

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO. 341
TO BE ANSWERED ON 27.11.2024**

NATIONAL CENTRE OF EXCELLENCE

341: SHRI LAVU SRI KRISHNA DEVARAYALU:

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

- a) whether the Government is considering Andhra Pradesh, with its strong history in making and recent global recognition through Telugu cinema, as a potential location for an National Centre of Excellence (NCoE);
- b) if so, the details thereof and if not, the reasons therefor;
- c) whether the Government is considering the establishment of additional NCoE for Animation, Visual Effects, Gaming, Comics, and Extended Reality (AVGC-XR) in other States; and
- d) if so, the details thereof, State-wise and if not, the reasons therefor?

ANSWER

THE MINISTER OF RAILWAYS, MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF ELECTRONICS & INFORMATION TECHNOLOGY

(SHRI ASHWINI VAISHNAW)

(a) to (d): The Union Cabinet has approved the setting up of an Indian Institute of Creative Technologies (IICT) with an aim to enhance the capabilities in content creation for the young creators so as to develop and hone the skill sets required by this industry. This shall also support digital creators and augment the creator economy. This approval includes to set up at least five regional institutes in collaboration with the states through the Hub & Spoke Model of development.
