

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION & BROADCASTING**  
**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 560**  
**TO BE ANSWERED ON 29.11.2024**

**EMPOWERING INDIA'S MEDIA AND ENTERTAINMENT INDUSTRY**

**560: SHRI RAMBHAI HARJIBHAI MOKARIYA:**

**SHRI TEJVEER SINGH:**

**DR. DINESH SHARMA:**

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- a. The steps taken by Government to empower India's media and entertainment industry along with the strategies formulated to increase India's global influence in this sector;
- b. The details of World Audio visual & Entertainment Summit (WAVES) in various genres like anime, music, dance, gaming etc; and
- c. The contribution being made by WAVES Summit in promoting India's entertainment industry at the international level and the manner which it has encouraged global collaboration and investments?

**ANSWER**

**THE MINISTER OF RAILWAYS, MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF ELECTRONICS & INFORMATION TECHNOLOGY**

**(SHRI ASHWINI VAISHNAW)**

(a): The Union Cabinet has approved the setting up of an Indian Institute of Creative Technologies (IICT) with an aim to enhance the capabilities in content creation and design curriculum for the young creators so as to develop and hone the skill sets required by the industry. This shall support digital creators and consequentially

augment the creator economy. This sector holds immense promise globally and India's growing digital and social media footprint will be strengthened by the opportunities of innovation, growth and acceleration provided by IICT.

The Ministry supports the participation of the Indian industry in various film festivals across the globe for promotion of Indian films and other entertainment content. Co-production with foreign producers and film shooting by foreign producers in India is supported through the Indian Cine Hub, which is a single window approval process that facilitates the International productions to have a streamlined support for location scouting, permits, and incentives for local employment among other things, all under one portal. This is also a step towards Ease of Doing Business (EoDB) where international investors can conveniently explore India as a premier location for the infotainment and media sector.

(b) & (c) 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 5<sup>th</sup>- 9<sup>th</sup>, 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. By bringing together stakeholders from across the globe including producers, distributors, technology innovators, and policymakers, the Summit creates opportunities for co-productions, distribution partnerships, and talent exchanges. 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 of WAVES, "Create in India Challenges (CIC): Season 1" has been launched as a platform to showcase Indian talent and foster innovation in various creative fields. Currently, 27 Challenges are being run across the M&E sector in fields such as animation, gaming, comics, films, broadcasting, music, new media, emerging technologies, etc. Thousands of students, amateurs and professionals have registered under these Challenges for various competitions.

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