

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION No. 3936
(TO BE ANSWERED ON 04.04.2025)

ALLOCATION OF FUNDS FOR CREATORS ECONOMY

3936. SHRI S NIRANJAN REDDY:

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

- (a) whether it is a fact that Government is planning to allocate a fund of \$ 1 billion for the development of the creator economy;
- (b) if so, the allocation criteria and eligibility requirements for creators to access this fund, and the manner in which Government will ensure a fair and transparent distribution of funds; and
- (c) in what manner, Government plans to ensure transparency and equitable access to these funds, especially for small and emerging content creators?

ANSWER

**MINISTER OF STATE FOR INFORMATION & BROADCASTING AND
PARLIAMENTARY AFFAIRS (DR. L. MURUGAN)**

- (a) to (c) As per the recommendations of the AVGC (Animation, Visual Effects, Gaming and Comics) Task force report 2022, there is a need for creation of a dedicated fund for the sector. This fund is proposed to be utilized for various purposes such as supporting incubation hubs and R&D facilities, producing high-quality content to promote Indian culture, establishing a start-up seed fund, providing capital and operational support to PPP projects, conducting capacity building programs, funding new technology pilots, providing incentives for education, skilling, content creation, and market access for entrepreneurs.
