

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO. 288
TO BE ANSWERED ON 27.11.2024**

World Audio Visual and Entertainment Summit

288: Shri Bidyut Baran Mahato:

Shri Jugal Kishore:

Dr. Alok Kumar Suman:

Shri Bhartruhari Mahtab:

Shri Lumba Ram:

Smt. Shobhanaben Mahendrasinh Baraiya:

Shri Jagdambika pal:

Shri Manoj Tiwari:

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

- a. the steps taken by the Government to improve India's media and entertainment industry and extend its global influence; and
- b. the details of various events organised under World Audio Visual and Entertainment Summit (WAVES) across genres such as anime, music, dance, gaming etc?

ANSWER

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

(SHRI ASHWINI VAISHNAW)

(a) & (b): 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. 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.

Further, the Union Cabinet has approved the setting up of Indian Institute of Creative Technologies (IICT) to create skill sets for content creation in the emerging technologies. This would also support digital creators and consequentially augment the creator economy in the country.

In addition, with the view to promote co-production of films between Indian filmmakers and film makers of different countries, the Ministry of Information & Broadcasting has entered into seventeen Audio Visual Co-production Agreements with various countries to support collaborations between the film makers of the two countries and provide them institutional support, including financial incentives. India Cine Hub promotes ease of doing business by providing a single window approval process that facilitates the international productions with support for locations and resources.
