

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

**LOK SABHA  
UNSTARRED QUESTION NO. 4287  
TO BE ANSWERED ON 26.03.2025**

**ROAD TO GAME JAM**

**4287: DR. VINOD KUMAR BIND:**

**SHRI PRATAP CHANDRA SARANGI:**

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

- a) the steps being taken by the Government to support the growth of the AVGC-XR (Animation, Visual Effects, Gaming and Comics along with Augmented Reality/Virtual Reality and the Metaverse) sector in India in line with initiatives like the "Road to Game Jam";
- b) whether the Government is considering to provide financial assistance, tax incentives or grants for young game developers and startups participating in such competitions and if so, the details thereof; and
- c) whether there are any plans to introduce a national-level AVGC-XR policy to promote India as a global hub for gaming and immersive technologies and if so, the details thereof?

**ANSWER**

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

(a): In a significant step toward making India a global hub for AVGC(Animation, Visual Effects, Gaming and Comics), the Union Cabinet has approved the establishment of Indian Institute of Creative Technology (IICT) in Mumbai.

IICT is registered as a section 8 company under the Companies Act, 2013. The Ministry has sanctioned Rs. 391.15 crore for setting up of IICT, Mumbai.

Further, Ministry of Information and Broadcasting is organizing World Audio-Visual & Entertainment Summit (WAVES) 2025, focused on broadcasting, digital media, AVGC-XR, and films. The WAVES, 2025 in its first edition is a unique platform poised for the convergence of the entire global Media and Entertainment (M&E) sector.

(b): The challenge 'Road to Game Jam' is one of the challenges under 'Create in India Challenge (CIC) - Season 1' which is supported by Government of India. CIC has been launched as a precursor to the World Audio Visual & Entertainment Summit (WAVES) 2025 with the Grand Finale to be hosted during WAVES 2025 from 1<sup>st</sup> May – 4<sup>th</sup> May 2025.

(c): A dedicated AVGC Task Force was constituted in April 2022 to devise a strategic framework for development of this sector. The AVGC Task Force submitted its report to the Ministry in December 2022, with the recommendation to support the AVGC-XR sector in a mission-mode approach.

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