



**Research Unit**  
Press Information Bureau  
Government of India



# Animation Filmmakers Competition

*Celebrating Creativity and Innovation in Animation*

(Ministry of Information and Broadcasting)

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## Introduction

The **Animation Filmmakers Competition** is a pioneering initiative aimed at uncovering and empowering India's storytellers in the field of animation. This nationwide competition invites filmmakers to showcase their creativity and innovation, providing them with a platform to present original animated films that resonate with audiences. In a landmark collaboration, the **Ministry of Information & Broadcasting (I&B)** has teamed up with **Dancing Atoms**, a leading force in animation to launch this competition as part of the World Audio Visual & Entertainment Summit (WAVES).



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 Animation Filmmakers Competition is a key initiative under Pillar 2 of the WAVES AVGC-XR (Animation, Visual Effects, Gaming and Comics, Extended Reality) framework. With the registration for the challenge now closed, a remarkable **1,290 participants have submitted their entries, including 19 international participants**. This strong response highlights the growing interest and global appeal of the competition.

## Eligibility Criteria

To participate in the competition, applicants had to meet the following eligibility criteria before the submission deadline:

Submissions were open to both domestic and international participants.

There were no age restrictions; however, minors required approval from parents or guardians.

The competition was open to students, amateurs, and professionals alike.

Entries could be submitted by individuals, teams, or as part of a company.

These criteria ensured a wide range of participants from diverse backgrounds could take part in the competition.

## Submission Guidelines

During registration, participants were required to submit the following materials before the deadline:

- A **logline** summarizing their film idea.
- A **2-page summary** outlining the concept and story of their film.
- A **poster** that visually captures the essence of their idea.

While films could be made in any language, participants were asked to ensure that the **submission form** was completed in English, as the competition includes an international panel of jurors.



Selected participants will have the opportunity to refine their film concepts through **intensive masterclasses** and **personalized mentorship** from industry experts. The competition is structured in multiple stages, aimed at nurturing and elevating the most promising ideas.

## Important Deadlines

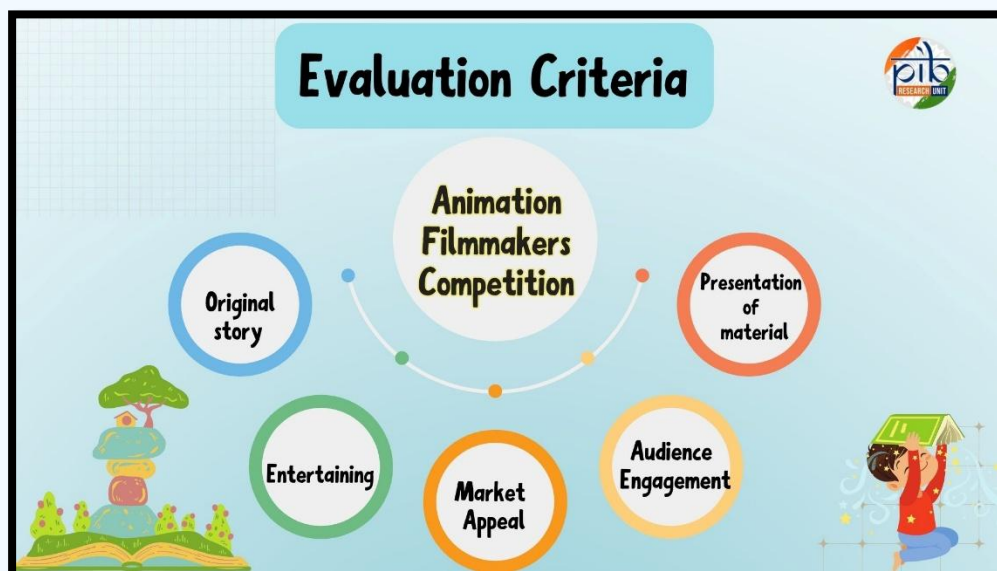
The submission period for the competition began on **September 10<sup>th</sup>, 2024** and closed on **November 30<sup>th</sup>, 2024**. Following this, the selection and mentorship rounds are underway, with the

final selection set to be announced in April 2025. **Below are the key timelines for the competition:**

- **Submission Open:** *September 10<sup>th</sup>, 2024*
- **Submission Closed:** *November 30<sup>th</sup>, 2024*
- **Mentorship Phase 1:** *December 2024*
- **Selection Round 1:** *December 2024*
- **Mentorship Phase 2:** *January 2025*
- **Selection Round Two:** *January 2025*
- **Mentorship & Masterclasses:** *February - March 2025*
- **Selection Round Three:** *February 2025*
- **Final Selection:** *April 2025*
- **In-Person attendance at WAVES is in May 2025**

## Evaluation Criteria

The judges will evaluate submissions based on the following key criteria:



## Prize

The **Animation Filmmakers Competition** offers a unique opportunity for both amateurs and professionals to showcase their creative ideas. Participants will benefit from expert mentorship, masterclasses, and the chance to pitch their projects to industry leaders, with exciting prizes and global exposure awaiting the winners.

**Masterclasses & Mentorship:** Participants will refine their ideas through expert-led sessions and personalized guidance.

**Final Pitch Session:** The competition culminates in a pitch session at the World Audio Visual & Entertainment Summit (WAVES).

**Cash Prizes:** Winning projects will receive cash prizes of up to 5 lakhs.

**Travel Opportunity:** Winners will get the chance to attend the WAVES event in Mumbai, from May 1st to 4th, 2025.

**Pitch to Industry Leaders:** Finalists will present their projects to a distinguished panel of film and TV producers, investors, and industry leaders.

**Global Exposure:** Winning stories will receive widespread attention in local and international media, boosting visibility and recognition.

## Conclusion

The **Animation Filmmakers Competition** provides a unique platform for creators to showcase their talent, with mentorship, masterclasses, and the chance to pitch to industry leaders. As the final selection nears, the competition continues to inspire creativity and innovation in India's animation sector.

## References

- ❖ <https://wavesindia.org/challenges-2025>
- ❖ <https://waves.dancingatoms.com/wafc>

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