



## WAVES | Create in India Challenge Season 1

### *Shaping the Future of Entertainment*

(Ministry of Information and Broadcasting)

August 30, 2024

The Government of India is gearing up to host the inaugural World Audio Visual & Entertainment Summit (WAVES) to bolster India's Media & Entertainment industry and extend its global influence. With the Union Minister of Information and Broadcasting, Shri Ashwini Vaishnaw, launching 25 Challenges under the 'Create in India Challenge - Season 1' on August 22, 2024, WAVES is poised to become a significant platform for icons of the M&E fraternity worldwide, focusing on entertainment economics and technology.

# CREATE IN INDIA CHALLENGE SEASON - 1

<b>ANIMATION</b>		<b>AR/XR/VR</b>		<b>COMICS</b>
Anime Challenge	Animation Filmmakers Competition	XR Creator Hackathon	Virtual Influencer Creation Contest	Comic Creator Championship
<b>GAMING</b>				<b>PRE &amp; POST PRODUCTION</b>
Game Jam	ESPORTS Tournament	City Quest: Shades of Bharat	Handheld Educational Videogame Development	Young Filmmakers Challenge
<b>GENERATIVE AI</b>		<b>BROADCASTING</b>		<b>RADIO</b>
AI Film making Competition	WAVES AI Art Installation Challenge	WAVES Promo Video Challenge	Truth Tell Hackathon	Community Radio Content Challenge
<b>ADVERTISING</b>	<b>SOCIAL MEDIA</b>		<b>FILM</b>	
WAVES Hackathon: Adspend Optimizer	WAVES Explorer	Reel Making Competition	Film Poster Making Competition	Trailer Making Competition
<b>MUSIC</b>			<b>EMERGING TECHNOLOGY</b>	
Battle of the Bands	Symphony of India	Theme Music Competition	India: A Bird's Eye View	Anti-Piracy Challenge

## ANIMATION

### ANIMATION

## Anime Challenge



#### Overview

- This challenge aims to showcase Indian talent and interest in **Manga, Webtoon, and Anime** through a series of State—and National-Level Competitions. It will offer substantial marketing support and the potential for publishing and distribution deals.
- It is organized in association with **Media and Entertainment Association of India**.
- For more information, [click here](#).

#### Who can Participate?

- Amateurs
- Professionals

### ANIMATION

## Animation Filmmakers Competition



#### Overview

- Top Creatives create pitch packages (which include story concepts, screenplay, animation shots, and more), which will be presented to investors at WAVES.
- It is organised in association with **Dancing Atoms**.

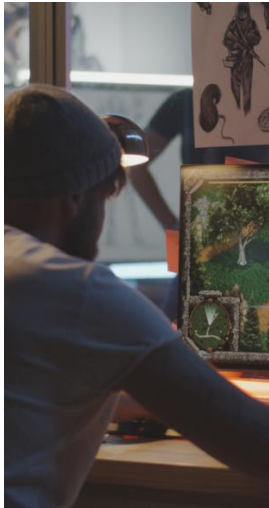
#### Who can Participate?

- Amateur Filmmakers
- Professional Filmmakers

# GAMING

## Game Jam

GAMING



### Overview

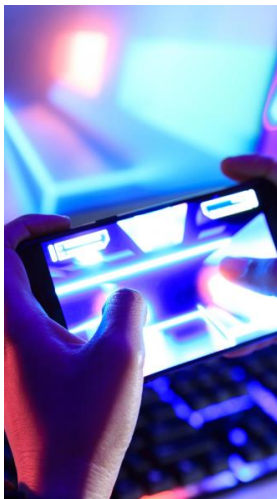
- To spark the creative fire of game development through hands-on experience, a National level Game Jam to be organized targeting College Students.
- It is organized in association with **India Game Developer Conference**.

### Who can participate?

- Game Development Students
- Young game developer enthusiasts

## ESPORTS Tournament

GAMING



### Overview

- ESports tournaments featuring eFootball, WCC, and BGMI will be conducted in 4 batches from August to November. Each batch will showcase thrilling competitions in all three games, leading to a grand finale in November, where the ultimate champions will be crowned.
- It is organised in association with **ESports Federation of India**.

### Who can participate?

- Teams in BGMI
- Individuals in eFootball and WCC

## City Quest: Shades of Bharat



### Overview

- A single-player competition where participants compete against the computer to determine the superior city across various parameters of Sustainable Development Goals and earn points based on how their chosen city ranks in each category.
- It is organised in association with **E-gaming Federation**.

### Who can participate?

- Open to all individuals

## Handheld Educational Videogame Development



### Overview

- To create an engaging educational handheld device that helps children learn math, solve puzzles and enhance cognitive skills.
- It is organised in association with **Indian Digital Gaming Society (IDGS)**.

### Who can participate?

- Game Developers
- Hardware Engineers
- Manufacturers
- Gaming Companies
- Game Enthusiasts



## COMICS

COMICS

### Comics Creator Championship



#### Overview

- A three-phase comic-making competition of amateur and professional comic making artists.
- The competition will unfold across three stages and feature two categories—Amateur and Professional—providing a unique platform for emerging and established creators to showcase their talents on a global scale.
- It is organized in association with the **Indian Comics Association**.
- For more information, [click here](#).

#### Who can participate?

- Amateur and Professional Individuals
- Team of maximum 2 people

## AR/XR/VR

AR/XR/VR

### XR Creator Hackathon



#### Overview

- XR Creator Hackathon is a national level XR Hackathon that aims to engage at least 3,500 participants.
- It is organized in association with **Wavelaps and XDG**.

#### Who can participate?

- AR/VR developers
- Students
- Startups
- Tech enthusiasts

## Virtual Influencer Creation Contest



### Overview

- Participants will create a compelling virtual influencer who embodies the spirit of innovation, creativity and cultural relevance.
- It is organized in association with **AVTR Meta Labs**.

### Who can participate?

- Digital Artists

## GENERATIVE AI

## AI Filmmaking Competition



### Overview

- Open to filmmakers of all ages and experience levels, this competition invites submissions that creatively integrate artificial intelligence into filmmaking.
- The idea is to showcase the innovative storytelling and diverse perspectives made possible through AI while pushing the boundaries of cinematic expression.
- It is organized in association with **InVideo**.

### Who can participate?

- Amateur Filmmakers
- Professional Filmmakers

GENERATIVE AI

## WAVES AI Art Installation Challenge



### Overview

- Participants will be encouraged to experiment with various AI tools, algorithms and techniques to create unique and captivating installations.
- It is organized in association with **Internet and Mobile Association of India**.

### Who can participate?

- Artists
- Designer
- AI Enthusiasts

## BROADCASTING

BROADCASTING

## WAVES Promo Video Challenge



### Overview

- A captivating promo video to be made to promote the event across various platforms.
- For this, the creative talent within the entertainment industry can be leveraged to produce a high-quality video that displays the summit's cultural identity and theme song.
- It is organized in association with **Indian Broadcasting and Digital Foundation (IBDF)**.

### Who can participate?

- Individual Content Creators
- Advertising Professionals
- Media Houses
- Broadcasting Companies

## Truth Tell Hackathon



### Overview

- Participants to develop cutting-edge AI powered tools for real-time fact-checking during live broadcasts.
- This hackathon aims to address the problem of misinformation and disinformation in the media by empowering broadcasters the ability to verify information instantly.
- It is organized in association with **India Cellular and Electronics Association (ICEA)**.

### Who can participate?

- Participants from multidisciplinary teams with expertise in natural language processing (NLP), machine learning, data analysis, software development and broadcasting

## RADIO

## Community Radio Content Challenge



### Overview

- The competition invites Community Radio Stations (CRSs) to showcase most groundbreaking and influential programs across all formats and genres.
- It is organized in association with **Broadcast Engineering Consultants India Limited (BECIL)**.

### Who can participate?

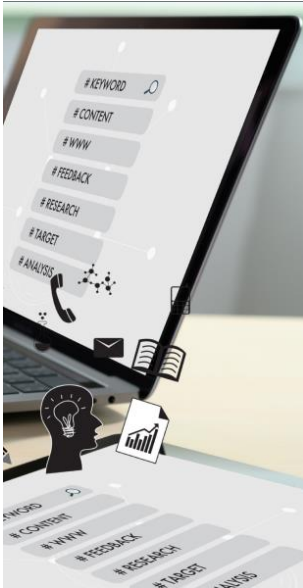
- Community Radio Station in India



## ADVERTISING

ADVERTISING

### WAVES Hackathon: Adspend Optimizer



#### Overview

- Participants develop predictive analytics models that optimise advertising expenditure, maximize return on investment, and drive overall marketing success. Competitors will leverage data science and machine learning techniques to build tools capable of delivering superior marketing outcomes.
- It is organised in association with the **Advertising Agencies Association of India (AAAI)**.
- To register, [click here](#).

#### Who can participate?

- Participants from multidisciplinary teams with expertise in data science, machine learning, statistics, software development, marketing and advertising.

## SOCIAL MEDIA

SOCIAL MEDIA

### WAVES Explorer



#### Overview

- Influencers will be invited to discover a city unfamiliar to them and create a vlog highlighting its lesser-known attractions, cultural landmarks, and key locations within the Media and Entertainment Industry.
- It is organized in association with **Internet and Mobile Association of India**.

#### Who can participate?

- Influencers and Content Creators

## Reel Making Competition



### Overview

- Creators above 20 will create reels on themes like **Viksit Bharat** (highlighting India's already existing tech and infra) or **India @ 2047** (highlighting future advancements in tech and infra) through a concise 30-60 second film format.
- It is organized in association with the **Internet and Mobile Association of India (IAMAI)**.

### Who can participate?

- Content Creators 20 years and above

## FILM

## Film Poster Making Competition



### Overview

- Participants will create visually striking, handmade posters for recently released or National Film award-winning films.
- It is organized in association with **National Film Archives of India (NFAI)**.

### Who can participate?

- Film Enthusiasts
- Artists

## Trailer Making Competition



### Overview

- Participants will be asked to create the best trailer for these originals on the OTT platforms.
- It is organised in association with **Netflix/Amazon Prime/Disney Hotstar.**

### Who can participate?

- Video Editors
- Filmmakers

## Young Filmmakers Challenge



### Overview

- Young filmmakers, from ages 12 to 19, will showcase their creativity and technical prowess through concise 30-60 second films.
- This initiative aims to foster innovation, storytelling abilities, and digital literacy among the youth.
- It is organized in association with **Whistling Woods International.**
- For more information, [click here](#).



### Who can participate?

- Participants of age group 12-19

# MUSIC

MUSIC

## Battle of the Bands



### Overview

- A competition inviting bands to create a fresh, contemporary blend of modern music with the traditional folk pieces.
- It is organized in association with **Prasar Bharati**.

### Who can participate?

- Indian Bands
- International Bands

MUSIC

## Symphony of India



### Overview

- This competition will invite soloists and ensembles to showcase their virtuosity in traditional Indian instruments, culminating in a grand finale.
- It is organised in association with **Prasar Bharati**.

### Who can participate?

- Solo Musicians
- Instrumental Ensemble



## Theme Music Competition

MUSIC



### Overview

- Use of Indian Classical or a Fusion of classical and contemporary music instruments and styles to create a cohesive and culturally rich musical piece.
- The music must reflect the essence of the WAVES summit.
- It is organized in association with **Indian Music Industry (IMI)**.

### Who can participate?

- Musicians
- Composers

## EMERGING TECHNOLOGY

EMERGING TECHNOLOGY

## India: A Bird's Eye View



### Overview

- The Drone Video Challenge will invite passionate drone pilots and filmmakers to create a 2-3 min video on India's breathtaking beauty and diversity through the unique perspective of aerial cinematography.
- There will be two categories. A. Drone Didi B. Open Category.
- It is organized in association with **Broadcast Engineering Consultants India Limited (BECIL)**.

### Who can participate?

- Video Editors
- Professional Drone Pilots
- Filmmakers

## Anti-Piracy Challenge



### Overview

- Participants will develop tools and technologies to combat piracy and safeguard creative content and digital assets.
- It is organized in association with **Confederation of Indian Industry (CII)**.

### Who can participate?

- Individual Developers
- Developers in teams

From animation and gaming to music and emerging technologies, these challenges are designed to inspire and empower participants to explore new horizons, showcase their talents, and contribute to India's evolving narrative in the global media and entertainment industry. From seasoned professionals to enthusiastic amateurs, WAVES 2024 invites all to take part in this extraordinary journey, where creativity meets opportunity and the future of entertainment takes shape.

### References

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Santosh Kumar/Ritu Kataria/Apoorva Mahiwal