

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

**LOK SABHA
UNSTARRED QUESTION NO. 1669
TO BE ANSWERED ON 29.07.2026**

NATIONAL AVGC POLICY

1669: SMT. BHARTI PARDHI
SHRI SHRIRANG APPA CHANDU BARNE
SHRI RAVINDRA DATTARAM WAIKAR

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

- a) the details of the online portal launched during 2026 for monitoring implementation of the National Animation, Visual Effects, Gaming and Comics (AVGC) Policy across States and Union Territories;
- b) the reasons why this portal provides a single-window clearance mechanism for animation, visual effects, gaming and comics projects seeking Government incentives and approvals;
- c) the details of the States that have notified their respective State AVGC policies and the timeline for remaining States to complete the process;
- d) the extent to which the portal facilitates direct registration of AVGC startups seeking funding under the Creative India Fund for content development; and
- e) the details of the international partnerships established for skill exchange, co-production agreements and market access in the AVGC sector?

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

(a) to (e):

The Ministry of Information and Broadcasting has established two digital platforms namely WAVES Bazaar and WaveX to strengthen the Animation, Visual Effects, Gaming, Comics and Extended Reality (AVGC-XR) ecosystem.

WAVES Bazaar functions as a year-round global marketplace and engagement platform for the Media & Entertainment sector, facilitating structured business discovery, business-to-business meetings, market access, investment facilitation and international collaboration across films, animation, VFX, gaming, XR, immersive media, music and digital content.

WaveX serves as a dedicated startup platform promoting innovation in the Media & Entertainment sector by facilitating access to funding through investor connect initiatives and a network of partners and incubators. While WaveX does not provide direct funding, it supports startups through incubation and pitching networking.

The Government has established the Indian Institute of Creative Technologies (IICT) as the National Centre of Excellence for AVGC-XR. IICT is in collaboration with the Government of Maharashtra and industry bodies.

IICT has established international partnerships with leading global technology companies and academic institutions to strengthen the AVGC-XR ecosystem. These partnerships focus on curriculum co-development, specialized skill development programmes, access to advanced technologies, research and development, internships, startup incubation, scholarships, industry mentorship and international skill exchange.
