



Govt supports diverse musical heritage and offers new economic opportunities for creators

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To empower independent and regional creators, Government launched 'Create in India' (CIC) Challenges during the World Audio Visual & Entertainment Summit (WAVES) 2025. These include Resonate: The EDM Challenge, Wah Ustad, Battle of the Bands, and Symphony of India, etc. These events saw participation of 86 creators from 13 states. These initiatives, complemented by the launch of the 'Waves of India' album and showcases featuring regional artists like the Tetseo Sisters (Nagaland), are aimed at promoting India's diverse musical heritage and create new economic opportunities for creators. Government has also established the Live Events Development Cell (LEDC) to facilitate the structured growth of creative economy.

Reply given in the **Lok Sabha** by the Minister of State for Information and Broadcasting and Parliamentary Affairs **Dr. L. Murugan** to the question raised by **Shri Pradyut Bordoloi**.

Mahesh Kumar

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