



Research Unit
Press Information Bureau
Government of India



Awards of Excellence

Crafting the Future, Pioneering AVGC-XR Excellence

(Ministry of Information & Broadcasting)

March 10, 2024

Introduction

The **Awards of Excellence**, hosted by **ASIFA India** and supported by the Ministry of Information and Broadcasting, is a prestigious competition for showreels and AdFilms, open to professionals and students in animation, VFX, gaming and related fields. This year's WAVES season 1 encourages participants to showcase innovative ideas that embody creativity and excellence in India's entertainment industry.



The **World Audio Visual & Entertainment Summit (WAVES)** in its first edition 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 summit will take place from **May 1-4, 2025** at the Jio World Convention Centre & Jio World Gardens in Mumbai. **With a focus on four key pillars**—Broadcasting & Infotainment, AVGC-XR, Digital Media & Innovation, and Films-WAVES will bring together leaders, creators and technologists to showcase the future of India’s entertainment industry.

The Awards of Excellence challenge is a key component of Pillar 2, AVGC-XR (Animation, Visual Effects, Gaming, and Comics - Extended Reality) of the WAVES competition. To date, **1,276 participants have registered** for this esteemed event, showcasing the widespread interest and talent in the AVGC-XR sectors.

Guidelines

Here are the key guidelines for participating in the WAVES Awards of Excellence:

Submission Process: All participants in the WAVES Awards of Excellence (WAOE) submitted their best work/projects online. Out of which nominated contestants will be required to be present in person during the Grand Finale and Award Ceremony.

Format of Submission: Only digital entries were accepted through the FilmFreeway platform and no physical submissions were allowed.

Eligibility: There was no age limit for participation. Students currently enrolled in school or undergraduate/postgraduate college were allowed to compete in the Student Category. All others registered themselves in the Professional Category.

Registration Process

The competition was open to both professionals and students currently enrolled in animation, VFX, gaming or related programs. Participants were asked to submit their best work—whether it was an animation, short film, game design or VFX sequence. **The entries closed on February 28th, 2025, and no entry fee was required.**

Competition Categories

The competition is being organized into two categories: **Student Showreels and Professional Ad Films.**



Key Dates for the Competition

Here is the important timeline for the competition:

- **Last Date of Submission-** *28.02.2025*
- **Shortlisting-** *01.03.2025 - 08.03.2025*
- **Jury Review-** *09.03.2025 - 29.03.2025*
- **Final Results-** *01.04.2025*
- **Outreach to Winners-** *02.04.2025 - 05.04.2025*
- **Award Ceremony-** *01.05.2025 - 04.05.2025*

Evaluation Criteria and Jury

The Award of Excellence entries will be judged by a distinguished jury based on creativity, originality, and compelling storytelling. These key criteria will highlight the most innovative and impactful works in the AVGC-XR sector.:

Creativity and Originality (25%)

- **Innovation:** How unique and creative the project is in terms of story, characters and concept.
- **Original Ideas:** New approaches or fresh perspectives in animation techniques or storytelling.

Technical Proficiency (25%)

- **Animation Quality:** The smoothness, fluidity, and technical execution of the animation.
- **Use of Tools:** Effective use of software and technology, such as 2D/3D animation, visual effects, or compositing.
- **Sound and Music:** Quality of sound design, score, and synchronization with animation.

Storytelling and Narrative (20%)

- **Plot and Character Development:** Clarity and depth in the storyline and how well the characters are developed.
- **Pacing and Flow:** How well the narrative progresses and engages the audience.

Artistic Design (15%)

- **Visual Style:** The aesthetic appeal and coherence of the artistic direction, including the use of color, backgrounds, and character design.
- **Overall Artistry:** How well the visual design complements the animation and narrative.

Emotional Impact (15%)

- **Engagement:** The extent to which the project emotionally resonates with the audience.
- **Audience Connection:** Ability to evoke feelings and maintain attention throughout the piece.



Prizes

The top 20 winning projects in the Awards of Excellence will receive a trophy, global recognition, and exciting prizes! Winners will also enjoy complimentary transport, travel, and accommodation to attend WAVES'25 in Mumbai in May 2025. Below are the key dates for the review and felicitation process:

Review: 01.03.25 to 31.03.25

Nomination announcement: 10.04.25

Winner Felicitation: 01-04th May'25 at Jio World Centre, Mumbai

Conclusion

The WAVES Awards of Excellence celebrates creativity and innovation in the AVGC-XR sectors, offering a global platform for both students and professionals. With a focus on excellence in

animation, VFX, gaming and related fields, the competition highlights the best talent and provides winners with exciting prizes, recognition, and an opportunity to attend WAVES'25 in Mumbai.

Reference

- ❖ <https://x.com/asifaindia2000/status/1896833935440802088>
- ❖ <https://x.com/asifaindia2000/status/1847538472858316826/photo/1>
- ❖ <https://www.asifaindia.com/waoe/#1728304705577-afa80e8f-ef3e>

Santosh Kumar/ Ritu Kataria/ Kamna Lakaria