

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION NO. 1532
TO BE ANSWERED ON 31.07.2026**

**GLOBAL EXPANSION OF INDIA'S MEDIA AND ENTERTAINMENT INDUSTRY
THROUGH WAVES INITIATIVE**

1532: SHRI PRADIP KUMAR VARMA

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

- a) whether Government is taking effective steps to promote India's media, entertainment and creative industries at the global level through the WAVES initiative;
- b) if so, the details of the major activities organized, investment proposals made and international collaborations formulated under this initiative so far;
- c) whether Government has undertaken any special initiative to promote the Animation, Visual Effects, Gaming, Comics (AVGC) and digital media sectors; and
- d) if so, the details thereof?

ANSWER

**MINISTER OF STATE FOR INFORMATION & BROADCASTING AND
PARLIAMENTARY AFFAIRS**

(DR. L. MURUGAN)

(a) to (d):

The Government organised the World Audio Visual & Entertainment Summit (WAVES) 2025 in line with the Hon'ble Prime Minister's vision of "Create in India, Create for the World" with the objective of positioning India as a global hub for content creation and promoting India's Media & Entertainment sector. The Summit served as a global platform for creators, producers, startups, investors, technology companies and policymakers. It showcased Indian creative talent, facilitate business opportunities, strengthen international collaborations and strengthen India's creative economy.

The WAVES 2025, organised in Mumbai, witnessed participation of more than one lakh participants from over 100 countries and featured more than 140 sessions.

Major activities and outcomes under the WAVES' initiative include:

- Global Media Dialogue (GMD): Ministers and senior representatives from across the world deliberated on issues relating to the future of media and entertainment, responsible use of emerging technologies, digital inclusion and international

cooperation. The WAVES Declaration was adopted to promote collaboration for a peaceful, inclusive and responsible global media ecosystem.

- WAVES Bazaar: A year-round global B2B marketplace for the Media & Entertainment sector, which has onboarded more than 6,000 sellers and over 4,000 buyers, facilitated structured B2B meetings, generated potential business and investment discussions, enabled signing of multiple MoUs/Letters of Intent and promoted Indian creators through participation in leading international markets and festivals.
- WaveX: A dedicated startup platform promoting innovation in the Media & Entertainment sector through incubation, mentorship, investor connect, business matchmaking and global market access. WaveX has established incubation centres across Ministry institutions and enabled startups to secure business opportunities through structured industry engagements. A delegation of four Media & Tech startups, sponsored by WaveX, participated in the European Film Market (EFM) at Berlinale 2026. Further, 51 promising AVGC-XR and Media Tech startups, supported by WaveX, showcased AI-powered solutions and immersive technologies at the Waves Creators Corner during the AI Impact Summit 2026, strengthening their visibility and fostering industry collaborations.
- Create in India Challenge / Creatosphere: It is a platform for identification, nurturing, curation and showcasing of India's creative talent across the Media and Entertainment sector. During Season 1 of CIC, 33 challenges were conducted which culminated at the WAVES 2025 in Mumbai during 1-4 May 2025. Challenges were conceptualised and executed through industry associations spanning across Animation, VFX, Gaming, Comics, XR (AVGC-XR), Music, Film, Digital Media, AI, etc, which witnessed participation from over 1 lakh creators from across the nation.
- Bharat Pavilion: An immersive showcase of India's storytelling traditions, cultural heritage and technological capabilities, highlighting India's soft power and creative leadership before global audiences.

The Government has set up the Indian Institute of Creative Technologies (IICT). It is an institute for capacity building in AVGC-XR sector. IICT is Government's initiative in collaboration with the Government of Maharashtra, FICCI and CII, as a National Centre of Excellence for the AVGC-XR domains. The institute is operational since July 2025 and imparting industry-oriented academic programmes and it has also established collaborations with leading global technology companies for curriculum development, skilling, research, startup incubation, internships and industry mentorship.
