



Research Unit
Press Information Bureau
Government of India



Make the World Wear Khadi

Join the Challenge to Elevate India's Iconic Fabric on the Global Stage

(Ministry of Information and Broadcasting)

February 27, 2025

Introduction

The Make the World Wear Khadi campaign aims to blend India's rich textile heritage with global fashion trends, offering an exciting challenge to advertising professionals and freelancers. Part of the inaugural World Audio Visual & Entertainment Summit (WAVES), this initiative seeks to position Khadi as a desirable global brand through innovative advertising. Organised by the Advertising Agencies Association of India (AAAI) in collaboration with the Ministry of Information and Broadcasting, the challenge invites participants from domestic and

international markets to create creative concepts across digital, print, video, and experiential formats. With a focus on strategic thinking and creativity, Make the World Wear Khadi encourages fresh ideas to enhance Khadi's brand image, engage consumers, and celebrate its timeless appeal worldwide.

Scheduled from 1 to 4 May 2025 at the Jio World Convention Centre and Jio World Gardens in Mumbai, WAVES promises to be a landmark event for the Media and Entertainment (M&E) sector. With its unique hub-and-spoke model, the summit will connect Indian talent with global industry leaders across its four key pillars: Broadcasting & Infotainment, AVGC-XR (Animation, Visual Effects, Gaming, Comics, and Extended Reality), Digital Media & Innovation, and Films. The Make the World Wear Khadi challenge, part of the Broadcasting & Infotainment segment, brings together advertising and marketing professionals to shape brand strategies within the M&E space. This challenge is a part of the Create in India Challenges, a



flagship WAVES initiative that has already attracted over 73,000 registrations from creative minds worldwide. With 112 participants registered for the Khadi challenge as of 15 February 2025, the stage is set for a creative showdown that champions Khadi and highlights India's creative prowess on the global stage.

Campaign Requirements

One Print Ad

(400 sq cm / 100 col
cm)

**One Outdoor
Hoarding**

**One Digital/
Social Media
Ad**

Event Calendar

Registration Opens

27 January, 2025

Registration Closes

28 February, 2025

Shortlisting

25 March, 2025

Final Selection

10 April, 2025

Participation Guidelines

- ❖ Craft a message that resonates with a broad and diverse audience.
- ❖ Submit your campaign as a single PDF file, ensuring the file size does not exceed 5 MB.
- ❖ Maintain anonymity in your submission. Avoid including any information that could reveal your identity or your employer's details, as this will lead to disqualification.
- ❖ A distinguished panel of creative and branding experts will assess the entries, ensuring a fair and insightful evaluation.
- ❖ Click [here](#) to register.

Rewards and Recognition

Cash Prizes

- Exciting cash rewards for the top three winning entries.

Recognition at WAVES 2025

- Finalists will be honoured at the prestigious WAVES 2025 event in Mumbai.

Exclusive Showcase

- Present your creative ideas to influential policymakers, technocrats, and entrepreneurs at the WAVES 2025 event.

Unmatched Networking

- Engage with industry leaders and earn recognition on national and global platforms.

Conclusion

The WAVES Make the World Wear Khadi campaign offers a remarkable opportunity for advertising professionals and freelancers to unleash their creativity and strategic acumen. As

part of the inaugural World Audio Visual & Entertainment Summit (WAVES), this initiative is a crucial element of the broader Create in India Challenges, designed to amplify India's creative landscape. By positioning Khadi as a global and aspirational brand, the campaign not only honours India's rich textile heritage but also fosters innovative thinking in the Media and Entertainment sector. With the prestigious WAVES 2025 event providing a platform to present ideas to leading policymakers, technocrats, and entrepreneurs, participants can gain invaluable exposure and contribute to a vision that champions Khadi and strengthens India's influence on the global stage.

References:

- ❖ <https://wavesindia.org/challenges-2025>
- ❖ <https://events.tecogis.com/waveskhadichallenge/expressions>
- ❖ <https://x.com/WAVESummitIndia/status/1887071165044359592/photo/1>

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