



# waves

WORLD AUDIO VISUAL & ENTERTAINMENT SUMMIT

# CreatoSphere

Celebrating India's Creative Economy

Create in India Challenge

CreatoSphere



**CREATE IN INDIA CHALLENGE**

**WAVES**  
World Audio Visual & Entertainment Summit  
Connecting Creators. Connecting Countries.

**INDIA**  
CONTENT HUB OF THE WORLD

**SEASON 1**



## What is CreatoSphere?

The heart of WAVES was CreatoSphere, a dynamic, immersive space that brought together finalists from all the Create in India Challenges (CIC). It wasn't just an event, it was an experience and celebration of creativity and collaboration.

Across eight thematic zones, creators showcased their innovations in animation, music, XR, comics, gaming, and more. From red carpet awards to interactive showcases, panel discussions to masterclasses, CreatoSphere was where ideas came alive.

Over four electric days, visitors witnessed how India's young creators are reimagining entertainment, education, technology, and storytelling.

With more than 1,100 international entries and participation from creators across 60+ countries, CIC proved that India's creative revolution is not just national, it's global.

Some of the challenges were the first of their kind in the world, like the Community Radio Content Challenge and India: A Bird's Eye View, truly living up to the motto of connecting creators, connecting countries.

The final showcase of CIC Season 1 was celebrated at WAVES 2025 with a spectacular exhibit of innovation and energy.

Over 750 finalists gathered in Mumbai to present their work across sectors such as animation, XR, VFX, gaming, digital, filmmaking, broadcasting, and music. Their creations weren't just entries, they were visions of a new India, bursting with originality, diversity, and purpose.

Whether it was an AI-powered avatar, a short film made on a phone, a new board game, or an original comic series created by a student, CreatoSphere 2025 celebrated creativity in all its forms. It was a showcase of how young Indians are not just telling stories, they're building the future.



## Highlights

The journey to CreaSphere began months earlier with the launch of the Create in India Challenge – Season 1, an ambitious initiative to discover and nurture India's most promising creative minds. From bustling metros to remote corners of the country and even overseas, thousands of young creators, innovators, designers, and storytellers participated with unmatched passion. After rigorous selection rounds and mentorship, over 150 winners emerged, each one proving the depth and diversity of India's creative potential. CIC participants became torchbearers of a new, bold vision of India's creative economy, showcasing what happens when young talent is given the right platform to grow and shine.

Their journey culminated at CreaSphere, a landmark event where these creators were felicitated amidst applause and admiration. One of the event's most anticipated features was the Masterclass Series, where legends like Aamir Khan, Farhan Akhtar, and leaders from platforms like Netflix, YouTube, and Amazon Prime Video took the stage. They shared deeply personal insights, industry secrets, and forward-looking ideas that left the audience inspired, informed, and eager to dream bigger.



# waves

## WORLD AUDIO VISUAL & ENTERTAINMENT SUMMIT

Connecting Creators, Connecting Industries

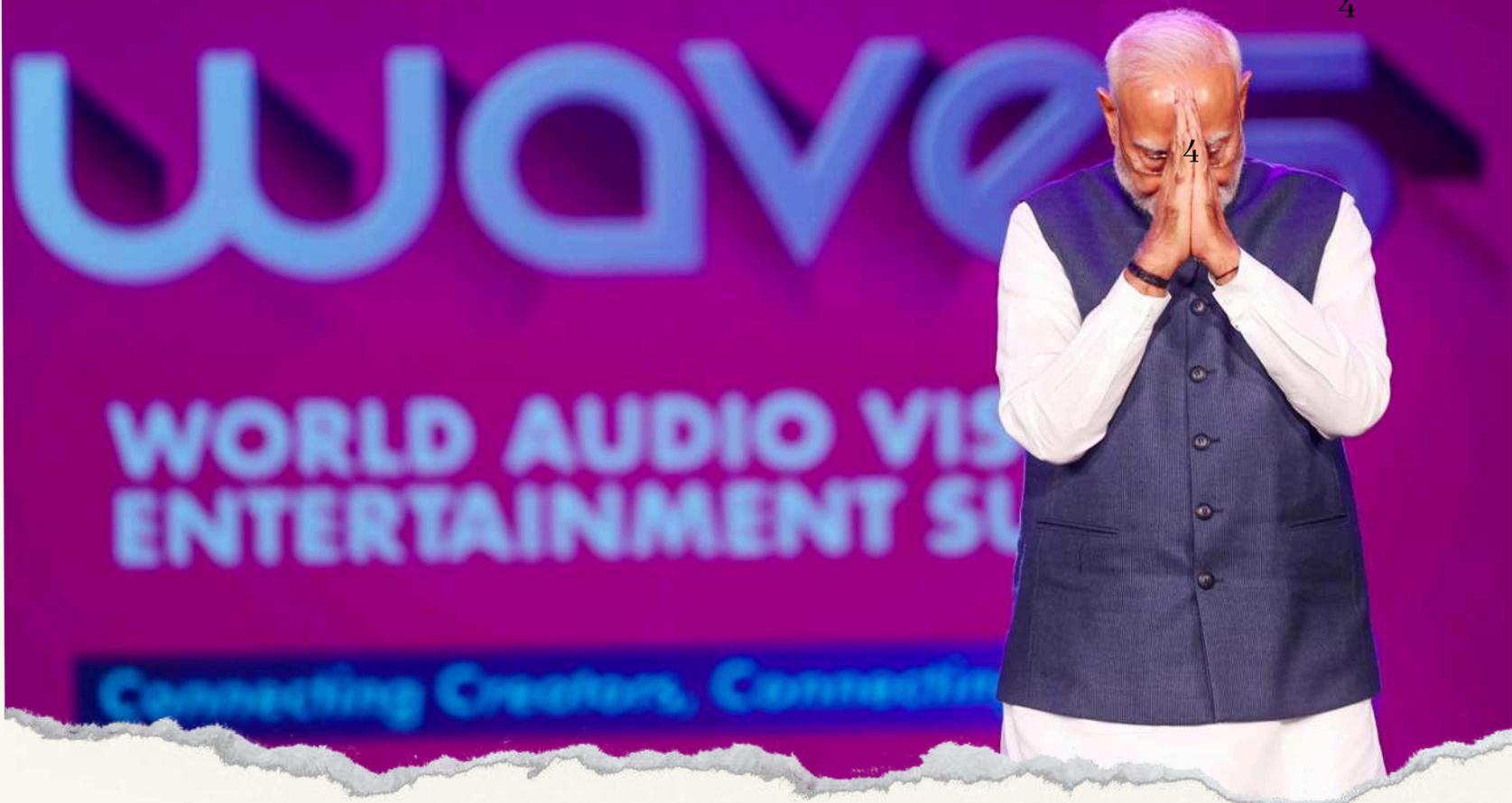


The energy was equally electric at the YouTube Creator Conclave, where over 150 digital creators and influencers came together to discuss content trends, platform growth, creator monetization, and ethical storytelling.

Beyond sessions and workshops, CreaSphere was built to be a visually immersive and interactive experience. The venue was alive with live demos, animated screenings, tech booths, Cosplay Championship, EDM performances across eight creative zones, and CreaStage. Visitors could try their hand at XR devices, watch a manga come to life, experience a live-running radio station, or take a selfie with AI-generated avatars.

Capping off the event was the spectacular Creator Awards, an afternoon of glamour, gratitude, and genuine emotion. Film stars, musicians, bureaucrats, and young creators stood side by side, celebrating creativity. The awards honoured not just talent, but originality, inclusion, and potential to impact.





## Prime Minister's Visit to CreatoSphere

The grand event was inaugurated by Hon'ble Prime Minister Shri Narendra Modi, who interacted with the finalists and winners of the Create in India Challenge – Season 1, lauding their innovation and creative spirit. His presence inspired creators from across the country and the globe, reinforcing the government's commitment to bolstering India's creative economy. The Prime Minister's engagement with young innovators set an empowering tone for the event, celebrating the power of ideas and homegrown talent.



## A Moment of Creative Pride

5



One of the most inspiring moments of CreatoSphere was the heartwarming interaction of Hon'ble Prime Minister Shri Narendra Modi with the young winners of the Create in India Challenge Season - 1. Winners across all eight creative zones, encompassing all the unique creative challenges, showcased their outcomes and talent. This diverse showcase ranged from Extended & Augmented Reality to hands-on gaming experience, VFX technologies & innovations to traditional & digital storytelling, creative animation to commercial advertising, and from mesmerising music to influential social media exhibits. CreatoSphere was a unique exhibition of India's effervescent imagination, dynamic approach and multitude of youthful talent.

He took keen interest in the hands-on demos of winning projects, many built by students, first-time developers, and young artists from Tier 2 and 3 towns, recognising their potential to transform India's creative economy. Addressing over 700 creators from the CreatoStage, PM Modi applauded their vision and reaffirmed the government's commitment to making India a global content hub. His presence not only uplifted the morale of every participant but also sent a strong message: India's creative revolution is here, and it has the full support of the nation's leadership.





India is witnessing a creative renaissance. In a world increasingly shaped by digital innovation, India's creative sector has emerged as a powerful force of expression, storytelling, and culture. Aligned with Hon'ble Prime Minister Shri Narendra Modi's vision of making India a global hub of creativity, culture, and innovation, the Create in India Challenge (CIC), launched under the World Audio-Visual and Entertainment Summit (WAVES), marked a bold new chapter in India's creative economy.

Union Minister for Information and Broadcasting, Shri Ashwini Vaishnaw, addressed the young creators, calling it a "historic moment where creativity takes center stage."



*"India can take the global leadership in the world of Media and Entertainment, that is the kind of talent we have. A Billion plus talent, 5000 years old civilisation and millions of stories to tell, so the steps we have taken here are the first steps and now we need to build upon it."*

He also announced the launch of the Indian Institute of Creative Technology, envisioned as an "IIT for creativity." Minister of State, Dr. L. Murugan, praised the vibrant energy of the participants, calling the platform a reflection of "Nari Shakti and the future of Indian content creation." Secretary, Shri Sanjay Jaju, recalled the journey of CIC, from 25 challenges at its start to 32, after it was mentioned by the Hon'ble Prime Minister in Mann Ki Baat.



CIC wasn't just a competition; it was a movement. A rallying call to India's storytellers, developers, musicians, filmmakers, animators, and creators to build fearlessly, using technology and imagination. In its very first edition, CIC attracted over 1 lakh registrations from across 28 states, 8 Union Territories, and over 60 countries. It brought together an incredible spectrum of creative talent, cutting-edge ideas, and future-ready prototypes across 32 challenges.



Special Creator awards were presented to these young talents by an extraordinary lineup of artists and thought leaders, including Aamir Khan, Anupam Kher, Mithun Chakraborty, Akkineni Nagarjuna, Prasoon Joshi, and many more. These icons honoured winners who are shaping the next generation of India's creative industries.

## Scale and Reach



CreatoSphere 2025 was not just another event, it was a creative revolution that spanned across continents and countries, disciplines, and age groups. Its impact was felt not only in Mumbai, where the event was held, but across India and beyond, as young creators, innovators, and storytellers came together under one banner: Create in India.

- Over 1 lakh registrations poured in from every corner of India and from over 60 countries, reflecting the global interest in India's creative rise.
- More than 750 shortlisted participants were selected to represent their talent and creativity, hailing from 28 States and 8 Union Territories.
- A total of 33 challenges were hosted across 8 themed zones, covering fields such as XR, animation, VFX, gaming, music, filmmaking, digital innovation, comics, and broadcasting.
- The digital footprint of CreatoSphere was equally impressive: With over 21.3 million impressions generated online through reels, challenges, announcements, influencer partnerships, and platform collaborations.

What made this reach so unique was not just the scale, but the diversity. Participants ranged from young students in Tier 2 towns to global creators who came to India to showcase innovation. From school/college-going coders building mobile games and digital security devices, to grassroots musicians, CreatoSphere truly democratized creative opportunity.

The momentum wasn't limited to participation. Regional governments, ed-tech platforms, production houses, and international institutions took note. Several winners have been approached for collaborations, while numerous entries gained viral attention online.



# Roadmap to Remember



## Comics Creator Championship

Regional storytelling, talent from Jhansi, Kendrapara, Kolkata, Bareilly, Chandannagar



## Road to Game Jam

Young citizens across Tier 2 and 3 cities including Tirunelveli and Sonapat, developed game prototypes from the ground up



## TruthTell Hackathon

culminated in New Delhi with winners from across the country



## WAM! Challenge

Engaged creators across India with on-ground activations in cities like Nagpur, Chennai, Raipur



## Esports Tournament

Tier-3 cities like Morena witnessed strong youth engagement in the E-sports championship

### Bharat Tech Triumph Program

Game design talent came pouring in from cities like Goa, Bengaluru, Rajkot, and Indore



### Wah Ustaad

Cities like Amritsar, Ahmedabad became a stage for emerging Sufi musical talent



### Resonate: The EDM Challenge

Cities like Nalbari showcased emerging talent in EDM



### Innovate2Educate – Handheld Device Challenge

Organized various outreach events in Tier 2 and Tier 3 cities, including Chandigarh, spotlighting tech-driven learning solutions



### Young Filmmakers Challenge

Brought young storytellers from Mumbai, Igatpuri, Pune etc.



### A.I. Avatar Creator Challenge

Witnessed remarkable participation in AI avatar generation from cities like Jamshedpur and Nashik

**India: A Bird's Eye View Challenge**

Drone didis from villages like Hirenanduru demonstrated remarkable drone videography skills



**Community Radio Content Challenge**

Community radio stations from India's hinterlands, like Dharamshala, Thrissur, Bhagalpur participated actively



From tech innovation to storytelling, the Create in India Challenge under WAVES 2025 has travelled across the length and breadth of the country, bringing together creators and innovators. Let us take a look at the key milestones from diverse cities and disciplines, reflecting the spirit of One India, Infinite Creativity.



**WAVES Awards of Excellence**

Celebrated creativity in animation with an international showcase at IndiaJoy in Hyderabad & participation from cities like Malda, Udaipur



**Symphony of India**

Tier-3 cities like Shillong showcased emerging talent in music

## QUOTE THIS!

*This is the period of rise of **Orange Economy in India**. Content, Creativity and Culture - these are the three pillars of the Orange Economy. In this boom of Orange Economy, I would like to tell every young creator of the country from this platform of Waves, whether you are a musician from Guwahati, a podcaster from Kochi, a game designer in Bangalore, or a film maker in Punjab, all of you are bringing a new wave in the economy of India - a wave of creativity, a wave that is being driven by your hard work and your passion. And our government is also with you in your every endeavour.*

*For the first time, an award is being given purely for creativity. This journey has only just begun. With this initiative, you are stepping into a world of new opportunities. We are also launching the Indian Institute of Creative Technology like an IIT, but for training in creativity, to build a strong foundation for innovation and expression.*

**Hon'ble  
Prime Minister  
Narendra Modi**



**Ashwini Vaishnaw, Union  
Minister of Information &  
Broadcasting**



*I believe that the waves we are seeing today are fulfilling our honourable Prime Minister Modi's dream of positioning India at the forefront of the creators' economic ecosystem*

**Devendra Fadnavis,  
Chief Minister  
of Maharashtra**



*You're applying your creativity with technology, and we are all able to succeed like your young minds. Thank you very much", while noting the remarkable participation of women creators.*

**L. Murugan,  
Minister of State for  
Information &  
Broadcasting**



*CIC was launched to provide a global platform for emerging talent and to showcase the vibrant creativity of young minds. The challenges spanned a wide range of categories, giving creators the opportunity to explore and push boundaries across various forms of media.*

**Sanjay Jaju, Secretary,  
Ministry of information &  
Broadcasting**



## QUOTE THIS!

*It's an amazing opportunity for young people. Our country is huge, with many talented people everywhere. I always felt WAVES would give them a chance to showcase their work, and I'm so happy it's coming out so well.*

**Aamir Khan, Actor**



*Thanks to Prime Minister Modi – his vision and leadership have made WAVES a remarkable platform for creators and innovators*

**Hema Malini, Actor**



*India, a soft power, is poised to take the next leap with WAVES in the years to come*

**Karan Johar, Director**



*WAVES is a timely initiative converging all media platforms together*

**Deepika Padukone, Actor**



*India isn't just leading in music and film—it's now a Creator Nation*

**Neal Mohan, CEO of YouTube**



*In a polarized and uncertain world, people seek joy, connection, and inspiration. India will answer this global hunger for entertainment. Let WAVES be the message of hope from a resurgent new India to the world*

**Mukesh Ambani, CMD, Reliance Industries**



*Envisioned by Hon'ble PM Shri Narendra Modi, WAVES is an important platform for the Entertainment Industry*

**Shah Rukh Khan, Actor**



*I believe WAVES will be a launching pad for India to lead the world in creative content*

**Allu Arjun, Actor**



*Don't be a character in someone else's story. Write your own.*

**Farhan Akhtar, Director & Actor**



*India is the world's next creative superpower*

**Shantanu Narayen, CEO of Adobe**



*It's an incredible time for India to be the content hub of the world*

**Shraddha Kapoor, Actor**

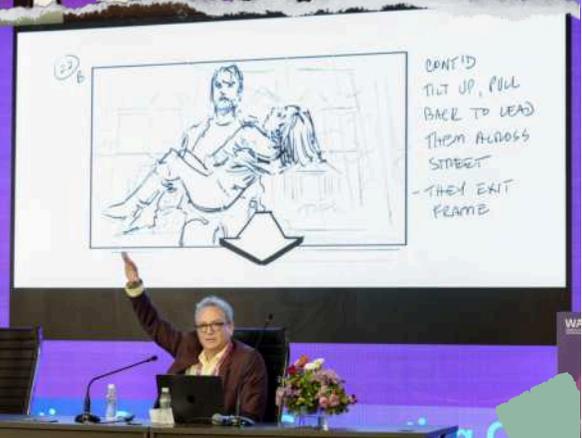
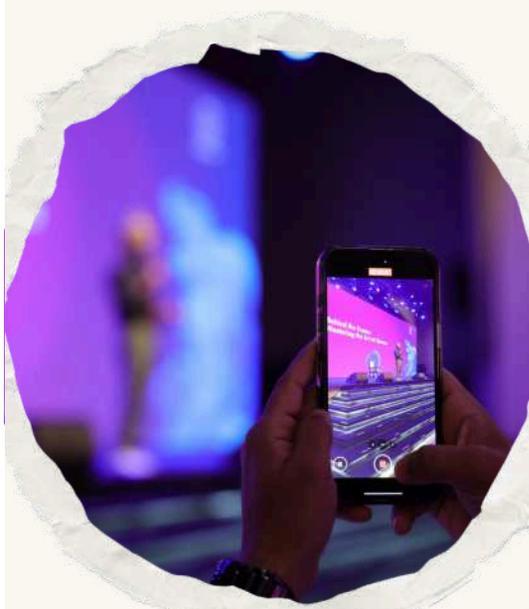


# Mastering the Craft

CreatoSphere wasn't just a platform to showcase creativity, it was a place to learn from the best. The energy in every masterclass was electric. Young creators listened with wide eyes and open notebooks as India's and global biggest storytellers, filmmakers, actors, and artists shared their journey, craft, and candid advice.

Aamir Khan's masterclass on The Art of Acting was equal parts personal and powerful, packed with life lessons, subtle technique, and stories from the sets that left everyone inspired.

Richie Mehta and Michael Lehmann, celebrated voices in global cinema, peeled back the curtain on how great stories are made, frame by frame. Whether it was the intensity of Richie's process or Lehmann's seasoned insights into the industry, each left a mark.



# Learning from the Legends

## Workshops that shaped Creators

Dhimant Vyas, India's beloved clay artist, conducted a beautifully curated workshop on Clay Model Making and Claymation, reminding everyone of the charm in simplicity and play. Equally engaging was B.N. Vichar, who showed how world-class visuals can be created using just a mobile phone and little creativity, during his Digital Sculpting and Mobile Filmmaking workshop.

## A panel that felt like home

The Amazon Prime Video panel on Panchayat was a highlight. With the show's director Deepak Kumar Mishra, writer Chandan Kumar, and lead cast Jitendra Kumar and Raghubir Yadav on stage, it turned into a heartfelt celebration of grassroots storytelling. The trailer launch of Panchayat- Season 4 at CreaToStage, met with thunderous applause, instantly trended on X, and went viral through reels, making the moment even more special.

Gaming legend Dani Sánchez-Crespo delivered a passionate and practical session on Building Games in India for the World, inspiring young developers to embrace their own creative identity and build original Indian games with the potential to resonate globally.



## The Creator Awards 2025

The **WAVES** Create in India Challenge – Season 1 culminated with the spectacular Creator Awards 2025 at the WAVES Summit, Mumbai. Over 150 winners across 32 challenge categories were honoured in a vibrant celebration of India's creative talent, from animation and filmmaking to music, gaming, and digital storytelling.

The red carpet was star-studded. Union Minister Ashwini Vaishnaw, who served as Chief Guest, reaffirmed the government's commitment to nurturing creative innovation and announced the launch of the Indian Institute of Creative Technology. Maharashtra CM Devendra Fadnavis, MoS I&B Dr. L. Murugan, and Secretary I&B Shri Sanjay Jaju lauded the initiative. They were joined by Media and Entertainment sector luminaries like Aamir Khan, Anupam Kher, Mithun Chakraborty, Shekhar Kapur, Akkineni Nagarjuna, Praseen Joshi, and Kiran Mazumdar-Shaw, who presented awards and inspired creators with their words.

Special musical moments and cinematic showcases set the tone, as young winners stood shoulder-to-shoulder with icons of the industry.

India Today Group, as the official media and AI partner of WAVES 2025, created a special All-AI Generated WAVES Anthem featuring the India Today Group's AI Pop Star - DRIP, and deployed AI anchor Sana to deliver real-time updates in 16 languages.



# Youtube Creator Collective



On May 2, 2025, CreaSphere hosted a powerful edition of the YouTube Creator Collective, bringing together 200 top digital creators from across India as part of "Create in India, Create for the World." The session was an electrifying mix of inspiration, storytelling, and community building.

Curated and executed by YouTube, the show featured champion creators such as Divay Agarwal, Wonder Munna, and international creators like Brandon B, Hitomi Mayo, Beatpella.

The Creator Collective offered insights into YouTube's vision for India, discussed trends shaping the platform, and spotlighted success stories that exemplify what it means to "Create in India, Create for the World." Creators shared experiences, challenges, and their journey to finding a voice and an audience.





# Create in India





# Create for the World



# CIC Spotlight



## VFX Vault



### 1. WAVES VFX Competition

WAVES VFX Competition spotlighted India's rising VFX talent and showcased the rapid advancements in the AVGC-XR sector. After intense judging, 18 participants were shortlisted, and 5 exceptional winners were honoured on the grand stage at WAVES 2025, recognised for their outstanding creativity and innovation in visual effects.

At CreaSphere, ABAI, in collaboration with Aptech and Volum X, set up interactive live booths featuring cutting-edge demonstrations of Virtual production workflows, Green screen chroma keying, Photogrammetry scanning for 3D digital doubles.



### 2. Unreal Cinematic Challenge

Curated by the Telangana VFX, Animation, and Gaming Association (TVAGA), the competition redefined virtual storytelling using Unreal Engine, pushing participants, both students and professionals to elevate a base 10-second animation sequence with cinematic enhancements using Unreal's Sequencer tool.

Blending artistry with technology, the challenge resulted in a visually stunning cinematic experience that showcased India's emerging strength in real-time rendering and virtual cinematics.



## Comic Kona

### 3. WAVES Comic Chronicles

WAVES Comic Chronicles invited participants to create and present AI-generated comics using Dashtoon Studio, with final stories showcased on the Dashtoon mobile app.

The challenge highlighted the potential of AI in visual storytelling and gave budding creators a platform to reimagine narratives in a new digital format.

### 4. Comics Creator Championship

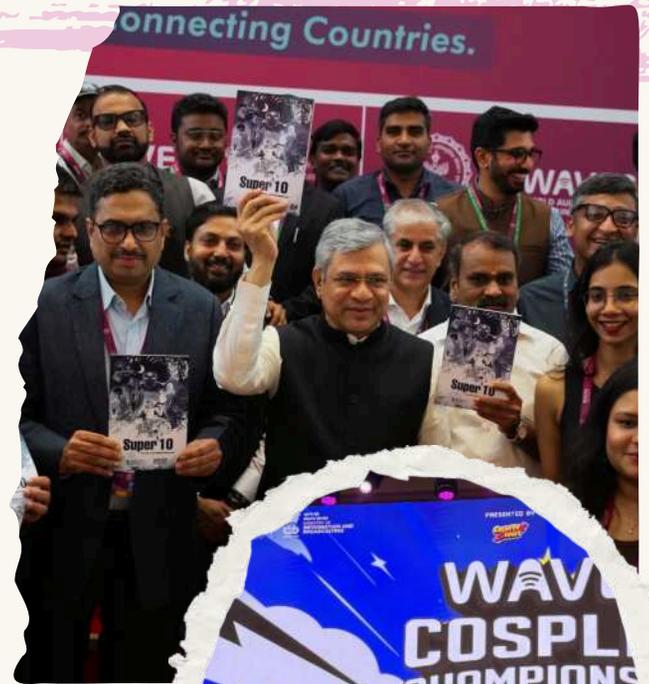
Comics Creator Championship, opened across three stages with two categories, Amateur and Professional. It served as a launchpad for both new and

seasoned comic artists to display their skills, ultimately giving a major boost to India's growing comic book ecosystem.

### 5. Waves Cosplay Championship

WAVES Cosplay Championship 2025, powered by EpikoCon, brought together a vibrant community of cosplayers from across India and abroad. Participants showcased elaborate costumes and compelling performances

at CreaSphere inspired by anime, comics, mythology, and gaming. The event merged global pop culture with Indian narratives, celebrating creative expression and cultural exchange.



## Film Fiesta

### 6. Young Filmmakers Challenge

Curated by Whistling Woods International under the Create in India Challenge, nurtured the storytelling skills of young creative minds. Participants were invited to submit 1-minute short films based on the themes of Humanity and Technology.

For many students, this was their first brush with a professional creative ecosystem, where they were treated not just as learners, but as serious storytellers. Mentorship sessions with industry experts encouraged them to think critically and refine their cinematic language.

### 7. Film Poster Making Challenge

This challenge celebrated India's rich legacy of poster art and design, encouraging participants to reimagine classic film posters through digital and hand-painted formats. Participants demonstrated their visual storytelling skills while paying homage to India's cinematic heritage.

### 8. Trailer Making Competition

Backed by FICCI and Netflix, this competition allowed aspiring filmmakers to create trailers using footage from Netflix's extensive content library. Participants joined an intensive 3-month cohort,

and the challenge helped bridge the gap between student creators and professional industry workflows, opening up career pathways in trailer and promo production.





## Film Fiesta

### 9. WAVES Promo Video Challenge

This challenge invited participants to create short, high-impact audiovisual promos that captured the vision and spirit of WAVES 2025. Entries showcased creativity in scripting, voiceover, motion design, and thematic storytelling, serving not just as content but as campaign assets that promoted the summit across digital platforms.

### 10. India: A Bird's Eye View

Organized by BECIL, this challenge invited drone pilots, Drone Didis and aerial filmmakers to present the grandeur of India through 2-3 minute drone videos. Participants captured breathtaking visuals of India's landscapes, cultural landmarks,

and everyday life, offering a panoramic view of the country's spirit from the skies. The challenge also empowered rural and women drone operators, marking a significant step in tech-enabled visual storytelling.

## Animation Alley

### 11. WAVES Awards of Excellence

The challenge invited global entries through an open submission portal. The response was overwhelming, with a host of inspiring projects that pushed the boundaries of visual storytelling. Among the standout entries was Chalisa, a stop-motion musical on Hanuman by Swati Agrawal from IDC, IIT Bombay; Future Glimpse in Rann of Kutch, a futuristic CGI concept film by Prateek Sethi; and Rasmalai, a touching 2D animation exploring middle-class emotions by Debopram Chakravarty.

The crowning moment came with Desi Oon, directed by celebrated Indian animator Suresh Eriyat, which won the Jury Award for Best Commissioned Film at the Annecy International Animation Festival 2025 in France. This rare and prestigious international recognition brought Indian animation into the global spotlight and affirmed the growing stature of India's creative storytelling on the world stage.



## CIC Spotlight

### Animation Alley

#### 12. WAM! (WAVES Anime & Manga Challenge)

Organized by the Media & Entertainment Association of India (MEAI), emerged as India's flagship platform for discovering and nurturing original intellectual properties in the fields of anime, manga, and webtoons. The competition witnessed a remarkable impact and many student-level winners secured internships with leading studios such as Zebu Animation and Vaibhavi Studios, allowing them valuable exposure to real-world workflows. On the professional front, several participants received paid commercial assignments.

Notably, Entangled Studio, winner of the Anime (Professional) category, gained industry traction through test work offered by a major broadcaster and empanelment by larger studios. Beyond the awards, MEAI initiated mentorship workshops to help winners polish their IPs and prepare pitches for OTT platforms and broadcasters. As a major boost, leading webtoon platform ToonSutra signed six winning entries for global distribution.

#### 13. Animation Filmmakers Competition

The competition invited independent and student animators to create original animated short films, offering them a rare platform to present their stories before an audience of industry veterans, policymakers, and creative institutions. The entries showcased a remarkable range of styles and themes,

from intimate slice-of-life stories to grand experimental visuals. The competition not only unearthed new voices in the animation space but also gave young filmmakers the confidence and recognition they needed to step into the professional ecosystem.



Mumbai

Delhi



## Virtual Lok

### 14. WAVES XR Creator Hackathon

This was a pioneering challenge that invited developers across India to push the boundaries of augmented and virtual reality. Finalists showcased solutions across retail, healthcare, and education.

Standout projects like Ambio by Team EMO and Cognihab by Team Cognihab gained attention from industry experts, accelerators, and potential investors, demonstrating how XR technologies could drive real-world impact.

### 15. AI Avatar Creator Challenge

This challenge offered a forward-thinking platform for participants to design AI-generated avatars for storytelling, gaming, and content creation. The challenge not only celebrated creativity but also signaled India's readiness to lead in the space of AI-driven content innovation. Participants explored themes of identity, diversity, and realism while showcasing technical finesse in avatar design and voice localisation.

### 16. Innovate2Educate: Handheld Device Challenge

Aimed to reimagine how students learn through the use of affordable and engaging educational tools. Creators were tasked with designing handheld prototypes that could teach subjects like math and logic in a playful, accessible way. The challenge brought together designers, engineers, and educators, and resulted in innovative prototypes that had real potential for classroom and rural learning applications.



## CIC Spotlight

### Music Mania

#### 17. Community Radio Content Challenge

The challenge showcased the power of community radio in amplifying local voices and addressing regional issues. A key highlight was the four-day live broadcast hosted from the specially designed AIRWAVES Studio at the summit, enabling over 9 hours of daily transmission

to a network of more than 300 community radio stations. The CRA team conducted over 100 live interviews with creators, grassroots leaders, and changemakers, reflecting the depth and diversity of regional India.

#### 18. Wah Ustaad Challenge

The challenge celebrated India's rich heritage of classical and semi-classical vocal music by offering young, classically trained singers a platform to perform before national audiences.

Participants impressed judges and spectators alike with their soulful performances on the WAVES and CreaToSphere stages, making it a true homage to traditional Indian music.

#### 19. Battle of Bands

The challenge brought together contemporary bands blending Indian folk with modern music styles. Each participating group presented an original or folk-inspired composition, delivering powerful live performances.

Their presence at the WAVES stage turned the competition into a celebration of cultural fusion and youth expression.





## Music Mania

### 20. Symphony of India

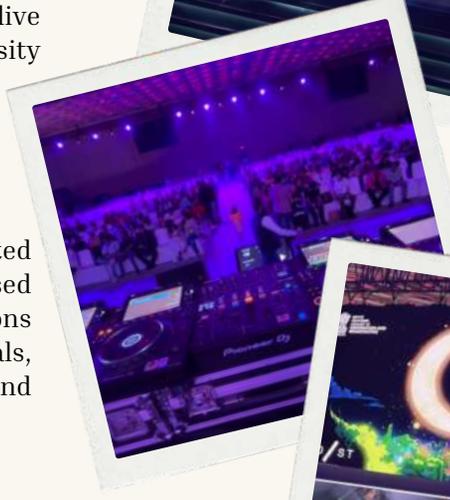
The challenge featured musicians performing on traditional Indian instruments. Musicians demonstrated exceptional mastery and creative interpretations through a series of live presentations, highlighting India's instrumental virtuosity freshly and compellingly.

### 21. Theme Music Competition

The challenge built around the theme "Song of India", invited music creators to compose original pieces that fused classical and contemporary Indian sounds. The submissions ranged from soulful ballads to cinematic instrumentals, showcasing the breadth of talent across genres and generations.

### 22. EDM Challenge

The challenge lit up the CreaSphere stage with pulsating beats and high-energy performances. Celebrating emerging talent in electronic dance music, the challenge brought together young DJs who pushed boundaries in live mixing and original track production, proving that India's music future is as dynamic as its heritage.



## Digital Domain

**23. Reel Making Competition**

The challenge powered by IAMAI, invited creators and digital enthusiasts to showcase their storytelling abilities through short, engaging reels. Participants used Meta's creative tools to craft content on themes

such as food, travel, fashion, dance, music, gaming, wellness, and tech. The challenge empowered creators to express themselves authentically while exploring India's digital content landscape.

**24. WAVES Explorer**

The challenge encouraged participants to present their unique perspective on India's culture, creativity, and heritage through short YouTube shorts. From local crafts to scenic journeys and personal narratives,

the competition became a vibrant celebration of India's diversity through the lens of young digital storytellers.

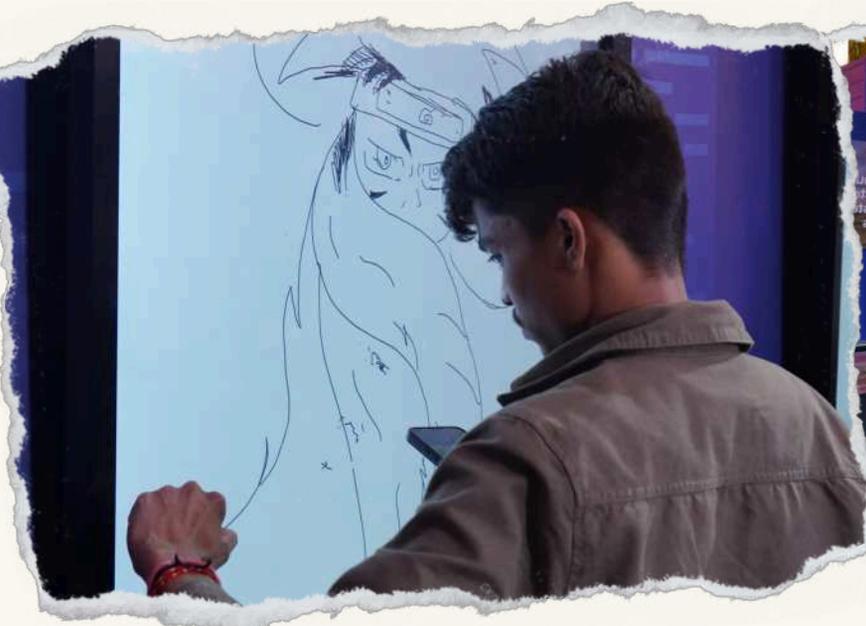
**25. Truth Tell Hackathon**

The challenge focused on combating misinformation by tasking participants with developing AI-powered tools for real-time fact-checking during live broadcasts. The hackathon highlighted

the urgent need for digital tools that can empower media houses to verify information quickly and enhance public trust in news and broadcasting systems.



14



## CIC Spotlight

### Digital Domain

#### 26. AdSpend Optimizer Hackathon

Participants developed predictive analytics tools aimed at revolutionizing ad spend strategies across digital platforms. The prototypes leveraged machine learning

and data modelling to help advertisers make smarter, ROI-driven decisions in an increasingly competitive digital marketing space.

#### 27. Make the World Wear Khadi

This challenge invited participants to design innovative advertising campaigns to position Khadi as a global, aspirational brand. From print ads and digital concepts

to influencer-driven pitches, the challenge saw bold and creative approaches to reviving Khadi's legacy for a new generation.

#### 28. Anti-Piracy Challenge

This challenge provided a platform for startups, tech developers, and research teams to showcase working prototypes of content security solutions. These included fingerprinting and watermarking technologies

aimed at safeguarding India's digital content ecosystem. The challenge underlined the growing need for homegrown innovations in digital rights management.



# GAME ON



## 'Game On' Zone

### 29. Game Jam

The challenge brought together aspiring and professional game developers to design and build original games within a limited timeframe. Based on specific themes, the challenge fostered innovation, teamwork, and rapid prototyping, offering participants an opportunity to explore game design and launch creative concepts in a high-energy environment.

### 30. Esports Tournament

This challenge featured thrilling competitions in eFootball and WCC (World Cricket Championship). Held in batches, the tournament drew passionate gamers from across the nation and globally, culminating in an exciting championship that celebrated competitive spirit and digital sportsmanship.



# GAME ON

## CIC Spotlight

31

### 'Game On' Zone

#### 31. CityQuest: Shades of Bharat

This challenge was an educational, card-based game challenge that showcased India's urban development through playful engagement. Drawing data from the SDG India Index (2021) by NITI Aayog, the game highlighted unique aspects of Indian cities such as cleanliness, education, healthcare, and innovation, making learning about development both fun and informative.

#### 32. Bharat Tech Triumph Program

This challenge aimed to boost India's gaming and tech ecosystem by inviting individual developers, startups, and gaming studios to present innovations across game development. The challenge encouraged both creative and technical advancements, building momentum for India's growing influence in the global gaming industry.

#### 33. Gameathon

The challenge was a sports data AI challenge run by the Federation of Indian Fantasy Sports. Gameathon 1.0 was held during the Champions Trophy 2025, and Gameathon 2.0 is currently underway for IPL. The challenge saw participation from 150+ premier institutes, including the top 20 IITs, fostering innovation at the intersection of sports and artificial intelligence.



## What's Next

### A Creative Revolution in Motion

The success of the Create in India Challenge – Season 1 and the energy of CreatoSphere 2025 were only the beginning. What lies ahead is a dynamic roadmap to ensure that the momentum continues and that India's creative economy finds a strong, sustained ecosystem to thrive in.

At the heart of this roadmap are two key verticals of WAVES Summit: WAVEX and WAVES Bazaar. While WAVEX focuses on startup outreach, challenge-based innovation, and investment pitch opportunities in the media & entertainment sector, WAVES Bazaar offers a dedicated platform for Indian creators to access markets, retail linkages, and national as well as international exhibitions.

Together, WAVEX and WAVES Bazaar form the next step in the Create in India Challenge's evolution, from identifying talent to ensuring visibility, investment, and monetization. These three verticals of WAVES will act as launchpads for talent identification, product development & improvisation, artistic & technical collaboration, investment seeking and most importantly monetisation & commercialisation for CIC winners.

To institutionalize and further accelerate this journey, the Ministry of Information & Broadcasting has also announced the setting up of the Indian Institute of Creative Technology (IICT), a national hub that will offer future-forward skilling, mentorship, and innovation opportunities in AVGC-XR sectors.

The coming months will see a series of national roadshows, state-level showcases, and international collaborations, taking Indian content and creators to the world. Each event will bring more creators, startups, industry partners, and policymakers under one umbrella, cementing India's place as a global creative superpower.

**The Wave has begun. And it's not slowing down.. It's scaling up.**



## Join the Movement Let's Create Together

Thank you for being a part of the CreatoSphere journey. What began as a celebration of creativity has now evolved into a powerful national movement, one that puts young Indian storytellers, designers, coders, musicians, animators, and game developers at the center of the country's creative economy.

If you are an industry leader, studio, platform, production house, tech company, publisher, or academic institution in any of the eight focus areas: VFX, Filmmaking, Animation, Comics, XR, Music, Digital Media, or Gaming, we invite you to partner with the winners of the Create in India Challenge.

These creators are not just participants; they are innovators building original IPs, immersive experiences, and next-gen solutions rooted in Indian identity and global ambition. From prototypes and pitch decks to production-ready ideas, they are ready to scale, and your expertise, mentorship, or investment could make all the difference.

Let's join hands to build the future of India's creative industries

**COLLABORATE. MENTOR. INVEST. CREATE IN  
INDIA.**

*WAVES IS FOR THE YOUNG GENERATION. WAVES WILL HELP  
THE YOUTH REDEFINE THE ENTERTAINMENT INDUSTRY*

**HON'BLE PRIME MINISTER, NARENDRA MODI**



Visit us at  
<http://wavesindia.org>



**FOLLOW US ON SOCIALS**



@WAVESummitIndia



@wavesummitindia



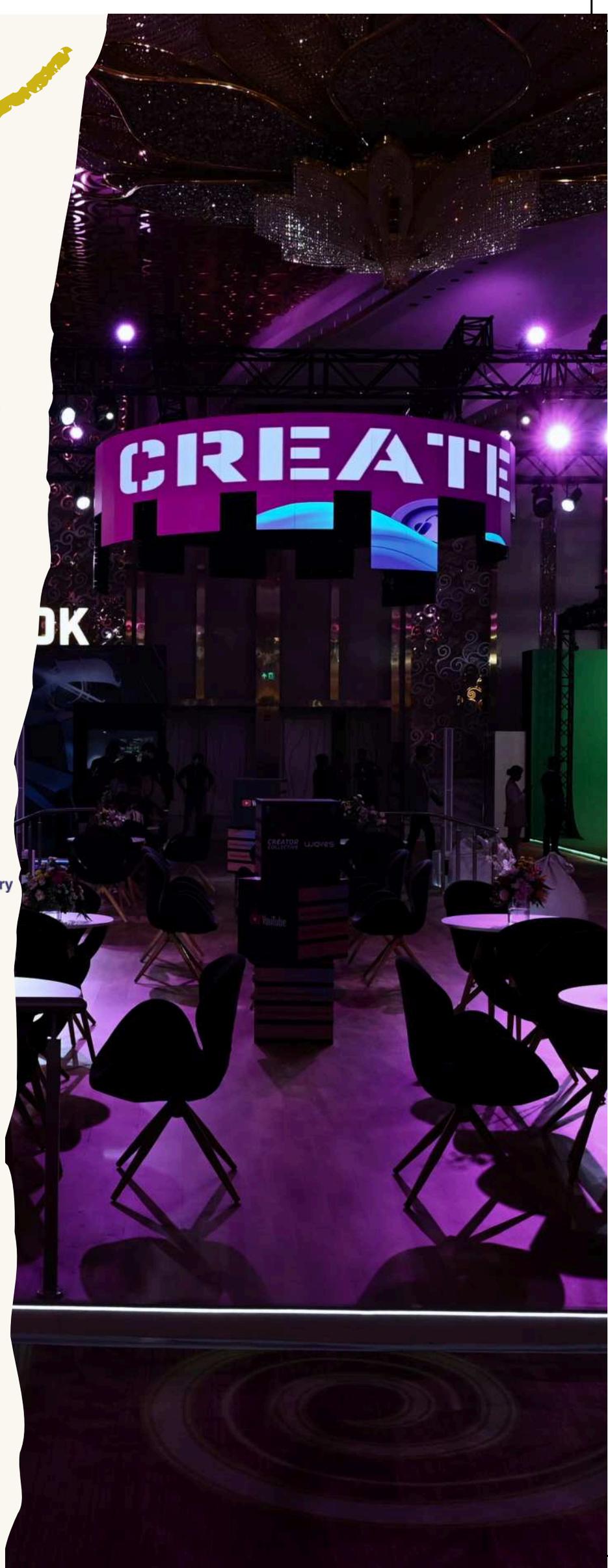
WAVES India

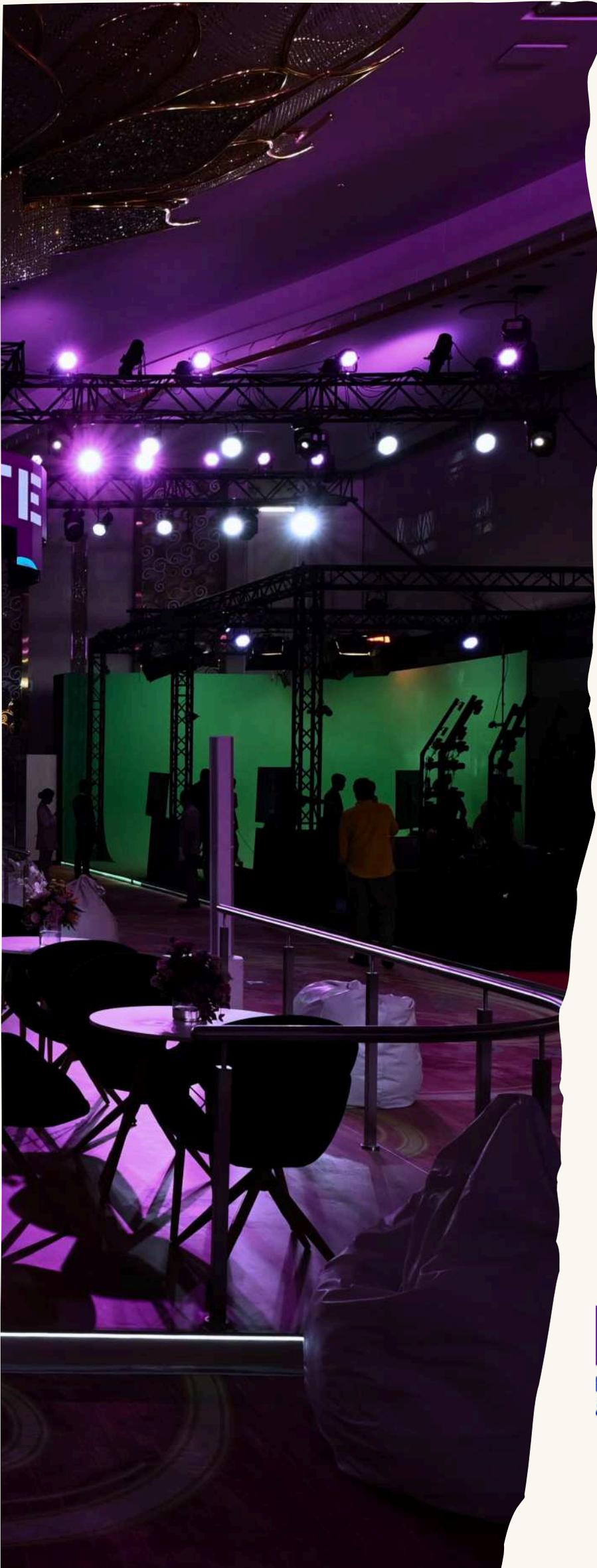


World Audio Visual and  
Entertainment Summit (WAVES)



# Industry Partners





# Industry Partners



Wavelaps

iDGS  
INDIAN DIGITAL GAMING SOCIETY

ovtr  
META LABS

FICCI

Asifa  
India

IEIC  
Interactive Entertainment and Innovation Council

TVAGA

IAMAI  
Internet And Mobile Association Of India

WHISTLING WOODS INTERNATIONAL  
INSTITUTE OF FILM, COMMUNICATION & CREATIVE ARTS

ntai

NATIONAL FILM ARCHIVE OF INDIA  
राष्ट्रीय फिल्म संग्रहालय

Where The Heritage of Indian Cinema Comes Alive

ImageNation  
Street Art

CREATORS STREET

Indian Broadcasting & Digital Foundation

FIFS  
FEDERATION OF INDIAN FANTASY SPORTS

CREATE IN INDIA CHALLENGE

**WAVES**

World Audio Visual & Entertainment Summit

Connecting Creators, Connecting Countries



**INDIA**

CONTENT HUB OF THE WORLD

**SEASON 1**





# waves

# CREATO

# SPHERE

