



India: A Bird's Eye View Challenge

Capture India from the Skies

(Ministry of Information and Broadcasting)

March 4, 2025

Introduction

The WAVES India: A Bird's Eye View Challenge, part of the Create in India challenges, invites drone pilots and filmmakers to capture the breathtaking beauty and diversity of India through aerial cinematography. Participants are tasked with creating a 2–3-minute video showcasing the country's landscapes, heritage, and vibrant life from a bird's-eye perspective. Organised by Broadcast Engineering Consultants India Limited (BECIL) in collaboration with the Ministry of Information and Broadcasting, the challenge has already garnered 956 registrations as of 15th February 2025

This initiative is part of the run-up activities for the World Audio Visual & Entertainment Summit (WAVES), scheduled to take place from 1st to 4th May 2025 at Jio World Convention Centre and Jio World Gardens in Mumbai. 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. As a premier global event, it aims to bring the focus of the international M&E industry to India and connect it with the Indian M&E sector and its vast talent pool. WAVES is structured around four key pillars i.e. Broadcasting & Infotainment, AVGC-XR (Animation, Visual Effects, Gaming, Comics, and Extended Reality), Digital Media & Innovation, and Films. The India: A Bird's Eye View Challenge is part of the first pillar, Broadcasting & Infotainment, which focuses on the evolving landscape of media, information dissemination, and entertainment.



The Create in India Challenges, part of WAVES, boost creativity in the M&E sector with over 73,000 registrations so far. This initiative engages creators globally, offering a platform to showcase talent. It reinforces India's role as a media and entertainment hub.

Participation Categories

Open Categories

- Video Editors
- Professional Drone Pilots
- Filmmakers/ Teams/ Students/ Individuals

Drone Didi

- Beneficiaries of the Drone Didi Scheme of the Government of India

Suggested Themes

Showcasing India's rich heritage

Highlighting the diverse cultures across India

Celebrating the diversity of India

Emphasising the uniqueness of India

Illustrating India as a pioneer in various domains

Depicting the well-developed ancient civilisation of India

Presenting a modern, developed India

Featuring innovative initiatives in India that have significantly impacted the masses

Showcasing the use of drones under the Drone Didi Programme or for any other social work related to the community

Evaluation Criteria

Shortlisting

The top 10 videos from each category (Drone Didi & Open Category) will be shortlisted based on quality and content for the final evaluation

Final Selection

A distinguished jury, comprising representatives from eminent organisations and industry experts, will conduct the final evaluation

Winners

The winners will be felicitated at the WAVES 2025 summit in Mumbai

Submission Guidelines

❖ At present, the challenge is only opened for participants of Namu Drone Didi category and the deadline for submission of the videos is **15th March, 2025**.

❖ The video should be masterfully captured using cutting-edge drone technology, delivering stunning, high-definition visuals.

❖ It should feature a compelling voice-over and a professionally crafted musical score to enhance the overall cinematic experience.

❖ The video must be original and created specifically for this challenge.

❖ It should showcase the breathtaking beauty and diversity of India or align with the themes required by the competition.

❖ The video must not be copied, modified, or reproduced from any other source.

❖ The file format should be MP4/MPEG-4 or MOV.

❖ The copyright of the work developed during the competition will rest with the Ministry of Information & Broadcasting/WAVES.

Rewards and Recognition

Top Awards

- First, Second, and Third positions in each category (Drone Didi & Open Category).

Consolation Prizes

- Two consolation prizes will be awarded.

Certificates

- Digital appreciation certificates will be given to all shortlisted videos in each category.

Grand Felicitation

- Prize winners will receive exciting awards and certifications at the WAVES 2025 Summit in Mumbai

Conclusion

The WAVES India: A Bird's Eye View Challenge is a unique opportunity for drone pilots and filmmakers to showcase India's breathtaking landscapes, cultural heritage, and modern

advancements through aerial cinematography. As part of the World Audio Visual & Entertainment Summit (WAVES), this challenge not only fosters creative storytelling but also highlights the evolving landscape of media and entertainment in India. With an overwhelming response from participants, the competition promises to be a celebration of innovation and artistic excellence. By recognising and rewarding exceptional talent, the challenge reinforces India's position as a global hub for media, technology, and creativity.

References:

- ❖ <https://wavesindia.org/challenges-2025>
- ❖ <https://www.becil.com/wave-registration-detail>

Santosh Kumar/ Ritu Kataria/ Saurabh Kalia