

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION NO. 2340
TO BE ANSWERED ON 07.08.2026

‘CREATE IN INDIA CHALLENGE’ UNDER WAVES INITIATIVE

2340: SHRI SANA SATHISH BABU

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

- a) whether Government proposes to encourage participation of creators, institutions and industry bodies in the “Create in India Challenge” under the World Audio Visual & Entertainment Summit (WAVES) initiative;
- b) the steps being taken to make talent from the media, animation, gaming and entertainment ecosystem, aware of and eligible for these challenges; and
- c) whether Government envisages any collaboration with State institutions in Andhra Pradesh to nurture creative talent and support their participation in WAVES-related platforms and events?

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

(a) to (c):

The Create in India Challenge (CIC) is a flagship initiative under the World Audio Visual and Entertainment Summit (WAVES), to identify, nurture, upskill and showcase creative outcomes and talent. During CIC - Season I, 33 challenges were conducted which culminated at the WAVES 2025 in Mumbai during 1-4 May 2025. Season I witnessed participation from over 1 lakh creators from all States and Union Territories, and over 750 finalists showcased their outcomes and talent at Creatosphere during WAVES 2025.

Participation in the Create in India Challenge has been encouraged from across the country, including institutions and organisations from Andhra Pradesh. To encourage wider participation, National Film Development Corporation (NFDC) undertook extensive outreach through press releases, social media posts, mailers, stakeholder consultations and workshops. Following the selection of the Season- II Challenges, creators from across the country, including Andhra Pradesh, are encouraged to participate across various challenges.
