

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING

RAJYA SABHA
UNSTARRED QUESTION NO. 2173
TO BE ANSWERED ON 13.12.2024

‘Create in India’ Challenge

2173: Shri Sanjay Seth:

Will the Minister of Information and Broadcasting be pleased to state:

- a. the data on the budget allocated for the Create in India Challenge, along with the estimated revenue to be generated due to the Challenge;
- b. the number of people who participated in the Create in India Challenge in each State;
- c. the data on the economic impact the conducting of the challenge would have on the media and entertainment sector, along with the estimated employment that would be generated; and
- d. the incentives and financial assistance that would be offered to the participants of the challenge to encourage their development and innovation in various sections?

ANSWER

**MINISTER OF STATE FOR INFORMATION & BROADCASTING AND
PARLIAMENTARY AFFAIRS (DR. L. MURUGAN)**

- (a) to (d): The Ministry of Information and Broadcasting has announced to organise the first edition of the World Audio Visual & Entertainment Summit (WAVES) in New Delhi from February 5th- 9th, 2025. WAVES aims to play a pivotal role in promoting India’s media & entertainment industry on the global stage by serving as a strategic platform for international collaboration and investment. This Summit is a transformative, one-of its kind initiative that positions Indian industry as a global content hub through convergence of all segments of the industry on a single platform.

As a precursor to WAVES, “Create in India Challenges (CIC): Season 1” has been launched as a platform to reach out to the diverse cross section of Indian content creators & showcase them and foster their innovations in various creative fields. Currently, 27 Challenges are being run across the M&E sector in various fields such as animation, gaming, comics, films, broadcasting, music, new media, emerging technologies, etc. in association with various industry bodies. Thousands of students, amateurs and professionals have registered under these Challenges for various competitions. The objective of these Challenges is to involve the industry, engage with the public, create a buzz about the Summit, scout the best talent and showcase them and connect them with the global industry. Incentives to the winners include participation in WAVES and various international events, prizes and awards, sponsorship and industry mentorship opportunities, support for incubation and industry collaboration opportunities, etc.
