

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

**LOK SABHA  
UNSTARRED QUESTION NO. 6023  
TO BE ANSWERED ON 01.04.2026**

**ORANGE ECONOMY INITIATIVES**

6023: SMT. KRITI DEVI DEBBARMAN  
SHRI EATALA RAJENDER

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

- a) whether the Government has successfully operationalised the 'Orange Economy' initiatives as outlined in the 2026-27 Budget specifically the setting up of Animation, Visual Effects, Gaming and Comics (AVGC) Content Creator Labs in 15,000 secondary schools and if so, the details thereof;
- b) whether the AVGC sector being a growing industry is likely to require two million professionals by 2030 and if so, the details thereof;
- c) the manner in which the newly launched WaveX startup accelerator helped the first cohort of 51 Media- Tech startups in securing global IP (Intellectual Property) rights for AI-driven animation and gaming;
- d) whether the Government has finalised the establishment of the National Centre of Excellence (NCoE) for AVGC in Mumbai, if so, the details of its projected capacity for year-one student intake; and
- e) the manner in which the 'Create in India' Challenge being utilised in 2026 to identify and fund grassroots content creators from Tier-II and Tier-III cities to compete on global OTT platforms?

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

**(a) to (e):**

The Government has been promoting the media and entertainment sector, including Animation, Visual Effects, Gaming and Comics (AVGC) sector. Under the Government's vision of strengthening the orange economy and positioning India as a global hub for content creation, many initiatives have been started.

As announced in the Union Budget 2026-27, AVGC Content Creator Labs (CCLs) are proposed to be set up in 15,000 secondary schools and 500 colleges across the country. This initiative have been allocated ₹ 250 Crore.

IICT as NCoE for the AVGC-XR sector is currently operating from the IICT–National Film Development Corporation (NFDC) campus, Mumbai since July 2025. At present, 18 courses have been introduced with 136 students enrolled and 15 participants completing the Train-the-Trainer programme. The Indian Institute of Creative Technologies (IICT), Mumbai, has been designated as the nodal agency for planning, coordination and phased rollout of the Content Creators’ Labs. Stakeholder consultations relating to technology stack, identification of beneficiary institutions and rollout modalities are underway.

The AVGC Promotion Task Force was constituted by the Government in April 2022 to formulate a comprehensive strategy and recommend policy measures for the promotion and growth of the AVGC- XR sector. It had submitted its report in December 2022. The report highlights that the sector is projected to generate significant employment opportunities and may require around two million skilled professionals by 2030 across AVGC-XR, content production, design, programming and related areas.

The Government organised World Audio Visual & Entertainment Summit (WAVES 2025) in Mumbai. It was in line with the Government’s vision of making India a global hub for content creation under the “Create in India, Create for the World” initiative. The Summit provided an integrated platform for Indian creators, producers and startups to engage with global buyers, investors, OTT platforms and technology leaders from over 100 countries.

The WaveX Startup Accelerator Programme, launched under the World Audio Visual and Entertainment Summit (WAVES), has supported media-tech startups through structured incubation, mentorship and access to global networks. The first cohort of startups has been provided opportunities for mentorship from industry experts, investor connect, support for intellectual property generation and protection. The programme also facilitates participation in international platforms, industry partnerships and integration with global marketplaces to enable startups to scale their innovations.

The Create in India Challenge (CIC) is being utilised as a national platform to identify, nurture and showcase creative talent across the Media and Entertainment sector. In Season I of the CIC, 33 challenges were conducted in collaboration with industry partners and it culminated at the WAVES 2025. The Summit witnessed participation from over one lakh creators including from Tier-II and Tier-III cities of the country. Selected creators are being supported through platforms such as WaveX and WAVES Bazaar to present their content on national and international platforms.

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