



Ministry of Information &  
Broadcasting  
Government of India



Ministry of Information & Broadcasting

# WAVES 2025: Finalists Announced for “Make the World Wear Khadi” Challenge

## From 750 to the Best : WAVES to Honour Winning Campaigns Reimagining Khadi

📅 Posted On: 09 APR 2025 5:00PM | 📍 Location: PIB Mumbai

Mumbai, 9 April 2025

The Ministry of Information & Broadcasting, in collaboration with the Advertising Agencies Association of India (AAAI), has announced the shortlist for **Make the World Wear Khadi** – one of the 32 Creative in India Challenges being held as part of the WAVES Summit 2025, scheduled from May 1 to 4 in Mumbai.



**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

Sharing insights behind their work, the participants reflected on Khadi's evolving identity—from a symbol of India's freedom movement to a solution for sustainable fashion.

Kajal Tirlotkar described Khadi as "a testament of time... slow, soulful, and spun with care," while Tanmay Raul and Mandar Mahadik positioned it as the "Fabric of the Future," highlighting its potential to address environmental degradation caused by fast fashion. Akash Mejari and Kajol Jeswani focused on Khadi as a means to "undo" ecological damage, encouraging climate-conscious action through their campaign. Meanwhile, Iman Sengupta and Soham Ghosh emphasized Khadi's economic and cultural value, advocating for it as a premium, purpose-driven choice in global fashion.



The contest, designed to reimagine Khadi as a global icon of sustainability and identity, drew over 750 registrations from creative professionals and agencies across the country. Participants were challenged to create advertising campaigns that position Khadi not just as a fabric, but as a powerful symbol of innovation and conscious living on the world stage.

A distinguished jury of advertising industry leaders evaluated the entries based on originality, cultural depth, global appeal, and alignment with the contest's core message. The shortlisted campaigns were praised for their strategic thinking, compelling narratives, and their potential to ignite a global movement around Khadi.

The final winners will be revealed and felicitated during the WAVES Summit 2025, where their campaigns will be presented before an elite audience of policymakers, global delegates, media leaders, and industry stakeholders.

#### About WAVES

The first World Audio Visual & Entertainment Summit (WAVES), a milestone event for the Media & Entertainment (M&E) sector, will be hosted by the Government of India in Mumbai, Maharashtra, from May 1 to 4, 2025.

Whether you're an industry professional, investor, creator, or innovator, the Summit offers the ultimate global platform to connect, collaborate, innovate and contribute to the M&E landscape.

WAVES is set to magnify India's creative strength, amplifying its position as a hub for content creation, intellectual property, and technological innovation. Industries and sectors in focus include Broadcasting, Print Media, Television, Radio, Films, Animation, Visual Effects, Gaming, Comics, Sound and Music, Advertising, Digital Media, Social Media Platforms, Generative AI, Augmented Reality (AR), Virtual Reality (VR), and Extended Reality (XR).







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
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