

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
LOK SABHA UNSTARRED QUESTION NO. 3191
TO BE ANSWERED ON 08.08.2023

PLAN FOR AVGC

†3191 # SHRI CHANDRA PRAKASH JOSHI:

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

- (a) whether the Government is working on any plan keeping in view the emerging possibilities of Animation, Visual effects, Gaming and Comics (AVGC);
- (b) if so, the details of task force constituted and various schemes formulated in this regard;
- (c) whether the Government has any special scheme in this regard for the State of Rajasthan; and
- (d) if so, the details thereof?

ANSWER
THE MINISTER OF INFORMATION AND BROADCASTING; AND
MINISTER OF YOUTH AFFAIRS AND SPORTS
(SHRI ANURAG SINGH THAKUR)

(a) to (d): With the objective of enabling the growth of Animation, Visual Effects, Gaming, Comics - Extended Reality (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 had 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-XR 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 report includes a draft National Policy and a Model State Policy for promotion of the AVGC-XR sector. The Model State Policy has been shared with the States Governments, including the Government of Rajasthan on 23.01.2023. Subsequently, Ministry of Information & Broadcasting organized a National Workshop for consultation on draft National Policy and Model State Policy on 18th April 2023 with States/Union Territories and Industry stakeholders to support the growth of the sector.
