

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
RAJYA SABHA UNSTARRED QUESTION NO. 88
TO BE ANSWERED ON 20.07.2023

STRENGTHENING OF THE SECTORS OF ANIMATION, GAMING AND COMICS ETC. IN THE COUNTRY

88 # SHRI SATISH CHANDRA DUBEY:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the steps taken so far by Government to strengthen the sectors of animation, gaming and comics etc. in the country;
- (b) whether any special financial assistance is given or is proposed to be given to the institution or publication conducting such studies; and
- (c) if so, State-wise and institution-wise details thereof?

ANSWER

**THE MINISTER OF INFORMATION AND BROADCASTING; AND
MINISTER OF YOUTH AFFAIRS AND SPORTS**

(SHRI ANURAG SINGH THAKUR)

(a) to (c): With the objective of enabling the growth of AVGC-XR sector, the formation of the AVGC Promotion Task Force was announced during the Budget Speech 2022-23. The AVGC Promotion Task Force was constituted in the Ministry of Information and Broadcasting (I&B) on 08.04.2022 and was headed by Secretary, Ministry of I&B. It has strong representation from the AVGC Industry, associations and academia along with representation from the Government including Secretaries of related Central Government Ministries /Departments and Administrative Secretaries handling

AVGC policy in selected States. The Task Force submitted its report to the Government on 26.12.2022. The Task Force considered the potential of all segments of AVGC sector, in terms of market access and development, skilling and mentorship, education, increasing access to technology, creating financial viability, promoting high-quality content, diversity, equity and inclusion, etc.

The steps suggested by the Task Force, also include grant of financial assistance for capacity building of education & skilling institutions in AVGC sector and other areas for the AVGC sector development.

Subsequently, Ministry of Information & Broadcasting organized a National Workshop and consultation on draft National Policy and a Model State Policy for promotion of AVGC sector on 18th April 2023 with States/UTs and Industry stakeholders.
