



ਰਾਜ ਵਿਦਿਅਕ ਖੋਜ ਅਤੇ ਸਿਖਲਾਈ ਪ੍ਰੀਸ਼ਦ ਪੰਜਾਬ

ਪੀ.ਐਸ.ਈ.ਬੀ. ਕੰਪਲੈਕਸ, ਵਿੱਦਿਆ ਭਵਨ, ਬਲਾਕ-ਈ, ਛੇਵੀਂ ਮੰਜਿਲ, ਫੇਜ਼-8, ਐਸ.ਏ.ਐਸ.ਨਗਰ, ਮੋਹਾਲੀ

ਈਮੇਲ: directorscert@punjabeducation.gov.in, ਫੋਨ ਨੰ: 0172-2212221

ਵੱਲ

ਸਮੂਹ ਜ਼ਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੈ.ਸਿ.)

ਪੰਜਾਬ।

ਮੀਮੇ ਨੰ: 191/G2C/2025

ਮਿਤੀ: 10-02-2025

ਵਿਸ਼ਾ: Amplification of awareness and participation in Create in India Challenge(CIC) Season-1 and WAVES Summit-2025

ਹਵਾਲਾ: Department of School Education & Literacy, Ministry of education, Government of India ਦੇ ਪੱਤਰ ਨੰ. F.No.9-36/2024-EE.12(Media Cell) ਮਿਤੀ: 24.01.2025 ਸਬੰਧੀ।

- 1.0 ਉਪਰੋਕਤ ਵਿਸ਼ੇ ਤੇ ਹਵਾਲਾ ਅਧੀਨ ਪੱਤਰ ਆਪ ਜੀ ਨੂੰ ਮੂਲ ਰੂਪ ਵਿੱਚ ਭੇਜਦੇ ਹੋਏ ਲਿਖਿਆ ਜਾਂਦਾ ਹੈ ਕਿ ਭਾਰਤ ਸਰਕਾਰ ਦੁਆਰਾ ਸ਼ੁਰੂ ਕੀਤੇ ਗਏ 'Make in India' ਦੇ ਨਕਸ਼ੇ ਕਦਮਾਂ ਤੇ Ministry of Information & Broadcasting, Government of India ਵੱਲੋਂ 'Create in India Challenge: Season 1' ਦੇ ਤਹਿਤ WAVES Awards of Excellence ਪ੍ਰਤੀਯੋਗਤਾ ਕਰਵਾਈ ਜਾ ਰਹੀ ਹੈ। ਅਵਾਰਡ ਆਫ ਐਕਸੀਲੈਂਸ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਡਿਜੀਟਲ ਕ੍ਰਿਏਟੀਵਿਟੀ ਦੇ ਹੁਨਰ ਨੂੰ ਨਿਖਾਰਨ ਦਾ ਇੱਕ ਵਧੀਆ ਮੌਕਾ ਹੈ। ਇਸ ਪ੍ਰਤੀਯੋਗਤਾ ਵਿੱਚ ਭਾਗ ਲੈਣ ਲਈ <https://www.asifaindia.com/waoe/> ਜਾਂ <https://filmfreeway.com/asifaiad> ਲਿੰਕ ਤੇ ਅਪਲਾਈ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ। ਅਪਲਾਈ ਕਰਨ ਦੀ ਆਖਰੀ ਮਿਤੀ 28.02.2025 ਹੈ।
- 2.0 ਉਕਤ ਸਬੰਧੀ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਵੱਧ ਤੋਂ ਵੱਧ ਜਾਗਰੂਕ ਕੀਤਾ ਜਾਵੇ ਤਾਂ ਜੋ ਵੱਧ ਤੋਂ ਵੱਧ ਵਿਦਿਆਰਥੀ ਇਸ ਮੌਕੇ ਦਾ ਲਾਭ ਉਠਾ ਸਕਣ।

ਨੱਥੀ- ਹਵਾਲਾ ਪੱਤਰ

ਅਮਨਿੰਦਰ ਕੌਰ, ਪੀ.ਸੀ.ਐਸ  
ਡਾਇਰੈਕਟਰ, ਐਸ.ਸੀ.ਈ.ਆਰ.ਟੀ  
ਪੰਜਾਬ।

ਪਿੱਠਅੰਕਣ ਨੰ. 323

ਉਪਰੋਕਤ ਦਾ ਉਤਾਰਾ ਸਮੂਹ ਜ਼ਿਲ੍ਹਾ ਗਾਈਡੈਂਸ ਕਾਊਂਸਲਰਜ਼ ਨੂੰ ਸੂਚਨਾ ਅਤੇ ਯੋਗ ਕਾਰਵਾਈ ਚਿੱਠੀ ਭੇਜਿਆ ਜਾਂਦਾ ਹੈ।

ਮਿਤੀ- 10/02/2025

ਸਹਾਇਕ ਡਾਇਰੈਕਟਰ

ਐਸ.ਸੀ.ਈ.ਆਰ.ਟੀ, ਪੰਜਾਬ

F. No.9-36/2024-EE.12 (Media Cell)  
Government of India  
Ministry of Education  
Department of School Education & Literacy

Shastri Bhavan, New Delhi  
Dated: 24th January, 2025

To,

The Additional Chief Secretary/Principal Secretary/Secretary,  
School Education Departments,  
all States/Union Territories

Subject: Amplification of awareness and participation in Create in India Challenge  
(CIC) Season-1 and WAVES Summit- 2025 – reg

Sir/Madam,

In continuation of the discussions held in the virtual meeting held on 22nd January 2025 under the Chairmanship of the Secretary (M/o I&B) regarding the World Audio Visual & Entertainment Summit (WAVES)- 2025 and the ongoing activities under the 'Create in India Challenge' (CIC), I am directed to say that the Ministry of Information & Broadcasting (M/o I&B) has shared a link containing essential resources to facilitate promotion and awareness of the WAVES Summit and CIC Season-1. The documents include:

- i. Create in India Challenge Carousel
- ii. Quotes of Hon'ble Prime Minister from 'Mann Ki Baat' highlighting the WAVES Summit and the Creators' Economy
- iii. Social Media Decks to amplify the challenges among schools, colleges, and technical universities
- iv. Presentation on CIC Season-1 requiring focused promotion
- v. Other relevant details for enhanced awareness and participation
- vi. List of nodal officers associated with the challenges and PIB State Officers

The link to access these resources is as follows:

<https://drive.google.com/drive/u/1/folders/1YkV2Ej7CjAPTobtaA-lxitpwQOkuQu78>

3. To ensure maximum reach and participation, States and UTs are requested to widely disseminate these resources to schools under their jurisdiction and promote the initiatives including on their respective official social media handles.

Kindly use the following hashtags and tag the relevant handles:

#CreateInIndiaChallenge, #WAVES, #WAVES2025, #WAVESIndia, #WAVESummit, #WAVESummitIndia

Tag: @WAVESummitIndia, @Mib\_india and @EduMinOfIndia

सदर सक्षर सल्लु सिंभार  
डाकिली नं. ११५५८  
दिनांक. १७/०१/२५

4. Furthermore, it is requested to kindly share the details of nodal officers from all states and UTs at the earliest to streamline coordination and ensure enhanced participation at email id: [mediacell.sel@gmail.com](mailto:mediacell.sel@gmail.com) & [surendra.kumar70@nic.in](mailto:surendra.kumar70@nic.in) by today i.e. 24.01.2025. The google doc link in the matter is:

[https://docs.google.com/document/d/1GpngqD43M94jofwIptkL5wd-c\\_WcvOs56BfoVyPoJw/edit?tab=t.0](https://docs.google.com/document/d/1GpngqD43M94jofwIptkL5wd-c_WcvOs56BfoVyPoJw/edit?tab=t.0)

Yours faithfully,

*Surendra Kumar*  
24.01.25  
(Surendra Kumar)

Under Secretary to the Govt. of India

Tel: 23383935

Email ID:- [surendra.kumar70@nic.in](mailto:surendra.kumar70@nic.in)

DGSE Email sent to Dir(SCERT)

121  
21/1/25  
Dir(SCERT)

DGSE Punjab <dgse@punjabeducation.gov.in>

**Fwd: Meeting under the Chairmanship of Secretary (I&B) scheduled to be held on 21.01.2025 at 03:00 PM for school & college outreach for WAVES 2025-reg.**

1 message

Kamal Kishor Yadav IAS <psse@punjab.gov.in>  
To: dgse <dgse@punjabeducation.gov.in>

Mon, Jan 20, 2025 at 5:02 PM

27/1/25

AD (I&B)  
27/1/25

==== Forwarded message =====

From: Institutions Coordination Section <ut1section-education@gov.in>  
To: "Additional Chief Secretary, School Education RAJASTHAN" <secy.schooleducation@rajasthan.gov.in>, "Additional Chief Secretary Secondary Education) UTTAR PRADESH" <ps.seced@gmail.com>, "Addl. Chief Secretary (Secondary & Elementary) SIKKIM" <gpupadhyaya@gmail.com>, "Addnl Chief Secy Education Haryana" <acssehry@gmail.com>, "Addnl Chief Secy Education Bihar" <secy-edn-bih@nic.in>, "Commissioner & Secretary (Education) Meghalaya" <bdrtiwari2006@gmail.com>, "Commissioner (School Education) Manipur" <gyanhuirem@gmail.com>, "Commissioner-Cum-Secretary Odisha" <secysme@gmail.com>, "Pr Secy Education Chhatisgarh" <scertcg@gmail.com>, "Pr Secy Educaiton Himachal Pradesh" <secy-hedu-hp@nic.in>, "Pr Secy Education Andhra Pradesh" <secy.se.edn@gmail.com>, "Pr Secy Education Ladakh" <prsecladakh@gmail.com>, "Pr Secy Education MP" <secy.sed@mp.gov.in>, "Pr Secy Education Kerala" <secy.gedu@kerala.gov.in>, "Pr Secy Education Karnataka" <prsprim-edu@karnataka.gov.in>, "Principal Secretary J&K" <psed2020@gmail.com>, "Principal Secretary (Education) GNCT DELHI" <secyedu@nic.in>, "Principa! Secretary (School Education) TAMIL NADU" <schsec@tn.gov.in>, "Secretary (Education), A&N" <secedn.and@nic.in>, "Secretary (School Edu.) WEST BENGAL" <wbssed@gmail.com>, "Secretary (School Education) PUNJAB" <psse@punjab.gov.in>, "Secretary (School Education) TELANGANA" <tg.cdse@gmail.com>, "Secretary (School Education) Maharashtra" <acs.schedu@maharashtra.gov.in>, "Secretary (Secondary Education) TRIPURA" <secy-edn.rd@tripura.gov.in>, "Secretary cum State Project Director Arunachal Pradesh" <secretaryeducationap@gmail.com>, "Secretary Education UTTARAKHAND" <pssecretary76@gmail.com>, "Secretary School Education MIZORAM" <secretarysedmiz@gmail.com>, "Secy Education Assam" <ballepukalyan@gmail.com>, "Secy Education Lakshadweep" <ednesttutl@gmail.com>, "Secy Education Chandigarh" <secy-edu@chd.nic.in>, "Secy Education Goa" <secedu-sect.goa@nic.in>, "Secy Education D&D and D&NH" <secy-edu-dd@nic.in>, "Secy Education Gujarat" <secedu-pri@gujarat.gov.in>, "Secy Education Puducherry" <secyedn.pon@nic.in>, "Secy Education Jharkhand" <hrdjharkhand@gmail.com>, "SPD CHHATTISGARH" <mis.head@gmail.com>, "Special Secretary (School Education) NAGALAND" <osdplanning@gmail.com>  
Cc: "Ajay Kumar" <ajay.kr71@gov.in>  
Date: Mon, 20 Jan 2025 16:21:39 +0530  
Subject: Fwd: Meeting under the Chairmanship of Secretary (I&B) scheduled to be held on 21.01.2025 at 03:00 PM for school & college outreach for WAVES 2025-reg.

==== Forwarded message =====

Sir/Madam,

Kindly refer to the trailing email received from MoI&B forwarding the link for meeting scheduled to be held on 21.01.2025 at 03:00 PM for school & college outreach for WAVES 2025.

With Regards,

**Institutions Coordination Section  
Department of School Education & Literacy  
Ministry of Education  
Shastri Bhawan, New Delhi-110001.**

O/o DGSE CUM SPD  
Sarva Shiksha Akshay An. Authority (Pb.)  
Central Dairy  
No. 3869559  
21/1/25

==== Forwarded message =====

From: Harcharan Dass <harcharandass-cwc@gov.in>  
To: "armstrongpame" <armstrong.pame@nic.in>, "ut1section-education" <ut1section-education@gov.in>

15 at 03:00

With regards,  
F(I) Desk  
M/o Information & Broadcasting

==== Forwarded message =====  
From: Desk Officer Films Industry <usfi-moib@nic.in>  
To: "C. Senthil Rajan, JS (IP&A)"<jspna-moib@gov.in>, "philipjoyce"<philip.joyce@gov.in>  
Cc: "SANTOSH MAURYA"<sk.maurya75@gov.in>  
Date: Thu, 16 Jan 2025 11:51:57 +0530  
Subject: Meeting under the Chairmanship of Secretary (I&B) scheduled to be held on 21.01.2025 at 03:00 PM for school & college outreach for WAVES 2025-reg.  
==== Forwarded message =====

Sir,

Please Refer to trailing mail.

2. The undersigned is directed to forward herewith a Meeting Notice scheduled to be held under the Chairmanship of Secretary (I&B) on **21.01.2025 at 03:00 PM** for school & college outreach for World Audio Visual and Entertainment Summit (WAVES) 2025.
3. In this regard, all the members are requested to make it kindly convenient to attend the meeting as per the scheduled date and time.

With regards,  
F(I) Desk  
M/o Information & Broadcasting

==== Forwarded message =====  
From: Desk Officer Films Industry <usfi-moib@nic.in>  
To: "secy-ya"<secy-ya@nic.in>, "K. Sanjay Murthy"<secy.dhe@nic.in>, "Ms Karwal"<secy.sel@nic.in>, "dgcbbc-moib"<dgcbbc-moib@gov.in>, "Sanjiv Shankar"<jsb-moib@gov.in>, "Prithul Kumar"<jsb2-moib@gov.in>, "Vrunda Desai"<jsfilms.inb@nic.in>, "Principal PIB"<pdg-pib@nic.in>  
Cc: "Sanjay Jaju"<secy.inb@gov.in>, "dirfilms-mib"<dirfilms-mib@gov.in>, "Anubhav Singh"<dirbc-moib@nic.in>, "Kshitij Aggarwal"<kshitij.agggarwal@gov.in>  
Date: Thu, 16 Jan 2025 11:44:27 +0530  
Subject: Meeting under the Chairmanship of Secretary (I&B) scheduled to be held on 21.01.2025 at 03:00 PM for school & college outreach for WAVES 2025-reg.  
==== Forwarded message =====

Sir/Madam,

The undersigned is directed to forward herewith a Meeting Notice scheduled to be held under the Chairmanship of Secretary (I&B) on **21.01.2025 at 03:00 PM** for school & college outreach for World Audio Visual and Entertainment Summit (WAVES) 2025.

nt to attend

No.M-35020/34/2022-DO(FI)-Part(9)  
Government of India  
Ministry of Information and Broadcasting  
Government of India

\*\*\*\*

New Delhi, Dated the 15<sup>th</sup> January, 2025

**MEETING NOTICE**

**Subject: Meeting under the Chairmanship of Secretary (I&B) for School & College outreach for World Audio Visual & Entertainment Summit (WAVES)-2025-reg.**

A meeting is scheduled to be held under the Chairpersonship of Secretary (Information & Broadcasting) to explore ways to increase youth participation in World Audio Visual & Entertainment Summit (WAVES) and the 'Create in India Challenge Season-1'—an initiative aimed at encouraging students & professionals to showcase their creativity and expertise across various domains of the media and entertainment industry. The meeting will be held on 21<sup>st</sup> January, 2025 at 03:00 PM in Committee Room (Room No. 655), 6<sup>th</sup> Floor, 'A' Wing, Ministry of Information & Broadcasting, Shastri Bhawan, New Delhi.

2. The Joint Secretary, School Education and Literacy is requested to kindly ensure participation of all Principal Secretaries of School Education in all States/UTs through Video Conferencing. The link to the VC shall be shared in due course. A brief on the WAVES Summit and Create in India challenges is attached herewith for your reference.

3. Kindly make it convenient to attend the meeting in person. Your participation will be valuable to the successful planning and execution of this initiative.

*(Signature)*

(Santosh Kumar Maurya)

Under Secretary to the Government of India  
Tel No. 23382487

To

1. Joint Secretary, Department of Youth Affairs, Ministry of Youth Affairs and Sports- For activation of Nehru Yuva Kendra Sangathan (NYKS)
2. Joint Secretary, Department of Higher Education, Ministry of Education- For youth activation in Colleges
3. Joint Secretary, Department of School Education & Literacy, Ministry of Education- For youth activation in Schools
4. Secretaries of School Education from all States- Through VC
5. All Pillar heads of WAVES

Copy to:-

1. Sr. PPS to Secretary (I&B)
2. Sh. Anubhav Singh, OSD (BC & NMC)
3. Sh. Kshitij Aggarwal, Deputy Director (MCU)

## ABOUT WAVES

Ministry of Information and Broadcasting, Government of India, is organizing the first edition of The World Audio-Visual Summit (WAVES)- a significant milestone in the global media and entertainment (M&E) landscape. Scheduled for 2025, WAVES will serve as a premier international platform, bringing together the best minds from the M&E industry to foster innovation, inspire collaboration, and drive meaningful exchanges among creators, industry leaders, and policymakers.

India, with its rich cultural heritage, thriving entertainment sector, and growing technological prowess, is poised to be a global leader in the media and entertainment industry. WAVES will play a key role in positioning India at the forefront of this global transformation, showcasing the country's strengths in media production, technology, and creative industries.

WAVES is not only a platform to discuss emerging trends and challenges but also a unique opportunity to explore investment opportunities in India's dynamic M&E sector. By bringing together a diverse array of stakeholders, from content creators to investors, WAVES will drive the growth of India's creative economy while enhancing its role in shaping the global media landscape.

As the world's media and entertainment industry continues to evolve, WAVES will be a key event for fostering international collaborations, addressing industry challenges, and embracing new technologies and trends that will shape the future of entertainment.

As a precursor to the World Audio-Visual Summit (WAVES), the Ministry of Information and Broadcasting, with the support of industry leaders and associations, has launched the 'Create in India Challenge Season-1'. This initiative aims to encourage youth and students to showcase their creativity, skills, and expertise across various domains of the media and entertainment industry. Featuring 29 meticulously curated competitions, the challenges span a wide range of fields, offering an exceptional platform for participants to demonstrate their potential.

The challenge focuses on key pillars of the Broadcasting & Infotainment, AVGC-XR (Animation, Visual Effects, Gaming, Comics-Extended Reality), and Digital Media sectors, bringing together creative minds from diverse disciplines. Participants will have the opportunity to compete in a variety of categories, including: Waves Promo Video Challenge, WAVES Anthem Track, Community Radio Content Challenge, WAVES Hackathon: Adspend Optimizer, Truth Tell Hackathon, WAVES Awards of Excellence, Bharat Tech Triumph, WAVES VFX Competition, Anime Challenge, CityQuest: Shades of Bharat, Game Jam, Esports Tournament, WAVES Comic Chronicles, WAVES Explorer, Film Poster Making Competition among others.

The 'Create in India Challenge Season-1' offers participants exciting opportunities to showcase their creativity across various media and entertainment domains. Competitors can win cash rewards, mentorship, and industry exposure while connecting with global leaders and collaborators. Top performers will also receive investment opportunities, recognition, and invitations to prestigious events. The competition is open to individuals and teams, with both online and in-person participation options. Detailed guidelines are available on the official WAVES website [wavesindia.org](http://wavesindia.org).

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Dear Sir/ Madam

Good morning!

**Subject: WAVES Awards of Excellence Create in India Challenge**

Thank you for your providing opportunity to interact with students for promoting the WAVES Awards of Excellence Create in India Challenge by ASIFA India, supported by the Ministry of Information & Broadcasting. We truly appreciate your support in spreading awareness about this prestigious competition among students in Schools.

Here are the key details:

- ✓ How to Apply: Students can submit their entries through [<https://www.asifaindia.com/waoc/> or <https://filmfreeway.com/asifaiad>]. We will appreciate, if you provide an opportunity to do the outreach for 15-20min in each schools to encourage participation.
- ✓ Last Date for Submission: 28.02.25 (currently mentioned as 15.02.25 on portal)
- ✓ Competition Categories & Details: Best modelling, Best texturing, Best lighting, Best rigging, Best animation, Best digital painting, Best matte painting, Motion graphics, Best compositing, Best fx. We have 5 Jury including 03 International Experts

Given the significance of this initiative in fostering creativity and talent, I would like to request a personal meeting at your convenience to provide a comprehensive overview and discuss how we can maximize student participation. Please let me know a suitable time for a visit.

In the Chandigarh and surrounding regions, SXILL is supporting this initiative and Principals can reach us at 9878444719 and 9872546753, or visit us at **SXILL, SCO 186-188, Sec 17C, Chandigarh**

Looking forward to your kind support.

Regards



Vineet Raj Kapoor  
Evangelist, ASIFA  
Director, SXILL  
School of Experience Illusion and Life Learnings  
SCO 186-188, IV F, Above Forever Mark,  
Sec 17C, Chandigarh 160017  
<http://www.sxill.in>  
Mob: 9872546753