

GOVERNMENT OF INDIA  
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY  
**LOK SABHA**  
**UNSTARRED QUESTION NO. 609**  
TO BE ANSWERED ON 20.07.2022

**‘CREATE IN INDIA’ AND ‘BRAND INDIA FOR ONLINE GAMING**

**609. SHRIMATI APARAJITA SARANGI:**

Will the Minister of Electronics and Information Technology be pleased to state:

- (a) whether the Government has taken steps to promote the ideas of ‘Create in India’ and ‘Brand India’ in the field of online gaming;
- (b) the details of steps taken by the Government for the promotion of swadeshi entities and game developers towards this end; and
- (c) the steps taken for promoting ease of doing business by players in the sector?

**ANSWER**

MINISTER OF STATE FOR ELECTRONICS AND INFORMATION TECHNOLOGY  
(SHRI RAJEEV CHANDRASEKHAR)

(a) to (c): Online gaming as an industry is evolving and has expanded across horizons. This Ministry has been interacting with the online gaming platforms and other stakeholders to evolve possible roadmap of regulation so as to promote ease of doing business and to provide suitable eco-system for the indigenous platforms.

Further, as per the information received from Ministry of Information and Broadcasting, the Animation, Visual Effects, Gaming and Comic (AVGC) sector in India has the potential to become the torch bearer of “Create in India” & “Brand India”.

In pursuance of the announcement made in the Union Budget 2022-23 and to further unleash the scope of AVGC sector, an Animation, Visual Effects, Gaming and Comics (AVGC) Promotion Task Force has been constituted on 08.04.2022 to promote the AVGC Sector.

The terms of reference of the AVGC promotion task force inter alia include facilitation of skilling initiatives, promotion and market development activities to extend global reach of Indian AVGC industry, boosting of employment opportunities and incentives to attract foreign direct investment (FDI) in the AVGC Sector to make India a favourite destination for ease of doing business.

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