

AVGC task force Report

January 11, 2023

In news– The Animation, Visual Effects, Gaming and Comic (AVGC) Task Force has called for a National AVGC-XR Mission with a budget outlay to be created for integrated promotion & growth of the AVGC sector..

About the Task force-

- AVGC Task Force was **constituted under the Chairmanship of Secretary, Ministry of I & B, Shri Apurva Chandra**, to help realize the full potential of the AVGC sector in India, with key stakeholders from the Industry and the Government.
- Secretaries of associated union ministries viz. MSDE, Department of Higher Education- MoE, MeITY & DPIIT were members of this Task Force.
- It also included members from State Governments of Karnataka, Maharashtra, Telangana; heads of education bodies such as All India Council of Technical Education, National Council of Educational Research and Training and representatives of industry bodies – MESCI, FICCI and CII.
- Further, the Task Force had key industry leaders of AVGC Sector as members.
- Four Sub-Task Forces were constituted for devising strategies of growth through targeted interventions in their respective areas-
 - Industry & Policy.
 - Education.
 - Skilling.
 - Gaming.
- Their recommendations have formed the basis of the consolidated report of the Task Force.

Key recommendation of the task force-

The main recommendations of the Task Force categorized broadly

under 4 categories are as under:

Domestic Industry Development for Global Access:

- A National **AVGC-XR 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 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 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.
- **Launch AVGC focused UG/ PG courses** with standard curriculum and globally recognized degrees. Standardize admission tests for AVGC related courses (viz, MECAT by MESIC).
- With an eye on the demand of 20 Lakh skilled professionals in AVGC sector in this decade, augment skilling initiatives for AVGC sector under MESIC.
- Enhance Industry participation to ensure employment opportunities and absorption for students from non-metro cities and NE states.
- **Establish 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 AVGC sector.
- **Promote local Children's channels for raising awareness** on rich culture and history of India among children and youth
- Establish framework to ensure Child Rights Protection in the digital world