

GOVERNMENT OF INDIA
MINISTRY OF EDUCATION
DEPARTMENT OF HIGHER EDUCATION

LOK SABHA
UNSTARRED QUESTION NO. 3591
ANSWERED ON 10.08.2026

Establishment of a Content Creator Lab in Bahraich

†3591. Dr. Anand Kumar:

Will the Minister of EDUCATION be pleased to state:

- (a) whether the Government has initiated the process of selecting schools and colleges for setting up Animation, Visual Effects, Gaming and Comics (AVGC) Content Creator Labs as announced in the Union Budget 2026-27;
- (b) if so, whether there is any proposal to set up such a lab in the aspirational and border district of Bahraich and if so, the details thereof;
- (c) whether the Government is considering to give priority to Bahraich under the said scheme owing to its status as an aspirational district so that local youth can get employment opportunities in digital skills, content creation and AVGC sector; and
- (d) if so, the details of the likely time-frame for its implementation including the financial assistance allocated in this regard?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF EDUCATION
(DR. SUKANTA MAJUMDAR)

(a) to (d): The Government of India in the Union Budget 2026–27 has proposed to support the Indian Institute of Creative Technologies (IICT), Mumbai in setting up Animation, Visual Effects, Gaming and Comics (AVGC) Content Creator Labs (CCLs) in 15,000 secondary schools and 500 colleges. The Indian Institute of Creative Technologies (IICT) under the Ministry of Information and Broadcasting has been designated as the nodal agency for implementation of the Content Creator Lab initiative.

Based on extensive stakeholder consultations within Government and Animation, Visual Effects, Gaming, Comics, and Extended Reality (AVGC-XR) Industry representatives, by the Ministry of Information and Broadcasting, a pilot project of Content Creator Labs (CCL) during FY 2026-27 has been planned for implementation through IICT. The modalities of selection of educational institutes will be specified accordingly.
