



AVGC Promotion Task Force Report

For Prelims: University Grants Commission, AVGC, National Education Policy, Atal Tinkering Labs

For Mains: AVGC Sector and related challenges

Why in News?

Government has received the report of the **Animation, Visual Effects, Gaming and Comics (AVGC) Promotion Task Force**.

What are the Main Recommendations?

- **Domestic Industry Development for Global Access:**
 - A **National AVGC-XR (Extended Reality) Mission with a budget outlay to be created** for integrated promotion & growth of the AVGC sector.
 - Launch of a **'Create in India' campaign** with exclusive focus on content creation, In India, For India & For World.
 - With a goal to make India the global hub for AVGC, institute an International AVGC Platform, along with a Gaming Expo with focus on **Foreign Direct Investment (FDI)**, Co-production treaties and Innovation.
 - Establish a **National Centre of Excellence (COE) for the AVGC sector** to become an international reference point across Skilling, Education, Industry Development and Research & Innovation for the AVGC sector.
- **Developing Talent Ecosystem to realize Demographic Dividends:**
 - **Leverage [National Education Policy \(NEP\)](#) to develop creative thinking with dedicated AVGC course content at school levels**, to build foundational skills and to create awareness about AVGC as a career choice.
 - A **[University Grants Commission \(UGC\)](#) recognised curriculum** for undergraduate and postgraduate degrees has also been suggested.
 - Enhance Industry participation to ensure employment opportunities and absorption for students from non-metro cities and Northeast states.
 - Established AVGC Accelerators and Innovation hubs in academic institutions, on lines of **[Atal Tinkering Labs](#)**.
- **Enhancing Technology & Financial Viability for Indian AVGC Industry:**
 - Democratize AVGC technologies by **promoting subscription-based pricing models for MSME, [Start-Ups](#) and institutions**.
 - Made in India for AVGC technologies through incentive schemes for R&D and IP creation. Evaluate PLI scheme to incentivize AVGC hardware manufacturers.
 - Enhanced **[Ease of Doing Business](#)** in AVGC sector i.e., tax benefits, import duties, curbing piracy, etc.
 - Leverage Start-Up India to provide technical, financial and market access assistance to AVGC entrepreneurs to promote culture of R&D and local IP Creation.
- **Raising India's Soft Power through an Inclusive Growth:**
 - Establish a **dedicated Production Fund for domestic content creation** from across

- India to promote Indian culture & heritage globally.
- Evaluate Reservation for high-quality indigenous content by broadcasters.
- For an Inclusive India, **target skilling and industry outreach for youth in Tier 2 & 3 towns and villages in India.**
- Establish Special incentives for women entrepreneurs in the AVGC sector.
- Establish a framework to ensure Child Rights Protection in the digital world.

What is the Status of AVGC Sector of India?

- The AVGC sector in India has **witnessed unprecedented growth rates in recent times**, with many global players entering the Indian talent pool to avail offshore delivery of services.
- Further, the **Media and Entertainment (M&E) Industry is expected to grow at an 8.8% CAGR by 2026.**
- As per the experts, within the M&E Industry, the AVGC sector can witness a growth of 14-16% in the next decade.
- India is emerging as a **primary destination for high-end, skill-based activities in the AVGC sector.**
- The Government of India has **designated audio-visual services as one of the 12 Champion Service Sectors** and announced key policy measures aimed at nurturing sustained growth.
- The AVGC Sector is an important segment of the Media & Entertainment sector, is emerging as an important growth engine of the Indian economy.

What are the Challenges with the AVGC Sector?

- **Lack of Authentic Data:**
 - Non availability of data such as employment, industry size, education intuitions, etc. for AVGC sector, makes decision making tougher for entities.
- **Skill Gap in Education and Employment sector:**
 - Creation of the AVGC ecosystem within the country **requires a workforce with specialized skills** for various roles such as animators, developers, designers, localization experts, product managers, etc.
 - At present, the **education system at school and university level does not have a dedicated curriculum focused on AVGC.**
- **Infrastructure Constraints:**
 - In the absence of **adequate training infrastructure**, there is deterioration in the quality of training being delivered to students, thus impacting the quality of output and human resources for the AVGC industry.
- **Less focus on Research Development:**
 - There is **also a need to develop research related narrative for the AVGC-XR sector**, so that dedicated focus can be given to it.
- **Absence of an AVGC Academic Reference Point:**
 - There is **no apex institute in India for the AVGC sector** unlike other sectors such as engineering, design, management, packaging, etc.
- **Availability of Funds:**
 - At present **there is no dedicated fund available for the promotion of the AVGC sector** which acts as an obstacle for the growth of the sector in India.
- **Lack of Globally-Popular Indian IPs:**
 - The AVGC sector in general **has suffered a lack of original Indian [intellectual property](#) as most work in this sector is outsourced.**
 - Animation industry is dominated by services to other countries and thus it is important to incentivize local production with additional concessions to increase local IP.

Way Forward

- **Need for Holistic Academic Curriculum:**
 - Most of the AVGC related programmes offered by various institutes in India are academic in nature. Thus, there is a **need to develop a holistic curriculum offering relevant industry programmes.**

- **Impetus to be given to R&D:**
 - R&D plays a **very important role in driving the entire AVGC sector**. Therefore, focused interventions need to be undertaken for the sector.
- **Need to explore the Startup Ecosystem of India:**
 - Aspiring entrepreneurs **not only create various job opportunities but also foster economic growth of the industry**.
 - New inventions and disruptive innovations will enable the Indian AVGC industry to grow at a faster pace, matching the international standards.

Source: PIB

PDF Reference URL: <https://www.drishtias.com/printpdf/avgc-promotion-task-force-report>

