

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

**LOK SABHA  
UNSTARRED QUESTION NO.6076  
TO BE ANSWERED ON 01.04.2026**

**POLICIES TO FORMULATE AVGC SECTOR**

6076: DR. D. PURANDESWARI  
SMT.SHAMBHAVI  
SHRI ARUN BHARTI  
SHRI RAJESH VERMA

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

- a) the specific policies formulated to promote the Animation, Visual Effects, Gaming and Comics (AVGC) sector in the country;
- b) the estimated revenue generated and employment created by the AVGC industry as per the Economic Survey 2025-26;
- c) whether the Government proposes to establish specialized Centers of Excellence for AVGC training in tier-2 and tier-3 cities;
- d) if so, the steps taken to attract foreign direct investment and co-production treaties in digital gaming and animation; and
- e) the measures taken to support domestic creators in developing content based on Indian mythology and history?

**ANSWER**

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

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

The Government had constituted the AVGC Promotion Task Force in April 2022 to formulate comprehensive strategy and policy measures for the growth of the AVGC-XR Sector. It submitted its report with recommendations for the growth and development of the Sector in December 2022. In a significant step toward making India a global hub for AVGC-XR, various initiatives have been taken for this sector are as follows:

- **Indian Institute of Creative Technology (IICT):** Approved by the Union Cabinet as the National Centre of Excellence for AVGC-XR in Mumbai. IICT Mumbai operates on a hub-and-spoke model to facilitate collaboration with States, industry, and academia for capacity building and development of regional Centres of Excellence in the AVGC sector.
- **World Audio Visual and Entertainment Summit 2025:** Organised under the "Create in India, Create for the World" initiative, featuring CreateSphere which attracted over 1 lakh registrations from 60+ countries across sectors like animation, gaming, VFX, XR, music, and digital media, with around 750 finalists showcased at the Summit.

- **Create in India Challenges:** A grassroot-level initiative to identify and nurture creators by providing them opportunities for global showcasing, business collaborations, and market access. It supports the development of original intellectual property inspired by Indian mythology, culture, and history.

As per the Economic Survey 2025-26, the media and entertainment sector, including AVGC segments, is estimated at about ₹2.5 trillion in 2024. The sector is recognised as employment-intensive, generating employment opportunities across animation, VFX, gaming, post-production, content creation and related creative services.

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