



Research Unit  
Press Information Bureau  
Government of India



# WAVES 2025 "Reel Making" Challenge

*Shaping the Future of Storytelling, One Reel at a Time*

(Ministry of Information and Broadcasting)

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## Introduction

The **WAVES 2025 "Reel Making"** Challenge is a unique competition that empowers creators and enthusiasts to showcase their storytelling skills using Meta's tools through a concise 30-90 second film format. Organised by the Internet and Mobile Association of India in partnership with the Ministry of Information and Broadcasting, the challenge has received an overwhelming response, with **3,379 registrations from across India and 20 countries** as of February 5, 2025. It provides a platform for digital creators to experiment, innovate, and push the boundaries of short-form content.

This challenge is part of the Create in India Challenges, a flagship initiative under the World Audio Visual & Entertainment Summit (WAVES), which will be held from **1st to 4th May 2025** at Jio World Convention Centre & Jio World Gardens, Mumbai. WAVES is a premier global platform fostering discussions, collaboration, and innovation in the Media & Entertainment (M&E) industry. Bringing together industry leaders and stakeholders, the summit will explore emerging opportunities, address challenges, and strengthen India's position as a global creative hub. With over 70,000 registrations across 31 competitions, the Create in India Challenges continue to fuel creativity, talent, and international participation.

# WAVES

# Reel Making

## WAVES 2025: Uniting Creators Worldwide

The "Reel Making" Challenge, launched as a key initiative under WAVES 2025, underscores India's emergence as a global hub for media and entertainment while reflecting the rapid growth of its digital creator economy. It aligns with the Government of India's "Create in India" vision, fostering talent from across the nation and beyond.

The challenge has attracted notable international participation from countries including Afghanistan, Albania, the United States, Andorra, Antigua and Barbuda, Bangladesh, UAE, Australia, and Germany, among others. This global reach highlights India's increasing influence in the creative sector and the growing appeal of WAVES as a premier platform for content creators worldwide.

Domestically, entries have come from diverse and remote locations across India, such as Tawang (Arunachal Pradesh), Dimapur (Nagaland), Kargil (Ladakh), Leh, Shopian (Kashmir), Port Blair (Andaman & Nicobar Islands), Teliamura (Tripura), Kasaragod (Kerala), and Gangtok (Sikkim). The strong response from smaller towns and emerging creative hubs showcases India's rich storytelling traditions and thriving digital ecosystem.

Participants above the age of 20 are required to create reels on themes such as "Viksit Bharat," highlighting India's technological and infrastructure advancements, and "India @ 2047," envisioning the nation's future growth. These themes provide a platform for storytellers to capture India's innovation journey, demonstrating their creativity and vision for the country's progress.

## Themes

- ❖ **Food:** Celebrate India's rich culinary heritage, from street food delights to regional specialties.
- ❖ **Travel:** Capture India's breathtaking landscapes, iconic landmarks, and hidden gems.
- ❖ **Fashion:** Explore the fusion of traditional and modern Indian fashion.
- ❖ **Dance & Music:** Showcase India's vibrant rhythms, from classical performances to contemporary beats.
- ❖ **Gaming:** Dive into India's evolving gaming culture and its impact on entertainment.
- ❖ **Yoga & Wellness:** Highlight the essence of holistic living through yoga, Ayurveda, and well-being practices.
- ❖ **Road Trips:** Share the thrill of Indian road trips, scenic routes, and travel adventures.
- ❖ **Tech:** Unleash creativity with AR, VR, and digital innovations shaping the future.

## Rules

### Set the Stage

Use a clean background to make your content stand out.

Ensure good lighting for clear and visually appealing shots.

Dress simply to keep the focus on your message.

### Speak the Reel Language

Experiment with transitions, quick cuts, and snappy edits.

Keep it authentic—audiences connect with what feels real.

### Stay On-Track

Duration: 30-90 seconds.

Use trending music tracks that match your vibe.

Align your reel with a given theme and tag [@wavesreelmaking](#).

## Reel Guidelines

### Creativity & Originality

- Tell a unique story that showcases India's culture, achievements, or media strength.

### Alignment with Themes

- Ensure your reel reflects the given themes, highlighting India as a content powerhouse.

### Visual Appeal & Quality

- Maintain high production value with engaging visuals, sound, and editing suited for Instagram Reels.

### Innovation in Format

- Leverage Instagram's tools, filters, effects, and transitions to enhance storytelling.

### Registration

- Registration will close on 15th March 2025. After that, 8 winners will be awarded for the final showdown.

### Participation

- Individuals or teams of up to 2 members can participate.

## Rewards & Recognition

- ❖ Exclusive invitation to a Meta-hosted event and a reels masterclass in 2025.
- ❖ All-expenses-paid access to the WAVES event.
- ❖ Winning reels featured in the WAVES Hall of Fame, official website, and social media.
- ❖ Ministry-backed support for finalists to compete in global content creator competitions.

### References:

<https://wavesindia.org/challenges-2025>

<https://eventsites.iamai.in/Waves/reelmaking/>

<https://pib.gov.in/PressReleaseIframePage.aspx?PRID=2099990>

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