

Maharashtra Ahead

WAVES Special Issue ■ May 2025 ■ Pages 40

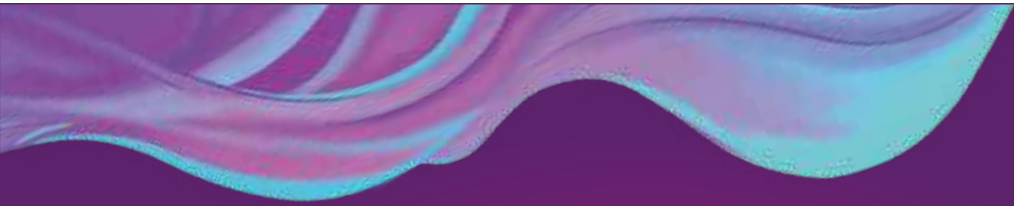
waves

**WORLD AUDIO VISUAL &
ENTERTAINMENT SUMMIT**

Connecting Creators, Connecting Countries.

From Creativity to Prosperity!





Inaugural Ceremony

10:30 AM - 12:00 PM, Jasmine Hall, May 1st, 2025

The Stage is set for WAVES 2025 (World Audio Visual & Entertainment Summit), India's landmark global platform that brings together the full spectrum of the Media & Entertainment (M&E) ecosystem. The Inaugural function will be a showcase of India's culture, tradition and India's growth in the media and entertainment sector

Bharat Pavilion

09:30 AM - 05:30 PM, Pavilion 3, May 1st to May 4th, 2025

A tribute to India's soul, Bharat Pavilion encapsulates the country's ancient storytelling legacy offering global audiences a deep dive into India's media and entertainment growth story.

Exhibition Pavilion

09:30 AM - 05:30 PM, Pavilion 1,2 and 3, May 1st to May 4th, 2025

A dynamic showcase of imagination meeting innovation. From cutting-edge tech to future-forward trends, it exhibits Indian and Global breakthroughs in Media & Entertainment.

Gaming Arcade

09:30 AM - 05:30 PM, Pavilion 1, May 1st to May 4th, 2025

Get ready to experience an electrifying hub of immersive gameplay.

Waves Bazaar

105 A&B, 104 A, 103, Qube, and Studio, May 1st - May 3rd, 2025

A global marketplace for the Creator Economy, WAVES Bazaar facilitates B2B and B2G collaborations, buyer-seller meets, co-production tie-ups, and the exchange of content rights across formats, from scripts and music to niche content like animation and comics.



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M/s. Printred Issues (India) Pvt.
Ltd., 17, Pragati Industrial Estate,
N.M. Joshi Marg, Mumbai - 400011.

Directorate General of Information
and Public Relations,
New Administrative Building,
17th Floor, Hutatma Rajguru Chowk,
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The government may not necessarily agree with the
opinions expressed in the articles published in this issue.

This is a special issue published on the occasion
of the World Audio Visual & Entertainment
Summit 2025 (WAVES).

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Culture, Creation and Prosperity!

The city of Mumbai, known as the financial capital and media-entertainment hub of the country, is set to host the World Audio Visual & Entertainment Summit 2025 (Waves) from May 1 to 4. Recognizing the significant contribution of the media and entertainment industry to the cultural and economic fabric of the country, the concept of 'Waves' was conceived by Prime Minister Narendra Modi. This international conference is organized jointly by the Ministry of Information and Broadcasting of the central government and the Maharashtra government. The conference will engage in in-depth discussions about the future trajectory of the media and entertainment industry, as well as the growing influence of artificial intelligence in this sector.

This summit serves as a platform for the entire media and entertainment industry to come together. Its objective is to connect India's media and entertainment sector with the global market, provide opportunities for international collaboration and facilitate growth within this industry by recognizing and enhancing India's role as a hub for creative production, intellectual property, and technical innovation. By bringing together global leaders, policymakers, media professionals, and artists, the summit aims to foster constructive and progressive dialogue that will shape the future of the audiovisual and entertainment sector, emphasizing international cooperation, technology, creativity, and ethical standards.

Today, the media and entertainment industry is rapidly advancing. With the assistance of 'artificial intelligence', every aspect of content creation and delivery to consumers is being reshaped. This calls for not just systems that enhance efficiency, but a robust platform that expands the frontiers of creativity. Platforms like 'Waves 2025' will prove crucial for a deep exploration of technological advancements and their implications.

The Marathi film industry is now venturing into areas like audio-visual gaming and comics. Significant steps have been taken to strengthen the global standing of Marathi cinema by providing specialized training to artists and technicians in the film fraternity.

In this issue, renowned actors Aamir Khan and Anil Kapoor reflect on the emerging horizons of the expanding media and entertainment sector in the country. Topics covered in this special issue include India's opportunity to become a global content hub, community radio for public awareness, evolving technology while preserving traditions, and the nostalgia associated with film posters.

We hope that this edition of 'Lokrajya', which features the Waves global summit and other informative articles, will be well-received by readers.

Brijesh Singh
(Editor-in-Chief)

On the Occasion of WAVES...

It is a matter of immense pride for all of us that Maharashtra is bestowed the honor of hosting the World Audio & Visual Entertainment Summit (WAVES), a global conference on the media and entertainment industry in Mumbai between May 1st and May 4th 2025.

The world media and entertainment industry is fast emerging and developing quickly with the economy in the sector expectedly expanding widely.

Prime Minister Shri. Narendra Modi ji is determined that India should become the world leader in this new creative economy and it is through his initiative that this global conference is being held here in Mumbai.

Five thousand representatives representing over 100 countries of the world will be participating in the conference and India's creativity is sought to be leveraged majorly for connecting to the global economy.

India has taken dynamic steps to achieving the status and becoming the



next global superpower only due to the visionary policies of the honorable Prime Minister. We have registered record benchmarks of progress in the fields of OTT, animation, gaming, VFX, films, music and the digital media sectors. This segment has registered a turnover of nearly \$35 billion and holds the potential to create huge employment opportunities. Our ambition is that the youth of the country should not only be the beneficiaries of this new system but also that India should take its global leadership position in this economic ecosystem.

On this occasion, we are determined to establish Mumbai as the capital of the global media and entertainment industry, along with providing a global platform to the artists here. (humbly appeal to everyone to ensure the success of this global conference being held in Mumbai, Maharashtra!

- Devendra Fadnavis,
Chief Minister of Maharashtra State.

AI Revolution in M&E Industry

Today marks a historic moment for India's Media and Entertainment (M&E) sector. On May 1st, the Honourable Prime Minister of India, Shri Narendra Modi, will inaugurate the grand World Audio Visual and Entertainment Summit (WAVES) 2025 at the prestigious Jio World Centre in Mumbai.

Brijesh Singh (IPS)



This significant occasion will also witness the presence of Union Minister for Information and Broadcasting, Shri Ashwini Vaishnaw, and the Chief Minister of Maharashtra, Shri Devendra Fadnavis. Scheduled from May 1 to 4, the summit is being jointly organized by the Ministry of Information and Broadcasting, Government of India, and the Government of Maharashtra. The event will highlight the future direction of the media and entertainment industry, with a special focus on the growing impact of Artificial Intelligence (AI).

Aiming to Establish Maharashtra as a Global Hub for the Creator Economy

Mumbai and Maharashtra are the key centers of India's entertainment industry. With Bollywood, the television industry, and the OTT sector based in Mumbai, it is a matter of pride for the state. The goal now is to transform Mumbai and Maharashtra into a global creator hub and economy. As part of

this vision, the first international WAVES summit is being organized in Mumbai. Inspired by international events like the Oscars, Cannes Film Festival, and the Davos Summit, WAVES aims to



achieve a similar global stature. Delegates from over 100 countries across the world are expected to participate in this prestigious conference.

Artificial Intelligence : The Transformative Force of the Entertainment World

The media and entertainment industry is currently experiencing a significant transformation, with Artificial Intelligence (AI) playing a central role in driving this change. From content creation to audience engagement and enhancing personalized experiences, AI is reshaping every aspect of the industry. It is not just a tool for improving efficiency, but a powerful enabler that expands the horizons of creativity. Platforms like 'WAVES 2025' are crucial for deeply exploring this technological advancement and understanding its wide-ranging impact.

The Marvel of AI in Content Creation and Development

How to write a story, compose music, or create visual art? In all these creative processes, AI is now assisting writers, musicians, and artists.

- **Screenwriting and Story Creation:** AI-based tools can now suggest possible directions, character development and dialogues helping writers generate new ideas.
- **Music Composition:** There are now algorithms that can create original

music based on different moods or styles, making it easier to produce background music.

- **Visual Art and Design:** By creating concept art, character designs, and virtual environments, AI is accelerating the pre-production process.
- **Automated Journalism:** By generating basic news drafts and summaries based on data feeds, AI is making its mark in journalism as well.

AI's Contribution to Production and Post-Production Processes

AI is bringing significant changes to the production and editing processes of films and other audiovisual media.

- **Visual Effects (VFX) :** Complex processes like rotoscoping and object removal can now be done faster and more accurately with the help of AI.
- **Automated Editing :** AI can analyze footage to create a rough cut and assist in selecting the best shots.
- **Dubbing and Subtitling :** Fast and accurate translations have made it easier to deliver content to audiences in multiple languages, enabling smoother global reach.
- **Color Grading and Audio Mastering :** AI also aids in color correction and sound editing to maintain high-quality final output.

Content Distribution & Discovery

Platforms like Netflix and YouTube use AI to understand viewer preferences and provide recommendations based on their interests.

- **Content Tagging and Metadata:** AI adds the right tags and information to content, making it simpler to find and search for.
- **Optimized Delivery:** AI optimizes the delivery network to ensure a seamless and high-quality streaming experience.
- **Piracy Detection:** AI helps monitor unauthorized distribution to protect intellectual property.

Audience Engagement & Personalization

AI makes the viewer experience more personalized.

- **Targeted Advertising :** Ads are dynamically displayed based on the viewer's preferences.
- **Sentiment Analysis :** Helps understand audience reactions by analyzing social media and reviews.
- **Chatbots and Virtual Assistants :** Improve user interaction by providing instant responses and information.

Monetization & Analytics

● **Predictive Analytics:** Helps in making strategic decisions by forecasting which content is likely to succeed.

- **Rights Management:** AI

simplifies processes to ensure proper usage rules and fair compensation for content.

'WAVES 2025': A Platform Shaping the Future of Media and Entertainment

To be held at the Jio World Centre in Mumbai from May 1 to 4, the 'WAVES 2025' summit is set to become a milestone event for the media and entertainment industry. The primary objective of the summit is to establish India as a major global hub for content creation and investment by leveraging its rich cultural heritage and creative talent. Industry leaders, stakeholders, and innovators from around the world will come together for discussions, collaborations, and exchange of new ideas.

'WAVES Bazaar': A Bridge Connecting Buyers and Sellers

'WAVES Bazaar' is a key component of the summit. It is a collaborative business ecosystem where buyers can discover new projects, express interest, and connect with sellers. At the same time, sellers can showcase their projects and explore new business opportunities. Features like category-based search and secure messaging make it easier to connect and collaborate within the industry.

Key Highlights of 'WAVES 2025'

The summit will feature a variety of events :

- **Conference Sessions :**



Sessions on various topics will be organized under the leadership of global thinkers and industry experts.

- **Media Marketplace** : A special section showcasing the potential and diversity of India's media and entertainment sector.
- **Exhibition** : A display of modern technology and creative works.
- **Cultural Programs** : Programs showcasing India's rich art and culture that will captivate the attendees.



Latest News and Updates

'WAVES 2025' will provide a comprehensive overview of the latest trends and developments in the media and entertainment industry. With a special focus on how AI and other technologies are driving innovation and development, it will offer insights into how the sector will evolve in the future.

Challenges and Issues to Consider

While the benefits of AI are immense, there are also challenges and ethical questions that need to be addressed :-

- **Impact on Jobs** : There is concern that automation may lead to a reduction in traditional jobs.
- **Ethical Concerns** : The potential misuse of technologies like deepfakes.
- **Data Privacy** : Ensuring the security and privacy of user data is crucial.
- **Human Element in Creativity** : The

increasing use of technology raises concerns about the diminishing touch of human creativity and emotions.

While addressing these challenges, the industry will need to strike a careful balance. AI should complement human talent, not replace it. The human touch will always remain important in creative industries.

The media and entertainment industry stands at the threshold of a new era. Events like 'WAVES 2025' are essential during this transformative period to foster collaboration and encourage new ideas. The integration of AI into the entertainment industry is not just a trend but a fundamental shift that promises greater efficiency, personalization, and creative possibilities. By embracing AI positively, without ignoring its challenges, the media and entertainment sector will continue to evolve, attracting global audiences while creating outstanding content. 'WAVES 2025' will undoubtedly play a pivotal role in shaping this future, providing a strong platform for stakeholders to come together, innovate, and guide the industry into a new era of creativity and technological progress. With the presence of esteemed Prime Minister, central ministers, and Chief Ministers, this summit is expected to mark the beginning of a bright future for India.

*Principal Secretary and Director General,
Directorate General of Information
and Public Relations.*



The Bazaar of New Era

The 'World Audio Visual and Entertainment Summit' (WAVES) which is going to be a milestone in the field of Media and Entertainment (M&E) had been organized in Mumbai. This ambitious summit is going to be a significant occasion for industrialists, professionals, business sector, innovators and investors.

Kishor Gangurde

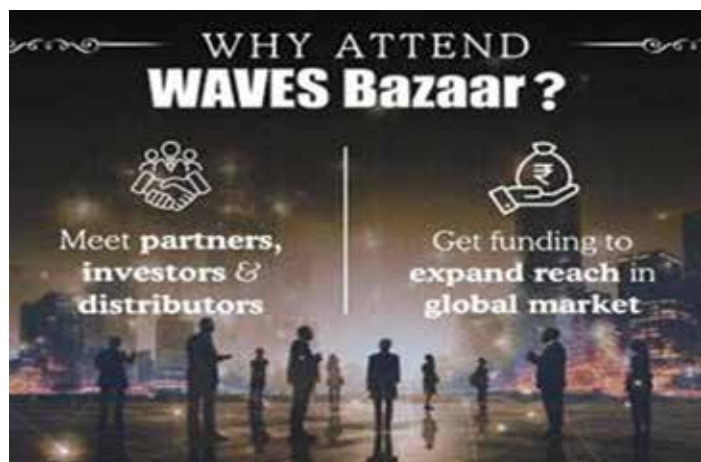
The WAVES-2025 is organized during 1st May to 4th May 2025 at JIO World Centre situated at Bandra- Kurla Complex in Mumbai. The WAVES Bazaar is an important part of the Waves Summit and it is going to prove as a platform for providing the best opportunity in the Media and Entertainment sector. Besides this, it will also be instrumental in becoming an important Hub for the Global entertainment exchange. India is experiencing a rapid development and significant transmission in the Media and Entertainment sector and the digital

media has ushered in a new era in M&E.

The Media and Entertainment industry had registered growth in the year 2024 but it was comparatively modest at 3.3 percent. This sector has a contribution of 0.73 percent in the Gross National Product of India. It is speculated that the growth in this sector in the year 2025 will elevate to 7.2 percent. Digital media has proved to be the biggest element in the media and entertainment industry of India and it has contributed 32 percent. This has been noted in the report of FICCI-E and Y, March 2025, under the heading "Shape the future : Indian Media and Entertainment is scripting a new story."

With the development of the media and entertainment sector in India, an online market 'WAVES Bazaar' has been started to provide a Marketplace for the people engaged in the M&E industrial sector. This innovative online Marketplace which connects professionals, business and creators in the global entertainment industry was formally inaugurated in January 2025.

WAVES Bazaar is fully prepared to enhance India's creative potential and



become a Hub for content creation, intellectual property and technological innovations. The focus will be on industries and sectors like broadcast media, print media, television, radio, cinema, animation, VFX, gaming, comics, sound and music, advertisement, digital media, social media platforms, Generative AI, Augmented Reality (AR), Virtual Reality (VR) and Extended Reality (XR).

WAVES Bazaar is not only a traditional market where goods are directly sold but it is a specialized marketplace which is specially designed to cater the professional needs of Media and Entertainment sectors. These include emerging significant industries like film, audio- visual, gaming, animation and visual effects. It is a dual format global online Marketplace where people engaged in this field can contact each other, round the year. They can exhibit their services and products and new professionals can search for more opportunities. On the other side, WAVES Bazaar is also organized in a physical form, as a part of some larger event or program.

WAVES Bazaar includes following element:-

The WAVES Bazaar includes elements from different sectors of Media and Entertainment and many options are available here for industrialists and professionals of this fraternity at one single place.

Film and Television/ Web series:- Organizers of various festivals, Global

distributors, OTT platforms are going to be connected here.

AVGC (Animation, VFX, Gaming, Comics):- Investors, purchasers and Publication platforms can exhibit their creations.

Radio and Podcast:- WAVES Bazaar is a dedicated place for audio content creators and they will be assisted in getting sponsorship along with their production and creations.

Sound and Music:- The music producers and sound designers will get collaborative and licensing opportunities.

Live events and influencer marketing:- Opportunities will be available for sponsorship, brand partnerships and reaching out to the audiences.

Through the medium of WAVES Bazaar, network related to film producers, distributors, game developers, animation studio, VFX companies will get professional opportunities for buying and selling of entertainment and media content, exhibition, exchange of knowledge and experiences, opportunity for attracting investors will be developed and it will be useful in future.

The WAVES Bazaar is going to prove instrumental in connecting the buyers and sellers in the field of media and entertainment. The sellers can showcase their films, animations, games, podcasts and related services at the global level. This will assist them to reach to the investors, distributors and purchasers

directly. The purchasers in the field of entertainment can get the high quality content. They can get information about modern projects and can also search for professional coordination as per their needs. The investors can come in contact with various attractive projects, get opportunities for joint- producers and can get assistance for seeking information related to the industry.

Facility of modern Center and market screening has been made available here at WAVES Bazaar for reaching out to the appropriate audiences and taking selective content to them. This modern Cell will provide the purchasers a secure digital place for reviewing films, animations and gaming IP before making a decision regarding partnership.

Market screening includes actual and virtual screening design to underline high potential projects that are going to play a key role in attracting the distributors and investors.

The WAVES Bazaar is going to prove a modern platform in redefining the future of business networking in the media and entertainment (M &E) sector.

With the merger of traditional industrial platforms and Modern Digital options, the WAVES Bazaar will foster global coordination and collaboration. Besides enhancing the evolution of industries, the WAVES marketplace will provide investors, purchasers, distributors and producers, the tools and

opportunities necessary for them to succeed in the competitive entertainment sector.

The WAVES Bazaar will make available opportunities to those who are content creators or professionals looking for the right platform or maybe a developer who is looking for investors or an artist waiting to perform before the global audiences. This is the best platform for weaving the professional network with mutual coordination.



The WAVES Bazaar concept has revolutionized the global media and entertainment industry and has made available a dynamic digital marketplace to connect professionals and creators and for increased

coordination and mutual co-operation. Right from films and gaming to music and advertisements and from uninterrupted networking and professional potential, the WAVES Bazaar is providing service to both- the purchasers and the sellers.

WAVES Bazaar is an important part of WAVES Summit and it is devoted to the field of media and entertainment. It is, for sure, going to be developed as an important Hub for exchanging global entertainment.

For more information visit :
www.wavesbazaar.com

*Director, Directorate General of
Information and Public Relations*



A Golden Opportunity For Global Content Hub

The World Audio Visual and Entertainment Summit (WAVES) 2025—a landmark event in the global audio-visual and entertainment landscape—is just two weeks away. Scheduled from May 1 to May 4, 2025, at the Jio Convention Centre in BKC, Mumbai, this grand summit presents a transformative opportunity for India to cement its status as a global “content superpower.”

Varsha Phadke-Andhale

Aligned with Prime Minister Narendra Modi’s vision, India has emerged as a leader in the creative economy—and, as always, Mumbai stands ready to lead the charge. WAVES 2025 is not just a summit; it is a catalyst for transformation that will amplify India’s creative capabilities, attract global investments, and shape strategic direction for years to come. Experts across sectors believe this is the moment for India to seize its place at the forefront of the global content industry.

Why This Summit Stands Out

India’s Media & Entertainment (M&E) industry is among the fastest-growing sectors, playing a significant role in employment generation and economic growth. Over the past decade, India has seen exponential progress across OTT, animation, gaming, VFX, film, music, and digital media.

According to the FICCI-EY Report, the Indian M&E sector surpassed \$28 billion in 2024, and is projected to reach \$34 billion by 2025. In this context, WAVES 2025 is not merely a discussion forum—it’s a bridge that connects India’s creative industries with global innovation, collaboration, and investment opportunities.

India Becoming Creative Superpower

India produces over 2,000 films annually in more than 20 regional languages. The global demand for Indian content on OTT platforms is surging—not only within the country but also across the US, Europe, the Middle East, and South Asia.

To leverage this demand, India must position itself as a true “content export hub.” WAVES 2025 marks a decisive milestone in that journey—serving as a platform for strategic policymaking and industry-defining action that will shape the future of India’s M&E sector.

Annual Global Event

Backed by both central and state governments, WAVES will be institutionalized as an annual summit. It will be driven by a dedicated secretariat and year-round team, ensuring a sustained focus on India's creative economy.

Much like the Oscars, Cannes Film Festival, or the World Economic Forum in Davos, WAVES will become a world-class annual gathering that places India at the heart of global creative discourse.

Global Participation

WAVES 2025 will host delegations from over 100 countries, making it larger in scale and ambition than even the recent G20 Summit. With the world in the midst of a rapidly evolving tech landscape, Maharashtra is being positioned to lead in emerging technologies and creative innovation. WAVES will serve as a launchpad for global collaboration and visionary thinking.

WAVES 2025: Key Highlights

- **Create in India Initiative** : Following the success of Make in India, the Create in India movement will be introduced on a global platform—showcasing India as a hub for content creation and innovation.
- **Platform for Emerging Talent** : Young creators from across India—



particularly in regional languages, animation, and gaming—will get a unique opportunity to showcase their work to a global audience.

● **Global Collaborations** :

Opportunities for partnerships with leading global players such as Netflix, Amazon, Disney+, and Sony Pictures will be explored.

● **Focus on Technology and**

Innovation : Deep-dive sessions on cutting-edge technologies like AI, virtual production, and interactive content will explore the future of storytelling and entertainment.

- **Strategic Dialogues** : WAVES will host high-level dialogues between policymakers, investors, creators, technologists, and industry leaders—creating pathways for policy innovation and investment.
- **Create in India Challenge** : A one-of-a-kind initiative to celebrate the creativity of emerging creators from around the world, offering them a platform to shine at WAVES 2025.
- **Masterclasses** : A rare opportunity to learn directly from global stalwarts and industry pioneers—offering deep insights into the future of media, entertainment, and technology.

WAVES 2025 is more than just an event—it is a vision. A vision of India rising as a global creative powerhouse, connecting talent with technology, innovation with investment and ideas with international impact.

Deputy Director (News)



India is a key player in the entertainment and media industry, which is growing at a rapid pace and is thriving in the constantly evolving landscape. We are witnessing a boom in content creation across diverse platforms fueled by the rise of digital streaming services, regional language productions, and a tech-savvy audience that demands fresh, engaging, and inclusive narratives.

India's Lagaan Moment on the Global Stage of M&E

Aamir Khan, Actor & Producer

It is important to realize the immense potential that this sector holds for India, not just as a source of entertainment but as a powerful medium for cultural expression, economic growth, and global influence. World Audio Visual & Entertainment Summit, known by the acronym WAVES, hosted by the Government of India in Mumbai, Maharashtra, from May 1 to 4, 2025, promises to be a testimony to India's

growing stature, and WAVES Bazaar is a key component of the event. As someone who has spent decades in the industry, I believe that storytelling has the power to unite, inspire, and transform. With WAVES and WAVES Bazaar, we are taking a bold step towards creating a more collaborative and inclusive future for the global entertainment community.

WAVES Bazaar attempts to be a revolutionary online marketplace designed to connect professionals, businesses, and creators across the global entertainment ecosystem. With its mission to foster seamless collaboration, WAVES Bazaar attempts to serve as the ultimate business hub for the Media & Entertainment industry, enabling professionals to expand their reach, discover new opportunities, and engage in high-value partnerships. Officially launched on January 27, 2025, by Shri Ashwini Vaishnaw, Union Minister of Information & Broadcasting, Railways, and Electronics & Information Technology, WAVES Bazaar is a key instrument in realizing the Hon'ble Prime Minister's vision of transforming the WAVES Summit into a flagship event in the Media & Entertainment sector, akin to the Davos Summit for the finance and economy sectors.

Since the launch, I believe 5500 buyers, more than 2000 sellers and approximately 1000 projects have been registered on the portal from different verticals of M&E sector. In the long term, the portal hopes to evolve into a

comprehensive content marketplace and networking hub for the M&E industry, featuring AI-powered profiling and matchmaking tools. It will also host online pitching sessions, virtual B2B meetings, webinars, and more, all within the platform.

WAVES Bazaar is a one-of-a-kind e-marketplace that brings together stakeholders from across the Media & Entertainment spectrum—including film, television, animation, gaming, advertising, XR, music, sound design, radio, and more. The platform will act as a bridge between buyers and sellers, ensuring that industry professionals can easily showcase their expertise, connect with potential clients, and secure meaningful collaborations.

Whether you're a filmmaker searching for a production partner, an advertiser seeking the right platform, a game developer looking for investors, or an artist wanting to showcase your work to global audiences, WAVES Bazaar hopes to provide a dynamic space for industry professionals to network, collaborate, and grow their businesses.

WAVES Bazaar is an integrated B2B marketplace revolutionizing how the global entertainment industry connects, collaborates, and grows. Bringing together professionals from film, television, music, gaming, animation, advertising, and immersive tech like XR, AR, and VR, the platform provides a comprehensive space for listing, discovering, and transacting across diverse creative sectors. Whether you're a producer seeking distribution, a

game developer pitching new IPs, or a sound designer looking for licensing opportunities, WAVES Bazaar streamlines the entire process with category-specific listings, secure viewing rooms, and curated networking features.

Designed for seamless business interactions, WAVES Bazaar empowers both sellers and buyers to find the right partners and opportunities without geographical limitations. Sellers—from film studios and animation houses to podcast creators and marketing agencies—can showcase their services and content to a global audience of investors, distributors, and collaborators. At the same time, buyers gain access to high-quality, cutting-edge projects, while investors discover co-production deals and scalable ventures. The platform also integrates exclusive access to industry events, viewing rooms, investor meet-ups, and live screenings, ensuring that meaningful deals go beyond virtual interactions.

The highlight of WAVES Bazaar will be its physical presence at the WAVES Summit at the Jio Convention Centre, BKC, Mumbai from 1st to 4th May 2025. Selected participants from the digital marketplace will gain the opportunity to pitch, network, and close deals in person with top-tier stakeholders. From curated screenings to live discussions and collaboration forums, this summit merges the digital and physical to shape the future of entertainment networking. With its innovative approach, WAVES Bazaar is not

just a platform—it's a movement towards a smarter, more connected, and globally inclusive entertainment industry.

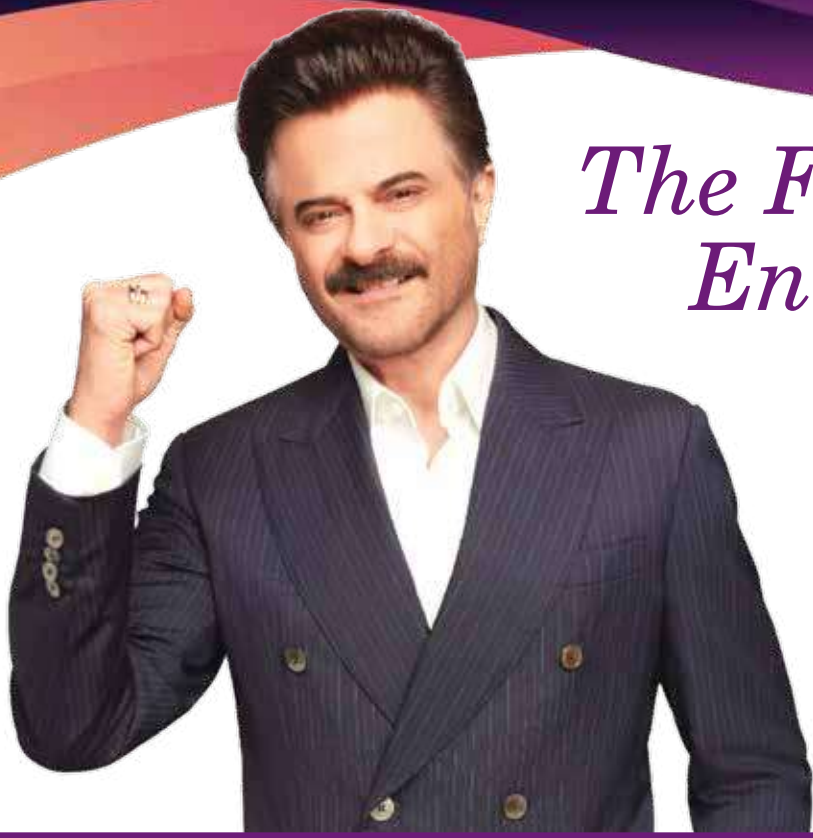
As artists, we constantly seek spaces that challenge us, inspire us, and push us to think beyond the conventional. WAVES attempts to be such a space—a movement that encourages collaboration across languages, cultures, and mediums. I'm proud to be a part of this visionary



journey, and I look forward to seeing how WAVES will redefine the way we connect, create, and celebrate stories—not just in India, but around the world. I believe we are witnessing India's Lagaan moment in the media and entertainment world—a moment of unity, courage, and vision that will echo far beyond our borders. Let us come together to imagine, to share, and to build a future where every voice has a chance to be heard.

Source : PIB, Mumbai





The Future of Indian Entertainment :

From Jugaad to Global Greatness

I have always believed that India is the land of boundless creativity, unstoppable passion, and unmatched ingenuity. Long before we had large-scale investments and fancy studios, we had hard work and jugaad.

Anil Kapoor, Actor

That's how iconic films like Mr. India came to life. My friend Shekhar Kapoor can tell you stories about the tiny fixes and clever ideas that powered that film — it wasn't money, it was pure brain and heart.

But times have changed. Audiences have changed. Today, the world of entertainment is no longer limited to a cinema hall or television screen. It's spread across virtual worlds, AI-powered avatars, high-end visual effects, and immersive experiences. If India wants its next Mr. India to not just charm the country, but to

reverberate around the world, we must equip our creators with more than just ideas — we must give them resources, direction, mentorship, and platforms.

And that's where the Government's WAVES initiative comes in. WAVES is not just a program — it is a movement designed to strengthen the entire Media & Entertainment ecosystem.

Producing great cinema, games, virtual experiences or music is no longer a task for Bollywood alone. It requires strong post-production pipelines, world-class VFX studios, seamless business environments, cutting-edge animation houses, and, above all, a supportive ecosystem of investors and

mentors. For years, we've had incredible creators in this country, but what we lacked was the bridge between those ideas and the big



stage. WAVES has come forward to build that bridge. The grand vision behind this mega Media and Entertainment event has been inspired by none other than Hon'ble Prime Minister Modi ji himself, with strong support from almost every major industry association (FICCI, IDGS, CII, ICA etc) of the sector. The event's design and direction are being shaped by an advisory board comprising stalwarts from the film and entertainment world — and I'm proud to say, I'm one of them!

One of the most exciting components of WAVES is WAVEX — a startup accelerator built to nurture the boldest ideas in entertainment and media. WAVEX integrates creativity, innovation, and investment into one dynamic platform. Here, young creators, tech entrepreneurs, and dreamers will not only find funding from top investors but also mentorship and exposure to industry legends.

WAVES Summit is set to take place at the Jio World Convention Centre in Mumbai from 1st to 4th May. On 2nd and 3rd May, the spotlight will be on startups as they pitch their innovations to some of the sharpest minds and investors in the industry. The best among them will even stand a chance to secure a direct entry into the prestigious Sony Shark Tank India — now if that isn't double jhakkas, what is?

And the ideas emerging from this platform are nothing short of thrilling! Virtual reality simulations where you can step into a digital

battlefield and stop Mogambo's missiles, magical educational gadgets with blinking lights and colorful buttons, AI-driven avatars that can talk in my style (yes, imagine that!), drone-shot virtual tourism experiences, high-energy music battles, truth-verifying tools, piracy busters, and so much more.

All this and more is being showcased under WAVES and WAVEX, opening new frontiers for creativity and investment in India's entertainment industry.

What excites me even more is the chance for these startups to engage directly with global leaders like Shantanu Narayen, Satya Nadella, Adar Poonawalla, Kiran Mazumdar-Shaw, and experts from OpenAI, YouTube, Microsoft, and Google. Learning from the best is how the best are made.

I have no doubt that with initiatives like WAVES and WAVEX, India's creators will not just entertain the world — they will redefine it.

So to all the bright minds and creative souls out there:

if you've got a dream, this is your stage.

Register your startup at wavex.wavesbazaar.com before May 21st.

The future is waiting. 1...2 ka 4!

Source : PIB, Mumbai



Khadi : An Eternal Fashion

"From 750 to the Best: Meet the Creative Minds

Shortlisted for the 'Make the World Wear Khadi'

Challenge" After an

overwhelming response to

the 'Make the World Wear

Khadi' challenge, with over

750 participants from

around the globe, the

finalists have been selected.

A distinguished jury from

the advertising and creative

industries evaluated the entries based on originality, cultural resonance, and global appeal.



Dhanalakshmi P

Shortlisted Candidates :

Iman Sengupta & Soham Ghosh – Havas Worldwide India; Kartik Sankar & Madhumita Basu – 22feet Tribal; Kajal Tirlotkar – Interactive Avenues; Tanmay Raul & Mandar Mahadik – DDB Mudra Group; Akash Mejari & Kajol Jeswani – DDB Mudra Group.

The winners will be announced at the World Audio Visual & Entertainment Summit (WAVES) in May 2025.

Imagine wearing a fabric that's not just stylish but also tells a story of freedom, sustainability, and global influence. That's Khadi - India's iconic fabric! Why are we talking about Khadi now? Is it because it's hot summer, and what other fabric can give solace to the skin and well-being other than Khadi? Of course, it is. But one more important reason for bringing this dialogue is hoping you have heard of the "Make the World Wear Khadi" challenge - one of the 32 Create in India Challenges being conducted as part of the inaugural World

Audio Visual & Entertainment Summit (WAVES), happening from 1st to 4th May 2025 in Mumbai.

This isn't just another campaign. The challenge is more than just a call to action. It's an initiative where creative minds from around the world compete to transform Khadi from a traditional fabric into a global fashion icon through their digital art, social media storytelling, or advertising concepts. The initiative helps creators across the globe to put their creative stamp on something legendary. The Create in India Challenge, and especially the Make the World Wear Khadi segment, offers creative professionals an incredible opportunity to reshape how the world sees Khadi. By blending India's cultural heritage with cutting-edge creativity, participants can help establish Khadi as a global fashion force that reflects modern values.

With over 750 participants registered for the 'Make the World Wear Khadi' challenge, both from India and around the world, the stage is set for a creative showdown that highlights India's innovative spirit on the global stage. Participants were tasked with creating one print creative, one outdoor hoarding, and one digital/social media creative. Registration opened on January 27th, shortlisting took place in March, and the final list of shortlisted candidates have been announced yesterday. A distinguished jury, comprising stalwarts from the advertising and creative industries, evaluated the submissions based on originality, cultural resonance, global appeal, and alignment

with the contest's vision. The shortlisted entries stood out for their strategic insight, powerful storytelling, and the ability to spark a global conversation around khadi.

A total of five candidates have been shortlisted : Iman Sengupta & Soham Ghosh – Havas Worldwide India; Kartik Sankar & Madhumita Basu – 22feet Tribal; Kajal Tirlotkar – Interactive Avenues; Tanmay Raul & Mandar Mahadik – DDB Mudra Group; Akash Mejari & Kajol Jeswani – DDB Mudra Group.

Winners will be announced at the WAVES Summit in May 2025

Khadi : The Cool Factor of Sustainable Fashion

Khadi isn't just old-school; it's the future of sustainable fashion. Handwoven, eco-friendly, and made with love, Khadi represents everything Gen Z and Millennials care about, authenticity, sustainability, and ethical choices. Plus, it's made by artisans, empowering local communities while keeping the environment happy.

But Khadi is more than just a fashion trend, it's a movement. Rooted in India's struggle for independence, Khadi became a symbol of self-reliance and empowerment during the freedom movement led by Mahatma Gandhi. Today, it's a sustainable, handmade, and eco-friendly fabric that continues to empower artisans, especially in rural India, while contributing to the fight against fast fashion's environmental toll.

Thanks to Prime Minister Modi's

clarion call years before for manufacturing products with “zero defect, zero effect,” Khadi aligns perfectly with its eco-friendly processes and sustainable production, reinforcing its role in the global shift toward ethical fashion. The government’s “Make in India” initiative also plays a crucial role in ensuring that Khadi products meet international standards.

As it is rightly said, “We do not inherit the earth from our ancestors, we borrow it from our children.” This sentiment perfectly aligns with Khadi’s ethos, a sustainable, eco-conscious fabric that connects us to our past while safeguarding the planet for future generations.

As the world continues to embrace sustainable, eco-conscious practices, Khadi’s place on the global stage is clearer than ever. This fabric is not just a relic of the past but a beacon for the future. From the handcrafted artistry of rural artisans to the global appeal of its timeless fabric, Khadi is poised to redefine what it means to be stylish and sustainable in today’s world.

Role of KVIC and Government Initiatives

At the heart of Khadi’s resurgence is the commitment of the Khadi and Village Industries Commission (KVIC). As the nodal agency for Khadi’s promotion, KVIC

supports the empowerment of local artisans by facilitating access to skills training, financial support, and market exposure. Through government-backed initiatives and programs, KVIC has ensured that Khadi not only sustains its rich tradition but evolves to meet the demands of today’s global fashion market.

The WAVES Summit isn’t just another event; it’s a global creative playground.

Think of it as the hub for the media and entertainment world, with workshops, competitions, and networking opportunities with industry leaders from broadcasting, gaming, digital media, and more. The ‘Make the World Wear Khadi’



challenge has been designed to bring fresh, bold ideas to the forefront from across the globe, inspiring creativity that might even make the world wear Khadi.

As we eagerly await the announcement of the winners during WAVES 2025, the challenge promises to unveil fresh and creative ways to position Khadi as a modern, aspirational, and sustainable brand and the excitement builds for what’s to come.

Author is Media & Communication Officer at PIB Mumbai



Radio Waves of Community Led Social Change

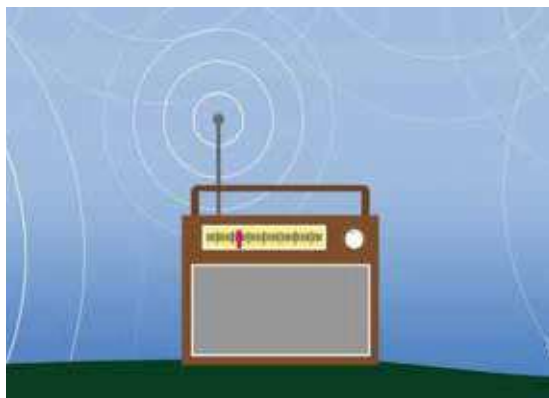
In today's digital world of hashtags, GIFs and reels, communication has expanded across a variety of mediums. Large parts of India today cannot think of a world without the internet and the quick communication it has enabled. Yet one would be misinformed to imagine that effective communication is restricted to unilateral means.

Dr. Brijender Singh Panwar

A study of target audiences and their cultural contexts allows one to explore the different communication mediums that have been initiated and adopted by individuals and communities to suit their circumstances. The Community Radio is one such creative medium that is flourishing in different parts of the country today including educational institutes and rural heartlands. A radio set is the most frugal commodity often owned and operated by even those at the bottom of the pyramid. At the heart of this communication medium lie the values of community led ownership and grass root expression. It is a

platform which allows communities to express themselves in their language and discuss issues that lie at core of their existence. Mediums such as these therefore not only create partnerships and develop communication and management skills but also become catalysts of social change. Governments hence play an important role in recognizing and encouraging these local communication efforts that also help build robust communities.

The Community Radio is set to truly make 'Radio Waves' at the "World Audio Visual and Entertainment Summit (WAVES), 2025" which is to be held in Mumbai from May 1 to 4, 2025. WAVES is being organized with the vision of connecting India's Media &



Entertainment (M&E) industry with the global markets, fostering growth, collaborations and innovations. The key objectives of WAVES is to drive industry growth, nurture innovation, empower young talent and promote cultural exchange. The Community Radio Association of India (CRAI), the registered, elected organization of Community Radios, in collaboration with the Ministry of Information and Broadcasting, Government of India is organizing an array of initiatives at WAVES focusing on creating awareness and encouraging the development of Community Radio Stations in India.

The Community Radio Content Challenge is one among 32 Create in India Challenges. Each of the 32 Challenges under this initiative is designed to test skills and inspire youth to showcase their talents on a distinguished platform spanning diverse fields such as animation, gaming, esports, comics, filmmaking and more! The Community Radio Content Challenge is designed to highlight the diverse skills and unique voices that Community Radio Stations bring to the airwaves and inspire them to experiment with new formats, genres and storytelling techniques. This hopes to create opportunities for Community Radios to share knowledge, learn from each other and build connections. The Challenge will



recognize and reward programs that make a real difference in their communities. Entries for the challenge have been sought from five categories namely - Public Health and Safety, Education and Literacy, Women and Child Development/ Social Justice and Advocacy, Agriculture and Rural Development and Cultural Preservation. A panel of experts, including renowned media personalities and representatives from the CRAI, will evaluate the entries, shortlist participants and finally select and award winners.

Apart from this a Community Connect Zone will be created by the CRAI at the CreaToSphere in WAVES. The Community Connect Zone aims to showcase the essence of

Community Radio Stations and their significant contributions to various communities. The key elements of the Community Connect Zone are a Community Radio Stations Compendium Display Flip Book, the CRS India Map or Radio Garden, a Live Radio Set Up and a Newsletter.

The Community Radio Stations Compendium Display Flip Book is a visually appealing, interactive flip book that will contain a comprehensive compendium of Community Radio Station initiatives across India. Attendees can browse through this digital compendium to understand the evolving landscape of community radio and its pivotal role in shaping local and regional

narratives and learn of success stories.

A large, interactive map of India will be displayed to showcase the location of active Community Radio Stations across the country. Alternatively, a Radio Garden concept will be used, where visitors can virtually explore and listen to different community radio stations broadcasting from various parts of India. This will help visitors understand the diversity of voices and issues that Community Radio Stations represent.

A Newsletter that captures the most recent developments, activities and initiatives arising from the Waves Community Radio Content Challenge will be prominently displayed. This will include insights into the creative challenges faced by Community Radio Stations and their responses. The newsletter will keep visitors updated on trends in radio broadcasting and innovative community-led programs.

A dedicated space to celebrate Community Radio Station awardees for their exceptional contributions to community radio will be earmarked. This corner will showcase profiles of Community Radio Stations, producers and volunteers who have won awards for their impact on society. Visual displays and multimedia presentations will highlight their stories, emphasizing the influence of community radio in areas like education, health, social justice, tribal welfare, women empowerment, environmental sustainability and more.

In order to provide an immersive experience, a Live Radio Set Up will be

established within the Zone, where visitors can interact with radio hosts, community broadcasters and engage in live discussions. The setup will allow visitors to participate in real-time broadcasts, ask questions, share experiences and engage with experts in the field of community radio.

A section dedicated to showcasing the “Mann Ki Baat” series will feature episodes aired via Community Radio Stations. This compilation will allow visitors to listen to key episodes that have resonated with diverse communities, reflecting important issues, national milestones and initiatives. The focus will be on how such broadcasts have connected the masses and empowered local communities.

Along with this more than 530 Community Radios from across the country are also participating in the deliberations at WAVES between the 1st to 4th of May 2025.

Engaging with Community Radios has time again proved that there is no dearth of talent and enthusiasm within communities in areas beyond Metropolitan and Tier 1 cities. WAVES aims to bring to fore the skills and potential of all such efforts in the media and entertainment sector and provide them with a global platform to connect and collaborate. The ultimate beneficiaries of such an initiative it is hoped, are the communities that these radio stations represent!

*senior journalist and at present Director,
M.S.Panwar Institute of Communication &
Management, Solan, and Station Director of
16-year-old HAMARA MSPICM COMMUNITY
RADIO SOLAN.*





*Before the 1930s,
Indian film actors sang
'live' during shoots,
accompanied by
musicians
playing the tabla, sitar,
accordion and all other
instruments on a trolley.
This heavy process
changed with the advent
of advanced sound-
recording technology.*

Immersive Revolution in Indian Cinema

Mukul Bose, a technician of New Theatres, Calcutta, pioneered the playback system in 1935. In the film 'Bhagya Chakra,' Bose recorded the songs separately and made the actors lip-sync them during shooting. Three years later, in 1938, K.L. Saigal was slated to use playback technology for the iconic song 'Babul mora' in 'Street Singer'. Due to his resistance to new technology, K.L. Saigal insisted on singing live during the filming of forcing director Phani Majumdar to abandon the playback system for the film. The rest is history because the live performance of Saigal



Atanu Ghosh

singing 'Babul Mora' in 'Street Singer' became iconic.

This anecdote illustrates a broader truth: throughout history, artists have often grappled with the arrival of new technologies, viewing them with scepticism, fear, or resistance. The tension arises not only from a fear of obsolescence but also from a deep connection to craft and artistic identity.

In its one hundred thirty-odd years of history, cinema is poised for yet another technological revolution with rapid advancements in fields like Artificial Intelligence, Virtual Reality, Augmented Reality, and Extended Reality. Utilisation of this technology can change storytelling modes and alter movie-making processes. Curiously, both major movie production houses and independent filmmakers can gain from its time efficiency, cost-effectiveness, and much-improved results. And here's where WAVES (World Audio Visual and Entertainment Summit) seeks to guide and support both established practitioners and upcoming talent with active participation from academic experts and industry professionals. WAVES aims to bridge the gap between creativity and technology, fostering innovation and collaboration. It seeks to provide a platform for knowledge exchange and skill development. Hopefully, this will empower participants to adapt to the evolving entertainment industry demands.

In the last couple of decades, computer-generated imagery and visual

effects have been the most significant areas where technology has revolutionised Indian cinema. Traditional visual effects were time-consuming and required teams of artists to manually work together for days. Programming algorithms can now automate significant parts of this process by using machine learning to track movement, generate realistic textures, or simulate lighting conditions with uncanny accuracy. Let's look at two specific uses. Suppose there is a large stadium, and we will need enormous budgets and production resources to fill it with actual spectators. Simulation of crowds can easily be done with graphics. Similarly, we can meticulously touch up make-up blemishes to increase or decrease an actor's age. The results are impressive as the graphics seamlessly blend into live-action footage. A scope such as this can prove invaluable



in creating mythological worlds, fantastical creatures, and action sequences of greater-than-life size.

Now, if we discuss the possibilities of the near future utilising the latest technology, we can look forward to virtual production. This is a technique that combines real-time rendering engines with AI to simulate environments before shooting begins. Filmmakers might



benefit greatly by adopting this approach to save time and money during pre-production. Further, AI-driven visualisation tools could help filmmakers and cinematographers block scenes, plan camera movements, and visualise complex sequences before a single frame is shot. This might be particularly beneficial in films where the action takes place on a large canvas, where smooth orchestration between graphics and live performance is essential. One of the most laborious phases in filmmaking has been post-

production. AI promises to expedite colour grading, matching tones between scenes, and even removing unwanted elements from the image - tasks that previously required long hours of manual work. In the realm of sound, voice cloning, lip-sync corrections, and dubbing in multiple languages are other areas where AI is likely to have a substantial impact. In the coming years, it will be interesting to see how much of this comes to fruition.

In content creation, we're still exploring AI at the very early stages. But I hear screenplay writers are intrigued by it! AI tools can analyse thousands of scripts, genres, and audience preferences to suggest plot points, character arcs, and dialogue variations. This does not replace the creative mind, but augments it, offering insights that can make narratives more engaging or culturally resonant. For instance, a filmmaker developing a complex historical epic could use AI to research period details and dialects in seconds.

One of the biggest impacts of AI and immersive technology is democratisation. Now, independent filmmakers can create high-quality content with AI-powered tools. Cloud-based editing suites and open-source software let users experiment with VFX, animation, and sound design without spending a lot of money. AI can help cinematographers predict the most efficient camera angles and lighting scenarios to achieve the desired effect in each scene. Using it, editors can scan hours of footage and

come up with notes and analysis. The editor can then pick the best shots to include in the final cut, saving time and increasing efficiency. There's a lot of restoration going on with old Indian movies, and AI plays a big role in it. Digital restoration of original degraded film reels, duplication of these degraded photochemical films, reduction of dirt, scratches, and flickers, while also boosting picture quality, since the footage is original. There are a lot of languages spoken in India, and movies are made in them. Artificial intelligence can help with captioning, dubbing, and translating these films to a wider audience by improving language processing.

While the benefits are vast, the use of AI in cinema raises quite a few ethical concerns. If misused, deepfake technology can lead to misinformation or consent violations. There is also the question of artistic authenticity: Where do we draw the line between human creativity and machine assistance? Further, implementing AI in film production can be expensive. Not all filmmakers and producers can likely afford such investments. Moreover, any technology comes with a risk of dependence. By using artificial intelligence in production, filmmakers risk becoming overly reliant on technology. It is imperative that AI requires data, and that data needs to be collected and prepared. Concerns regarding data privacy have already become a major issue in other industries, but the use of facial recognition and

biometrics raises this concern even further. As AI systems are increasingly being used in various sectors, they are becoming attractive targets for hackers and cybercriminals. The algorithms used in AI systems can be subject to bias, resulting in stereotypes or limiting representations of various groups of people. These systems are great for generating new ideas within predefined parameters. However, they don't have the fluidity and spontaneity of human creativity. Current AI systems excel at pattern recognition and process large volumes of data quickly. However, they lack the human capacity for understanding, intuition, and empathy.

To take the plunge into the lure of technological marvel or not - that remains the dilemma! As Indian filmmakers and technicians stand on the edge of technological transformation powered by AI-driven immersive tools, there is scope for boundless creativity and efficiency, leading to increased audience engagement. But on the other hand, the fear of losing jobs or artistic control, navigating steep learning curves, and ethical landmines cannot be ignored. Yet, history shows that Indian cinema has never stopped reinventing itself—from silent reels to computer graphics-driven epics. As the industry experiments with algorithms and avatars, it may eventually discover that storytelling still beats when technology serves creativity, but does not replace it.



Stories That Posters Tell!



Dr. Milind Damle

It is exciting to announce that the Ministry of Information and Broadcasting, Government of India, in collaboration with the National Film Development Corporation – National Film Archive of India (NFDC-NFAI) and ImageNation Street Art, is organizing the International Film Poster Making Challenge under the World Audio-Visual Entertainment Summit (WAVES). This initiative aims to connect young audiences with the rich legacy of film posters, which initially began as handmade artworks and after 1990, transitioned to digital formats. This effort will innovatively promote and celebrate India's vast cinematic heritage on a global platform.

For decades, film posters were a cornerstone of the cinematic experience, playing a pivotal role in movie publicity. Handmade posters have been used to publicize feature films for over a century, serving as a bridge between the film industry and its eager audiences. Film enthusiasts looked forward to these posters, often guessing the plot and tone of the films based on their designs. Filmmakers depended heavily on posters

as an integral part of their marketing strategy, using them to build anticipation and drive audience interest. Posters not only gave a glimpse of the film's narrative but also told stories of what went on behind the scenes.

One prominent thought that comes to mind with this competition is the work of Raj Kapoor, as his birth centenary is being celebrated. His iconic film *Barsaat*, which celebrated its 75th anniversary last year, has many stories both on-screen and off. This film marked several firsts, including the creation of the musical duo Shankar-Jaikishan.

The film, *Barsaat* (1949), was the second production from RK Films, and it was here that Shankar-Jaikishan made their debut as music directors. It was Prithvi Theatres where the bond between Raj Kapoor and the duo grew stronger. Interestingly, the initial poster for the film credits Ram Ganguly as the music director who had composed for RK Films' first production *Aag* (1948) but was replaced by Shankar-Jaikishan following a disagreement over a particular tune. Of course, there are different versions of this story, but this transition in music direction is reflected in the early poster, which

serves as a piece of visual history.

Another notable detail in the posters for Barsaat is the credit given to Inder Raj as the writer in one of the earlier versions which does not mention the debut of actress Nimmi. This omission indicates that the poster was part of pre-production publicity. The famous artist S. M. Pandit, known for creating covers for FilmIndia magazine from 1938 to 1959, designed this particular poster. However, there is a curious absence of his signature in the FilmIndia Diwali issue of November 1948, where a poster for Barsaat is instead credited to another artist, Baraskar. Pandit had a practice of crediting his associates such as Mulgaonkar, Baraskar or Padmaraj. If anyone had contributed to the poster, the signature would read “Studio S. M. Pandit”, however, this Diwali number has no mention. Shri Subodh Guruji, the famous art director and expert in handmade posters confirms that the poster was done by Baraskar owing to the technique and the use of colours. Baraskar’s poster, unlike Pandit’s more detailed works, uses simple strokes to suggest rain, subtly hinting at the film’s storyline without revealing too much. The poster was part of the pre-release campaign, as evidenced by the early credits for the film. Barsaat was released on 21st April 1949.



Barsaat marked the beginning of many long-standing collaborations for RK Films. For instance, Shailendra wrote songs for the first time for this film, teaming up with Hasrat Jaipuri, who had written only one song for Aag. Lata Mangeshkar also began her enduring association with RK Films during Barsaat, lending her voice to songs that would become classics. Additionally, cinematographer Jal Mistry made his debut with this film, and his work introduced Kashmir’s picturesque landscapes to the big screen for the first time. The film also marked the writing debut of Ramanand Sagar, a young playwright from Kashmir, who would go on to become a key figure in Indian cinema. He had also written a play ‘Kalakar’ for Prithvi. Barsaat holds a special place in the history of Indian film not just for its narrative but for the way it brought together a group of talented individuals who would leave a lasting impact on the industry.

This poster credits Ramanad Sagar instead of Inder Raj, and Shankar - Jaikishan instead of Ram Ganguly while also including the debutante Nimmi.

One of the most iconic images from Barsaat is the poster featuring Raj Kapoor holding a violin in his left hand, with Nargis leaning on his right arm—a powerful representation of the love story between their characters, Pran and Reshma. This image not only

highlights the romance central to the film but also emphasizes the importance of music in the narrative, as Pran is a musician in the story. The RK Films logo, a key element in the banner's publicity materials, is notably absent from this poster because the logo was only introduced after the release of Barsaat and first appeared on posters for Awara (1951).

Contrary to popular belief, the RK Films logo did not originate from a scene in Barsaat but from a publicity photo shoot conducted for the film.

The legacy of Barsaat and its posters offers an intriguing insight into the world of cinema, where images and designs not only advertise films but also tell deeper stories of collaboration, innovation and creativity. As we look back on the history of film posters, it's clear that they played a significant role in shaping public perception and building anticipation for films. Posters were not just promotional tools; they served as a connection between filmmakers and the audience, igniting imagination and curiosity.

The International Film Poster Making Challenge is a unique opportunity for young students of cinema and artists to explore this rich history and create new interpretations of classic films.



Participants will have the chance to reimagine posters from a curated selection of 20 films, allowing them to combine their artistic skills with a deep understanding of the films themselves. This competition not only honours the legacy of Indian cinema but also encourages the next generation of artists to contribute to its ongoing story.

The competition features three categories: a Digital Poster competition, which is open to all Indian nationals, a Hand-Painted Film Poster competition, which is exclusively for educational institutions, and lastly an International Poster competition which is open to foreign nationals. Through this competition, young artists will have the opportunity to revisit the art of film posters, breathe new life into them, and share them with the world, keeping alive the tradition of storytelling through imagery that has been central to cinema for over a century.

More information about the challenge and how to participate can be found on the website: <https://www.nfdcindia.com/waves-poster-challenge-2025/>.

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The Timeless Art of 9 Movie Posters: **A Visual Journey Through Indian Cinema**

Subodh Guruji

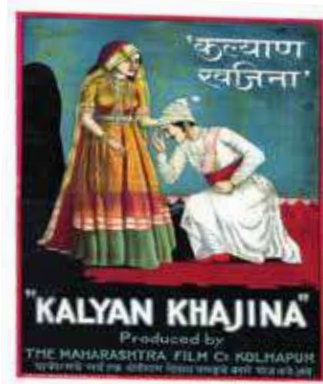
Whether we refer to it as the world of cinema or the film industry, it encompasses not just the films themselves, but also the rich visual artistry that surrounds them. Among the most captivating expressions of this visual culture is the art of the movie poster. These posters narrate the essence of a film, evoke emotion, and, with just a single glance, can elevate our expectations. For decades, posters have played a pivotal role—not only in promoting films but also in shaping their identity. From the early days of hand-painted designs to today's sleek digital formats, poster art has evolved in tandem with the growth of Indian cinema. Yet, this rich and layered history often remains overlooked.

So let us delve into the journey of Indian movie posters, exploring their artistic evolution, cultural significance, and the lasting impact they have left on the world of cinema.

A Film Poster's Journey Toward Art

From a very young age, I have been captivated by these posters. I still vividly recall the moment when my artist father placed a brush and colors in my hands.

With the brush and colors in hand, I began filling in the bold letters of a film poster. That was my first immersion into the world of colors and shapes at such a young age. Even as a child, I developed a deep appreciation for the artistic language that speaks through these expressive posters. This marked the beginning of my journey toward understanding the rich



history and cultural significance of Indian film posters. And so, my path on this journey began.

In India, film posters are far more than just advertising tools—they are enduring works of art deeply embedded in the nation's cultural fabric. These posters not only reflect social and political contexts but also mirror the hopes and aspirations of the people. Even today, they retain their relevance and continue to serve as

powerful trendsetters.

The poster created in 1924 for the film Kalyan Khajina is considered the first film poster in India. This art form emerged twelve years after the advent of silent films, which introduced a new medium and expression of art. At that time, posters were hand-painted. The artists who created them were true craftsmen. They had limited resources, but their creativity knew no bounds—it was unrestricted and unconfined by any limitations.

The Evolution of Hand-Painted Posters

The golden era of hand-painted film posters began in the 1930s and continued uninterrupted until the 1980s. The extraordinary works of poster artists like Baburao Painter and J. B. Dixit went far beyond mere film advertisement. They gave this art form new dimensions. The illustrations on their posters told the stories of the films, captured emotions with precision, conveyed the exact drama of the narrative, and showcased the grandeur of Indian cinema. These artists chose to remain behind the scenes, preferring anonymity while continuing to create timeless art.

Their names were not widely known, yet their work played a significant role in carrying forward the legacy of Indian cinema. As a result, their contributions

became timeless. The craftsmanship in these posters was both striking and remarkable. The hand-drawn portraits by the artists were often depicted in dramatic poses. To maintain uniformity, these images were painted with great precision. Bold colors and distinctive typography further enhanced the visual appeal of the posters.

The size and prominence of an actor's image on a poster were determined by the importance of their role in the film. As a result, even before watching the movie, audiences could understand the hierarchy of characters and the significance of their roles.

By the 1920s, lithography—also known as stone printing—had made its way into film poster production. This allowed artists to print posters using a limited number of colors. Despite certain constraints, the poster for the film Sati Savitri (1927) set a powerful example of how outstanding quality could be achieved with minimal resources, given true creativity. Technology played a significant role in spreading posters across the country. Yet, no matter how much progress technology made, the magic of hand-crafted posters remained intact. The hallmark of these works was the pure, unrestrained creativity of the artisans. They would lavishly splash colors onto the posters. With cohesive compositions and balanced



layouts, these posters stood out with striking visual appeal.

The Changing Face of Poster Art

As Indian cinema evolved, so did the styles and techniques used in poster creation. During the 1950s and 1960s, with the onset of the golden era of the Indian film industry, multicolored posters began to flourish. The grandeur and scale of films like *Mughal-e-Azam* and *Mother India* were vividly reflected in their posters. These posters played a crucial role in elevating the popularity of such films to new heights. They featured grand images of the film's stars, portraying them in a larger-than-life manner.

During this period, classical art styles—focused on realism and portraiture—dominated film posters. As the film industry evolved, these changes were also reflected in the art of poster-making. Just as cinema progressed, so too did its posters. In the 1970s and 1980s, elements of abstraction, surrealism, and fantasy began to make their way into poster design.

It was a time when film actors began taking on increasingly dramatic roles. Action heroes and villains were often portrayed in direct opposition to each other. Posters featuring grand, larger-than-life images of both became attention-grabbing and visually striking. Posters of films like *Sholay* and *Deewaar* became iconic for this very reason. They portrayed

heroes and villains in a larger-than-life manner. The drama and action of the films were perfectly captured in these posters. During this period, posters became more stylized. The use of bold, block-lettered titles increased, often set against abstract backgrounds. As a result, these posters heightened audience excitement and anticipation for the films they promoted.

Advertising began to feel more dynamic. Although posters were still hand-painted, this era saw the adoption of more advanced artistic techniques. Artists began experimenting with new color palettes and innovative compositions.

The 1990s marked a pivotal shift in the world of posters. With the rise of digital technology, the once-vibrant art of hand-painted posters began to fade into obscurity, gradually replaced by their digital

counterparts. These new posters could be produced more quickly and with far greater precision. While digital design revolutionized poster creation—accelerating production and extending reach on a global scale—something intangible was inevitably lost in the transition. A certain charm, a human touch, quietly slipped away in the wake of this transformation.

The human emotional touch inherent in hand-crafted work, the distinctive beauty found in human imperfections, and the natural diversity reflected in posters through varied temperaments—all these

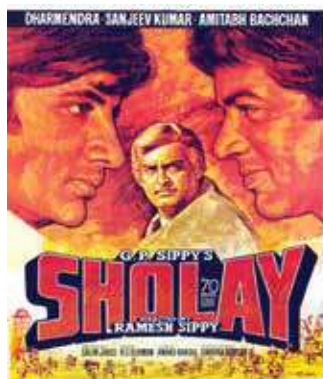


qualities have gradually faded from today's digital posters. Digital posters are created in a more structured and precise manner, adhering closely to all the principles of aesthetics. They also offer certain advantages: designers now have the freedom to experiment with new techniques, blending photography with computer-generated imagery (CGI). With the rapid dissemination enabled by digital media, these posters reach a far wider audience, both in India and abroad. Digital posters have, in many ways, expanded the boundaries of the art form. Yet, despite this evolution, the essence of a great movie poster remains intact. Even today, a well-crafted poster holds the timeless ability to capture the very soul of a film within a single image.

The Unsung Heroes of Poster Art

Throughout the history of Indian film posters, the artists who created them have largely remained unsung and unknown. Many toiled tirelessly under adverse conditions. Despite their dedication, they received little recognition, and their earnings were often meager. Yet, their contribution to the film industry remains invaluable. Uncovering and sharing the stories of these poster artists was the primary motivation behind writing and researching the book *Paoolkhuna*. Artists like Baburao Painter, Diwakar Karkare, and others have left an indelible mark on the

art of Indian film posters. Baburao Painter, in particular, was a true visionary. Although he never signed his posters, his distinctive style made his work instantly recognizable. These posters were not merely advertising tools; they were visual



narratives that captured the drama, emotion, and grandeur of Indian cinema. For decades, hand-painted posters served as the primary and most distinguished medium for promoting films. Artists like J.B. Dixit of Prabhat Film Company became household names through their remarkable work, ushering in a new era of poster

art. These posters captivated generations of viewers and played a pivotal role in shaping the visual identity of Indian cinema.

Despite facing numerous challenges, the artists' passion for their craft never waned. It was their deep love for cinema that inspired them to create posters now regarded as treasures of our cultural heritage. Their work did more than advertise films; it reflected the spirit and essence of their times.

Reviving the Lost Glory of Poster Art

Although the era of hand-painted posters has now become a part of history, recent years have witnessed a renewed appreciation for this unique art form and the artists behind it. Posters have enchanted collectors, film enthusiasts, and contemporary artists alike, sparking a revival of cherished memories. Recognizing

this resurgence, the Ministry of Information and Broadcasting has taken a laudable step to breathe new life into this fading tradition. Through the WAVES (World Audio-Visual and Entertainment Summit) Poster Making Challenge, efforts are underway to rejuvenate the legacy of hand-painted posters. This initiative not only honors the rich heritage of poster art

but also offers a platform for young artists to create posters in both traditional and digital mediums. In doing so, it nurtures the talent and creativity of the next generation, encouraging innovation while preserving the spirit of the original craft. The competition has been organized to give new artists an understanding of the traditional poster art. The aim behind this initiative is to bridge the gap between the past and the present, creating a link between old and new forms of art. Although this art form has evolved over time, its significance remains intact even today. International artists will also have the opportunity to participate in this competition. Through this initiative, not only will the artistic heritage of Indian cinema be preserved, but it will also foster a global dialogue around the art of poster-making. This initiative is crucial not only for preserving the cultural heritage of Indian cinema but also for inspiring future generations to appreciate the art of film posters. Recently, I had the opportunity to serve as a mentor at a workshop aimed at students eager to learn the craft of hand-painted poster design. Organized by the Film and Television Institute of India (FTII)

in Pune, the workshop received an overwhelming response. A large number of students participated, overflowing with enthusiasm to grasp the finer nuances of creating hand-painted posters.

The government's efforts to provide a platform for artists and to revitalize the timeless art of posters are truly commendable. Initiatives like these help preserve the tradition of Indian film posters. They attract artists, filmmakers, and audiences towards this art form and encourage its continued nurturing.

Indian film posters are not merely visual advertisements; they are an important and integral part of the country's cinematic and artistic heritage. From the finest hand-painted masterpieces to today's modern digital designs, posters have played an inseparable role in shaping the identity of Indian cinema. The WAVES Poster Making Challenge is a tribute to this rich legacy. It offers an exciting opportunity to strengthen the future path of film poster art in India.

Subodh Guruji is a distinguished writer and veteran artist in the Indian film industry. He is widely acclaimed for his expertise in hand-painted film posters—a unique art form in which he has left an indelible mark. His work has significantly shaped the visual culture of Indian cinema. His book, *Paoolkhuna*, which traces the history and evolution of hand-painted film posters, has been published to much appreciation.

A famous writer and veteran actor in the film industry



Administrative Tech Wari

Sandhya Garware

With the aim of developing skills and creating a culture of training among administrative officers and employees in Maharashtra, the state government is organizing "Tech Wari: Maharashtra Tech Learning Week" from May 5 to 9.

It has become a necessity for administrative officers and employees to enhance efficiency in their duties, improve the quality of their work, uphold their responsibilities toward society, work more accurately in less time and remain citizen-centric.

This helps in adopting stress-free work practices, maintaining commitment to the job and working with a strong sense of public service.

Additional Chief Secretary V. Radha says : To foster a training culture and develop the skills of Maharashtra's administrative staff, the state government is organizing "Tech Wari : Maharashtra Tech Learning Week" from May 5 to 9. During this five days event, government employees will receive training through expert sessions, workshops, and discussions on topics like artificial intelligence (AI), blockchain, the Internet of Things (IoT), and cybersecurity.

The aim of the event is not only to impart knowledge about technology but

also to promote physical and mental well-being, stress management and a positive mindset. Under the initiative "Food That Heals", a daily menu of nutritious and traditional recipes will be curated. In addition, 24 startups from various sectors will showcase their innovations and selected ideas will receive financial assistance of up to ₹15 lakh.

The name "Tech Wari" thus reflects the program's comprehensive goal to create a well-balanced, skilled and future-ready administrative workforce.

Under the 100 days action plan of the government, over five lakh employees in Maharashtra have registered on the iGOT platform within three months.

Whether it's Tech Wari or the iGOT platform, these avenues for self-development offer government officials and employees opportunities to grow personally while also making the public services they provide more efficient and citizen-friendly. Officials and staff across all government departments in Maharashtra are encouraged to actively participate in Tech Wari and make use of the iGOT platform to contribute to a faster and better administration.

Departmental Liaison Officer.



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O.I.G.S. Presented by
The Government of India

Maharashtra Ahead

From

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Deputy Director (Publications),
Directorate General of Information and
Public Relations, New Administrative Building, 17th Floor,
Hutatma Rajguru Chowk, opp. Mantralaya, Mumbai - 400 032.

MAHARASHTRA Ahead magazine is printed and published on behalf of Government of Maharashtra by Keshav Karandikar, Deputy Director (Publications), Directorate General of Information and Public Relations, Mantralaya, Mumbai. Printed at Printrade Issues (India) Pvt. Ltd., 17, Pragati Industrial Estate, N. M. Joshi marg, Mumbai 400 011. Published at Directorate General of Information and Public Relations, Mantralaya, Mumbai - 400032. **Editor-in-chief : Brijesh Singh**