



## Create in India Challenge to Boost Creators' Economy

[Source: PIB](#)

The Union Minister of Information and Broadcasting launched the **first season of the 'Create in India Challenge'** as part of the upcoming **World Audio Visual & Entertainment Summit (WAVES) 2024 in Goa**.

- The challenge features 25 competitions across various creative disciplines like animation, filmmaking, gaming, music, and visual arts, organised by industry associations.
  - This initiative underscores the government's commitment to fostering a robust [creators' economy](#), as recognised by the **Prime Minister through the National Creators Award**.
    - The award seeks to honour outstanding contributions across fields such as storytelling, social change, environmental sustainability, education, and gaming.
- The creators' economy is seen as a **powerful tool to promote India's cultural heritage**, including yoga, traditional medicine, and diverse cuisines, globally.
  - Aligned with the Prime Minister's vision of **'Design in India, Design for the World,'** the initiative aims to **generate 2-3 lakh jobs in the media and entertainment sector** by ensuring talent and skill development and building the necessary infrastructure.
- WAVES 2024, scheduled in November 2024 promises to be a pivotal **platform for industry leaders, innovators, and stakeholders** to converge and shape the future of the media and entertainment sector.

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