

India Set to Lead the Global Creative Economy with AI-Driven Innovation: Secretary I&B, Shri Sanjay Jaju

Shri Jaju invites India's leading AI startups to participate in Kalaa Setu and Bhasha Setu challenges on WaveX Startup Accelerator Platform

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In order to ensure inclusive communication and last-mile information delivery in every language across the country, the Ministry of Information and Broadcasting is moving towards adopting AI-based solutions that can bridge linguistic divides. The Secretary of Ministry of Information & Broadcasting, Shri Sanjay Jaju held a meeting with Incubators and Startups from across the country, working on AI/ML-based technology solutions at the T-Hub in Hyderabad today. Apart from the CEO of T-Hub and the Startups being incubated at T Hub, participants included representatives of IIT Hyderabad, Centres of Excellence of NITs and Engineering institutions with active innovation cells.

Addressing the meeting Shri Jaju said that, in line with the vision of the honourable Prime Minister to encourage creator economy of the country, the Ministry of Information & Broadcasting has set up the WaveX Startup Accelerator Platform. He further informed that the platform has launched 'Kalaa Setu' and the 'Bhasha Setu' challenges which would be significant in building a future-ready digital ecosystem. Shri Jaju urged India's leading AI startups to participate in the above challenges and develop indigenous, scalable solutions that reflect the linguistic and cultural diversity of the nation.



Startups can register and apply for the 'Kalaa Setu' and the 'Bhasha Setu' challenges through the WAVEX portal at <https://wavex.wavesbazaar.com>. Technical requirements and other details for the challenges can be accessed from the WaveX portal. The final shortlisted teams will present their solutions before a national jury in New Delhi, with the winner receiving an MoU for full-scale development, pilot support with AIR, DD, and PIB, and incubation under the WAVEX Innovation Platform.

WaveX is the dedicated startup accelerator platform launched under the Ministry of Information & Broadcasting's WAVES initiative, aimed at nurturing innovation in the media, entertainment, and language technology sectors. At the WAVES Summit held in Mumbai in May 2025, WaveX provided pitching opportunities to over 30 promising startups, enabling direct engagement with government agencies, investors, and industry leaders. WaveX continues to support breakthrough ideas through

targeted hackathons, incubation, mentorship, and integration with national platforms.

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