



# AI Avatar Creator

*Transform Imagination into Reality*

(Ministry of Information and Broadcasting)

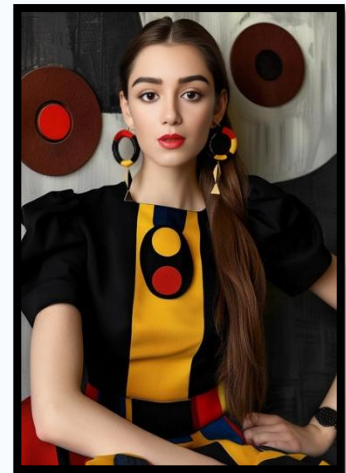
February 20, 2025

## Introduction

AI Avatars are transforming the digital landscape, offering personalized, interactive, AI-powered digital personas that engage like human influencers across virtual spaces. As this technology evolves, AI avatars are becoming powerful tools in marketing, content creation and entertainment. The **AI Avatar Creator Challenge** organized by the Ministry of Information & Broadcasting and **Avtr Meta Labs**, invites innovators to explore the endless possibilities of AI avatars. **A total of 1,251 participants have registered so far, including 102 international entrants.**



**avtr**  
M E T A - L A B S



This challenge is part of the **Create in India Challenge Season 1** and falls under WAVES (World Audio Visual & Entertainment Summit) Pillar 2, which is dedicated to AVGC-XR (Animation, Visual Effects, Gaming, Comics, and cutting-edge technologies such as Augmented Reality, Virtual Reality, and the Metaverse). This event will be held from May 1-4, 2025, at the Jio World Convention Centre and Jio World Gardens in Mumbai.

WAVES is a pioneering platform aimed at advancing India's Media & Entertainment (M&E) industry to new levels of success. **WAVES focuses on four key pillars:** Broadcasting &

Infotainment, AVGC-XR (Animation, Visual Effects, Gaming, Comics, and Extended Reality), Digital Media & Innovation and Films. The AI Avatar Creator Challenge aligns with the AVGC-XR pillar embracing cutting-edge technologies like Augmented Reality, Virtual Reality and the Metaverse.

## Guidelines

**Before diving into the AI Avatar Creator Challenge take a look at these key details:**

- ❖ Participants to be minimum 18 years old and provide a valid ID for age verification.
- ❖ The competition is open to creators worldwide, and you can submit multiple AI avatars as long as each entry is fully AI-generated with unique names and profiles.
- ❖ By participating, you confirm that your AI avatar is an original creation and does not infringe on the rights of other real-life or AI models. Any submissions that copy the work or identity of others without consent will result in disqualification.

## Registration Process

Participants must register for the contest exclusively through the Avtr Meta Labs website. Click the "**Register Interest**" button on the site and fill in your details, including your name, contact information, the concept and purpose of your AI Avatar and your location. Be sure to review



The infographic is a vertical poster with a blue background. At the top left, it says "AI Avatar Creator Challenge" in large blue font. To the right is a 3D robot character. In the top right corner is the "PITB RESEARCH UNIT" logo. Below the title, there are three numbered steps in white rounded rectangles with blue borders. Step 1: "1 Registration Period" with dates "17th September 2024 - 16th November 2024". Step 2: "2 Submission Period" with dates "17th November 2024 - 28 February, 2025". Step 3: "3 Finale/ Event day" with dates "1st May - 4th May 2025". On the left side of the steps, there is a 3D robot character sitting on a smartphone screen.

**AI Avatar Creator Challenge**

**1 Registration Period**  
17th September 2024 - 16th November 2024

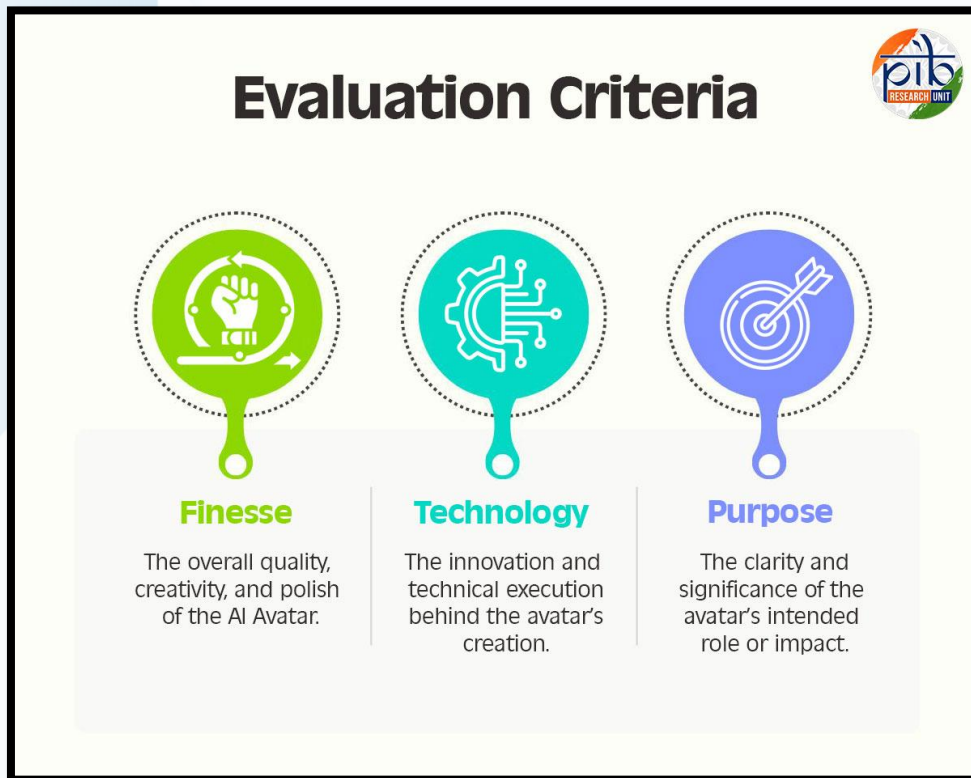
**2 Submission Period**  
17th November 2024 - 28 February, 2025

**3 Finale/ Event day**  
1st May - 4th May 2025

all the important terms and conditions before applying. The submission deadline for the challenge is **28<sup>th</sup> February, 2025**.

## Evaluation Criteria

An expert panel will evaluate the AI Avatar Creator Challenge, assessing each entry based on key criteria. Judging will focus on the three core areas: **Finesse, Technology, and Purpose**.



A points-based system will score each creator across the three categories, with each entrant given an overall score.

## Prize

The submissions will be narrowed down to the final Top 10. The top 3 contestants will be invited to present their work at the WAVES 2025 summit, where they can showcase their projects to industry experts. **The winner will receive a cash prize of INR 100,000**, and all Top 10 entries will receive a certificate of participation from the Ministry of Information and Broadcasting.

By being named a winner or runner-up, the participant agrees to grant permission to use their AI Avatar's imagery and associated social media channels in marketing materials, including Press/PR, paid advertising, social media, and online platforms, indefinitely.



## CASH PRIZE OF ₹1 LAKH

Winner to receive a cash prize of ₹ 1 Lakh for their innovative avatar creation.



## SHOWCASE YOUR A.I. AVATAR

Top 3 entries to be featured in front of leading industry experts on the day of the mega event.



## CERTIFICATE OF PARTICIPATION

Top 10 entries will be presented with a certificate for their creativity and A.I. Tech prowess by I&B Ministry.

### References:

- ❖ <https://wavesindia.org/challenges-2025>
- ❖ <https://aiavatarchallenge.com/>
- ❖ <https://aiavatarchallenge.com/termsandconditions.php>

**Santosh Kumar/ Ritu Kataria/ Kamna Lakaria**