

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING

LOK SABHA
UNSTARRED QUESTION NO. 2801
TO BE ANSWERED ON 06.08.2025

WAVES 2025

2801: Shri Dileshwar Kamait:

Shri Bunty Vivek Sahu:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- a) the main objectives of organising the World Audio-Visual and Entertainment Summit, 2025;
- b) the expected impact of the summit on Media and entertainment sector of the country and the manner in which Ministry is observing it;
- c) the initiatives taken by the Government to promote business opportunities and to exhibit creative capabilities and cultural diversity of the country on the international platform;
- d) whether the Government proposes to introduce any regional level scheme to connect the youth and creative enterprises of Madhya Pradesh including Chhindwara with the media and entertainment sector; and
- e) if so, whether the Government proposes to launch or proposed to be launched any programme related to filmmaking, skill development or media education in Chhindwara district and if so, the details thereof?

ANSWER

MINISTER OF STATE FOR INFORMATION & BROADCASTING AND PARLIAMENTARY AFFAIRS (DR. L. MURUGAN)

(a) to (e):

The World Audio Visual & Entertainment Summit (WAVES) 2025 was organized in line with the Prime Minister's vision of making India a global hub of content creation. It brought together creators, policymakers, industry leaders, media platforms and technology pioneers on a single platform.

WAVES provided a platform for Indian creators to connect with new technologies, investors, producers and buyers. It saw participation of more than 1 lakh people from over 100 countries.

The event featured more than 140 sessions including 50 plenaries, 35 masterclasses and 55 breakout sessions with participation from global industry leaders.

Salient features of WAVES 2025:

- **Global Media Dialogue:** Key stakeholders, including government and private sector representatives, discussed the evolving role of media & entertainment. WAVES Declaration was adopted to promote media for peace and digital inclusion.
- **WaveX:** Platform for startup-led innovation in the M&E sector. It included a two-day live pitching event where startups presented ideas to investors.
- **WAVES Bazaar:** Enabled over 3 thousand B2B meetings by functioning as a marketplace for scripts, music, comics and AV rights, creating new revenue streams.
- **Economic and Strategic Outcomes:** MoUs worth Rs 8 thousand crore were signed for investments in film cities, creative tech education and live entertainment infrastructure.

- **Create in India Challenge (CIC):** A nationwide next-generation creative talent hunt across 34 creative categories like animation, gaming, AR/VR and music. It attracted over 1 lakh registrations from creators from around the world.
- **Creatosphere:** Masterclasses, competitions and live showcases were hosted to highlight India's next-gen creative talent.
- **Bharat Pavilion:** It offered an immersive experience into India's storytelling legacy by projecting India's soft power and cultural leadership globally.
- **8th National Community Radio Conference:** 12 stations received the National Community Radio Awards for innovation and inclusivity in community broadcasting.

The Government continues to strengthen talent and infrastructure across the country through national-level initiatives like Create in India Challenge, WAVEX and Waves Bazaar which are open to participants from all regions.
