

Create in India Challenge Season 1: Shaping India's Creative Future

WAVES 2025 honours winners of 32 creative challenges under Create in India Challenge; over 750 finalists from 60+ countries converge to celebrate innovation and talent

"The journey has just begun, and we are committed to empowering India's creative minds with initiatives like the Indian Institute of Creative Technology:"
Union Minister Ashwini Vaishnaw

"This platform is a beautiful example of how young minds are fusing creativity with technology:" MoS Dr. L. Murugan

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The much-anticipated Create in India Challenge (CIC) Season 1, an initiative that has captured the imagination of creators across the globe, culminated in a spectacular ceremony at WAVES 2025, marking a significant milestone for India's creative landscape. This monumental event honoured the winners of 32 distinct challenges, spanning every domain of the media and entertainment industry, from animation, gaming, and filmmaking to AI, music, and digital art.



Union Minister for Information and Broadcasting Shri Ashwini Vaishnaw addressed the young creators and visionaries, calling this a historic moment. “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.”

Minister of State for Information and Broadcasting, Dr. L. Murugan, congratulated the participants, highlighting the dynamic energy and technological prowess of the youth. “Best wishes to all of you. This platform is a beautiful example of how young minds are fusing creativity with technology. It also reflects the strength of Nari Shakti and the future of Indian content creation,” he remarked.

Secretary, Ministry of Information and Broadcasting, Shri Sanjay Jaju, reflected on CIC’s evolution. “When we began in August, there were 25 challenges across the M&E spectrum. After Prime Minister Shri Narendra Modi spoke about CIC in Mann Ki Baat in September, the participation surged. The number of challenges grew to 32. We received nearly one lakh registration. Today, 750 finalists are here and each of them is a winner,” said Shri Jaju.

The Create in India Challenge (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. From the Anime Challenge to the AI Film Making Competition, XR Creator Hackathon, each category encouraged innovative expression, bringing together creators, technologists, and storytellers from around the world.

CIC has garnered significant attention, both domestically and internationally. With entries pouring in from over 60 countries, including more than 1,100 international participants, CIC has proven to be a global success. The response underlined the ever-growing demand for opportunities to engage with creative technologies and develop new forms of media that are both innovative and influential.

The prestigious awards were presented by a stellar lineup of industry legends, including Aamir Khan, Anupam Kher, Mithun Chakraborty, Akkineni Nagarjuna, Vikrant Massey, Prasoon Joshi, and Aroon Purie, alongside other dignitaries and officials.

The 32 challenges were conducted in collaboration with leading industry bodies, allowing the CIC to reach its full potential by bringing together a wide array of creative disciplines, technology-driven projects, and future-ready content.

This initiative served as a launchpad for the next generation of creators who are redefining India’s position in the global entertainment and technology ecosystem. It stands as a testament to the importance of fostering homegrown talent and celebrating innovative content creation across various media formats.

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