watch, listen, read, play, shop** in a curated environment. Including latest releases, TV shows, movies, timeless classics, and nostalgia content of old favourites; and genres like family drama, mythology, devotional, reality show, history educational, fantasy, folklore, thriller, sports, news etc. It promotes social message themes like women empowerment, cybersecurity awareness and Swachh Bharat to name a few. In addition, it carries free-to-play gaming, music, live podcasts, animation, books, journals and magazines, online shopping through CSC-SPV's ONDC supported e-commerce platform that will also promote MSMEs and local enterprises. Advertisement supported Tech Integration to attract advertising by underrepresented companies and MSMEs along with big FMCGs.

As a conscious step to unlock the potential of young creators in the creative economy, WAVES also offers its platform to **content creators** like the National Creator Awardees. WAVES has opened its portal to student graduate films, and some initial film and media colleges to partner on WAVES are FTII, Annapurna, AAFT.

Central Government ministries and states are also joining hands with Prasar Bharati to co-develop or contribute varied content such as docudramas, dramatized or fictionalized shows, reality shows with entertainment value, as an effective vehicle for meaningful messages. Some content includes a documentary on the 75th anniversary of the **Hon'ble Supreme Court of India**, cyber security awareness with CDAC MeitY, the NFDC archives **Cinemas of India**, the **Information and Broadcasting Ministry's** rare archival content like historical photos compiled in subject-wise photos albums, and Journals and publications. The **Ministry of External Affairs, Ministry of Finance, IGNCA, Ministry of Culture and India Post** have also contributed informative and entertaining programming to WAVES.
