



Research Unit
Press Information Bureau
Government of India



WAVES Explorer Challenge

Bringing India's Vibrant Narratives to the Global Stage

(Ministry of Information and Broadcasting)

February 14, 2025

Introduction

The WAVES Explorer Challenge is an exciting opportunity for creators and storytellers to showcase their vision of India through YouTube Shorts. Organised by the Internet and Mobile Association of India in collaboration with the Ministry of Information and Broadcasting, this initiative invites participants to capture the country's vibrant streets, cultural heritage, scenic landscapes, and hidden gems. Centered around the theme *"For the record, this is my India,"* the challenge encourages creators to share unique perspectives that contribute to a larger narrative highlighting India's diversity, authenticity, and creative spirit.

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. Bringing together industry leaders, creators, and innovators, WAVES will foster discussions on emerging trends, opportunities, and challenges while serving as a global platform to promote India's creative potential.

WAVES Explorer

At the heart of WAVES, the Create in India Challenges have garnered overwhelming participation, with over 70,000 registrations from across the world. Designed to inspire creativity and innovation, these challenges empower storytellers to push boundaries and redefine content creation. Of the 31 challenges launched so far, 22 have attracted global participation. As a flagship initiative of the Ministry of Information and Broadcasting, the challenges are strengthening India's position as a dynamic hub for media and entertainment.

Rules and Guidelines

Vlog: Maximum duration of 7 minutes.

Short Form Video: Maximum duration of 1 minute (Short Form Videos created from long-form vlogs are also eligible).

Contest closes on 15th March 2025.

All content must be original and created specifically for the WAVES Explorer Challenge.

The locations featured in the video must be within India.

Participants must be 18 years or older.

Entries must be published on YouTube.

Vlogs and short-form videos can be in English or any Indian language.

To submit, upload your vlog or YouTube Shorts to your YouTube channel, include #WavesExplorer, and tag the event's official account.

All submissions must comply with YouTube's Community Guidelines to be considered eligible.

Awards & Recognition

- ❖ Winners will receive an invitation to a YouTube-hosted event scheduled for 2025.
- ❖ An exclusive, all-expenses-paid trip to attend the WAVES 2025 event.
- ❖ Winning entries will be showcased in the WAVES Hall of Fame at the event.

Submit your entry through the submission form [here](#).

References:

- ❖ <https://wavesindia.org/challenges-2025>
- ❖ <https://eventsites.iamai.in/Waves/explorer/>

Santosh Kumar/ Sarla Meena/ Saurabh Kalia