



# WAVES Comic Chronicles

*Transform Ideas into Reality with AI-Driven Storytelling*

(Ministry of Information and Broadcasting)

February 24, 2025

## Introduction

The WAVES Comic Chronicles is set to unleash a world of creativity, offering storytellers a unique opportunity to transform their ideas into vibrant comics using AI-powered tools. As part of the inaugural World Audio Visual & Entertainment Summit (WAVES), this challenge invites participants to craft and present AI-generated comics through Dashtoon Studio, showcasing their stories on the Dashtoon mobile app. Organised by the Internet and Mobile Association of India (IAMAI) in collaboration with the Ministry of Information and Broadcasting, the competition has already garnered 774 registrations as of 15 February 2025, highlighting the growing enthusiasm for digital creativity.



The WAVES Summit, scheduled from 1 to 4 May 2025 at the Jio World Convention Centre & Jio World Gardens in Mumbai, is a unique hub and spoke platform poised for the convergence of the entire Media and Entertainment (M&E) sector. The event is a premier global event that aims to bring the focus of the global M&E industry to India and connect it with the Indian M&E sector along with its talent. The event is structured around four foundational pillars: Broadcasting and

Infotainment, AVGC-XR (Animation, Visual Effects, Gaming, Comics, and Extended Reality), Digital Media and Innovation, and Films. The WAVES Comic Chronicles is part of the Digital Media and Innovation pillar, which delves into the dynamic digital landscape, exploring emerging trends and technologies, the evolving app economy, and the growing influence of social media and influencer marketing. This pillar also addresses regulatory challenges like data privacy and security while promoting ethical content creation and responsible digital consumption.

The Create in India Challenges, a flagship initiative of the Ministry of Information and Broadcasting, are central to the WAVES Summit's vision of promoting creativity and innovation. With over 73,000 registrations, these challenges, including the WAVES Comic Chronicles, offer a vibrant platform for creators to bring their ideas to life, fostering artistic expression, technological experimentation, and cultural storytelling.

## Eligibility Criteria

### Global Participation

Open to individuals of all countries and nationalities.

### Contest Tracks

**General:** Open to all.  
**Student:** For full-time students studying in any recognised institution.

### Application Types

Applications can be submitted by individuals, teams, or companies.

### Self-Certification

Participants must self-certify eligibility and provide accurate information. Incorrect information may lead to disqualification.

### Ineligible Participants

Employees of Dashtoon, Google Play, and Internet and Mobile Association of India (IAMAI) are not eligible.

## Guidelines

- ❖ There is no limit on the length of the comic, but valid submissions must contain at least 60 panels (One image or scene counts as one panel).
- ❖ The comic should follow the vertical scroll format (Webtoon format).
- ❖ The comic must be in English.
- ❖ All comics must be created using Dashtoon Studio and published on the Dashtoon mobile app. While participants can use other tools for post-production or edits, the final comic must be assembled on Dashtoon Studio and published through the Dashtoon app.
- ❖ Participants are free to download and use their comic elsewhere or share it on social media.

❖ Originality is crucial: Characters and stories must not be copied from any copyrighted material (No fan fiction allowed).

❖ Content Restrictions: Submissions must not include:

- NSFW or sexually explicit content
- Racist or casteist content
- Political or advertising content

❖ Participants can create a comic on any topic of their choice.

❖ Previously published or released works, whether shared personally or by a third party, cannot be submitted. All entries must be new, unpublished works that have not been publicly shared.

## Timeline

**Registrations Open**

10th December, 2024 - 15th March, 2025

**Top 50 Submissions Announcement**

20th March, 2025

**Final Winners Announcement**

WAVES Summit (1-4 May, 2025)

## Evaluation Criteria

### Storytelling and Creativity

- Submissions will be assessed on the originality of their plot and concept, showcasing fresh and unique ideas.
- The storyline should be engaging, with a well-paced progression that keeps readers captivated.
- Emphasis will be on creative use of themes and ideas, reflecting innovative approaches to storytelling.

### Artistic Quality

- The visual appeal and consistency of the art style will play a significant role in evaluation.
- Entries should demonstrate an effective use of colour to enhance the narrative, set the mood, and amplify the storytelling experience.

### Panel Layout and Composition

- Clarity and effectiveness in panel sequencing are crucial for seamless storytelling.
- Comics should feature innovative and dynamic layouts that enrich the narrative.
- The flow of action and dialogue between panels should be smooth and intuitive, maintaining reader engagement.

### Emotional Impact

- Submissions will be evaluated on their ability to evoke emotions such as humour, tension, or romance.
- Entries should include memorable moments that leave a lasting impression on readers and enhance the story's impact.

### Speech and Dialogue

- Natural and effective dialogue is vital to ensure authentic and relatable conversations.
- The use of text should complement the visuals, supporting the narrative without distracting from the artwork.

## Rewards and Recognition

### General Track

**1st Place: ₹ 1,00,000**

**2nd Place: ₹ 50,000**

**3rd Place: ₹ 25,000**

### Student Track

**1st Place: ₹ 75,000**

**2nd Place: ₹ 30,000**

**3rd Place: ₹ 20,000**

### Additional Rewards

- ❖ **Top 3 Winners:** Opportunity to present their comics at the WAVES Summit.
- ❖ **Top 25 Participants:** Receive a goodie bag sponsored by Google Play and Dashtoon, along with a certificate of excellence and recognition by IMAI and Dashtoon.
- ❖ **All Participants:** Get a certificate of participation upon valid entry.

## Conclusion

The WAVES Comic Chronicles is a key component of the Create in India Challenges, a flagship initiative under the WAVES Summit. These challenges, led by the Ministry of Information and Broadcasting, aim to inspire creativity, promote innovation, and nurture talent across the Media and Entertainment (M&E) sector. As part of the Digital Media and Innovation pillar of the summit, the WAVES Comic Chronicles invites participants to harness AI-powered tools on Dashtoon Studio, offering a vibrant platform for original storytelling. This competition not only celebrates fresh talent but also aligns with the Create in India vision of positioning India as a global hub for artistic and technological excellence.

## References:

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

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