

# Startup Accelerator Platform WaveX Issues Final Call for Submissions to Kalaasetu and Bhashasetu Challenges

## Deadline for Profile Updates and Document Uploads is 9th August 2025

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Startup Accelerator Platform WaveX , under the Ministry of Information & Broadcasting, has issued a final reminder to all registered startups participating in the Kalaasetu Challenge and Bhashasetu Challenge to complete their profile updates and upload all pending documents by 9th August 2025.

To strengthen the evaluation process, new fields have been added to the profile section on the online portal. All participants must update these details and ensure their Minimum Viable Concept (MVC) and other required documents are uploaded in the prescribed format. Updates can be made via the official portal: <https://wavex.wavesbazaar.com/>.

The evaluation for both challenges will begin on 10th August 2025. Submissions received after the deadline will not be considered. Startups are advised to complete all updates well in advance to avoid last-minute technical difficulties.

### **About Kalaasetu**

The Kalaasetu Challenge aims to bridge the digital language divide by enabling public communication bodies to dynamically convert official information into regionally resonant formats such as infographic visuals, contextualized video explainers, and audio news capsules in real time.

### **About Bhashasetu**

The Bhashasetu Challenge invites startups to develop AI-powered tools for real-time translation, transliteration, and voice localization across 12 Indian languages.

Both challenges form part of the Government's broader initiative to promote innovation-led entrepreneurship and strengthen India's startup ecosystem.

For detailed instructions and guidelines regarding submissions, participants may visit: <https://wavex.wavesbazaar.com/important-update-kalaasetu-challenge.html>.

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