

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

**LOK SABHA
UNSTARRED QUESTION NO. 455
TO BE ANSWERED ON 27.11.2024**

ESTABLISHMENT OF INTERNATIONAL ANIMATION POWER HOUSE

455: SHRI JAI PRAKASH:

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

- a) whether the Government has explored the possibilities of establishing an international animation power house in the country and if so, the details thereof; and
- b) the time by which the Union Government is likely to roll out its decision?

ANSWER

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

(SHRI ASHWINI VAISHNAW)

(a) & (b): 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 support digital creators and consequentially augment the creator economy.

With the view to promote co-production of films between Indian film makers and film makers of different countries including in the animation and post-production sector, the Ministry of Information & Broadcasting has entered into seventeen

Audio Visual Co-production Agreements with various countries to support collaborations between the film makers of the two countries and provide them institutional support, including financial incentives. Indian Cine Hub promotes ease of doing business by providing a single window approval process that facilitates the international productions with support for locations and resources.

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 and design curriculum for the young creators so as to develop and hone the skill sets required by the industry. This shall support digital creators and consequentially augment the creator economy. This sector holds immense promise globally and India's growing digital and social media footprint will be strengthened by the opportunities of innovation, growth and acceleration provided by IICT.

The Ministry of Information and Broadcasting has announced to organise the first edition of the World Audio Visual & Entertainment Summit (WAVES) in New Delhi from February 5th- 9th, 2025. WAVES aims to play a pivotal role in promoting India's media & entertainment industry, including the animation sector, on the global stage by serving as a strategic platform for international collaboration and investment. This Summit is a transformative, one-of its kind initiative that positions Indian industry as a global content hub through convergence of all segments of the industry on a single platform.

As a precursor of WAVES, "Create in India Challenges (CIC): Season 1" has been launched as a platform to showcase Indian talent and foster innovation in various creative fields. Currently, 27 Challenges are being run across the M&E sector in fields such as animation, gaming, comics, films, broadcasting, music, new media, emerging technologies, etc. Thousands of students, amateurs and professionals have registered under these Challenges for various competitions.
