

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA
STARRED QUESTION No. 222
(TO BE ANSWERED ON 07.08.2026)**

WAVES AND 'CREATE IN INDIA CHALLENGE' INITIATIVE:

222. SHRI MANAN KUMAR MISHRA:

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

(a) the steps being taken under the World Audio Visual and Entertainment Summit (WAVES) and the 'Create in India Challenge' initiative to provide skill development opportunities to creators from diverse States and linguistic backgrounds and to showcase their work;

(b) whether creators from rural and tribal areas are being provided with structured mentorship and market linkages, if so, the details thereof; and

(c) whether the Ministry proposes to monitor the outcomes of the mentorship and market linkages provided to such creators, if so, the details thereof?

ANSWER

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

(SHRI ASHWINI VAISHNAW)

(a) to (c): A Statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) to (c) OF THE RAJYA SABHA STARRED QUESTION NO. * 222 FOR REPLY ON 07.08.2026

(a) to (c):

The World Audio Visual and Entertainment Summit (WAVES) 2025 was organised in line with the Government's vision of making India a global hub for content creation under the initiative "Create in India, Create for the World". The summit aimed to strengthen India's creative economy by integrating content, creativity and culture into a structured engine of economic growth and global outreach.

WAVES 2025 provided a platform for creators, startups, producers and technology leaders to engage with global buyers, investors and OTT platforms. The event witnessed participation of more than 1 lakh delegates from over 100 countries. It featured over 140 sessions including plenaries, masterclasses and breakout sessions with global industry leaders.

Create in India Challenge (CIC) serves as a flagship platform to identify, nurture and showcase creative talent across India's Media and Entertainment sector by bringing together creators from diverse States and linguistic backgrounds. WaveX is a dedicated startup and innovator platform which facilitates structured incubation, technical mentorship, and domain guidance.

The WAVES Bazaar functions as a year-round global market place for film, television, animation, gaming, XR and digital content sectors and has over 4,000 registered buyers and 6,000 sellers facilitating business-to-business meetings and generating potential business and investment leads.

Create in India Challenge (CIC) also provides opportunities for upskilling through training, workshops, masterclasses, mentorship and structured industry engagement to creators across all States / Union Territories and linguistic backgrounds, including rural and tribal areas. Extensive outreach is undertaken to ensure maximum participation from the length and breadth of the country.

The creators identified through Create in India Challenges, WaveX and WAVES Bazaar have been provided opportunities for showcase and business, through WAVES Bazaar outreach activities and participation in several domestic and International Film Festivals, Game Shows and Expos.
