

Animation, Visual Effects, Gaming and Comics (AVGC) Promotion Task Force report

December 26, 2022 • vajiramandravi.com



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Why in news?

- The Animation, Visual Effects, Gaming and Comics (AVGC) Promotion Task Force report has been submitted to the government for consideration.

When was the AVGC Promotion Task Force set up?

- An announcement was made in the Union Budget 2022-23 for setting up an Animation, Visual Effects, Gaming and Comics (AVGC) Promotion Task Force to promote the AVGC sector in the country.
- In pursuance of this announcement, an AVGC Promotion Task Force was constituted in April 2022 by the Ministry of Information and Broadcasting.
- Headed by Secretary, Ministry of Information & Broadcasting, the Task Force had members from other ministries.

What are the opportunities for AVGC sector in India?

- AVGC sector has witnessed phenomenal growth in recent years.
- India's expanding AVGC sector has propelled the country into the global Top 5 in the gaming business.
 - India today contributes about \$2.5-3 billion of the estimated \$260-275 billion worldwide AVGC market.
- The number of online gamers increased by 8% between 2020 and 2021, and by 2023 it is predicted to reach 45 crores.
- The AVGC sector in India has the potential to capture 5% (\$40 billion) of the worldwide market by 2025, with yearly growth of 25-30% and the creation of approximately 1,60,000 new employments.

What are the factors responsible for the high growth of AVGC sector?

- The demand has expanded with the unprecedented growth in kids broadcasting viewership, availability of low-cost internet access and growing popularity of OTT platforms.
- **Animation and Visual effects (VFX) sectors** have become an integral part of the media and entertainment industry.
- In the **entertainment sector**, movies like Hanuman, The Lion King, Life of Pie etc. are some of the movies that have become blockbusters at the Indian box office.
- Similarly, **use of animation and graphics in education sector** make teaching and learning processes more interesting.
- These trends have facilitated a decent growth of this sector in India.

What are the challenges faced by AVGC sector?

- This sector is yet to be streamlined by the government through a **national policy framework** in order to build capacities and to enhance global positioning of AVGC sector in India.
- Although, it is growing at a faster rate, it has not yet been formalised.
- Legal uncertainty further creates a drag on this sector. Due to this, various State governments have dragged these companies to court over allegedly being akin to gambling.
 - E.g., the Karnataka High Court struck down substantial provisions of the Karnataka Police (Amendment) Act, 2021, which prohibited online gambling and skill-based gaming platforms.

What are the steps taken by the government?

- An announcement was made in the Union Budget 2022-23 for setting up an Animation, Visual Effects, Gaming and Comics (AVGC) Promotion Task Force.
- In April 2022, the task force was constituted which submitted its report recently.
- As part of the 75th anniversary of India's independence, the Union Information and Broadcasting Minister recently unveiled Azadi Quest, online educational mobile games.
 - It was created as part of the government's efforts to boost the animation, visual effects, gaming and comics (AVGC) sector.
- The Government of India has prioritized this sector by identifying it as one with potential to become the torch bearer of **"Create in India"** and **"Brand India"**.
- In 2021, the Ministry of I&B agreed to build a **Centre of Excellence in gaming** and other relevant sectors in collaboration with IIT Bombay.

What are the key Highlights of the AVGC Promotion Task Force report?

A national AVGC-Extended Reality Mission

- It has proposed the creation of a **national AVGC-Extended Reality Mission** with a budget outlay for integrated promotion and growth of the sector.

Awareness generation and attracting FDI

- **"Create in India" campaign** with an exclusive focus on content creation;
- An **international AVGC platform** aimed at attracting foreign direct investment, co-production treaties and innovation in collaboration with international counterparts;
- **National and regional centres of excellence** for skill development;

Books and curriculum relevant to AVGC

- The report said that the Ministry of Education may advise NCERT to create books focusing on subjects relevant to AVGC.
- A University Grants Commission (UGC)-recognised curriculum for undergraduate and postgraduate degrees has also been suggested.
- The Task Force has proposed standardisation of admission tests for AVGC-related courses.

Internship opportunities

- The report suggested signing of Memorandum of Cooperation between India and other developed global AVGC markets for providing internships (six months to a year) to Indian AVGC professionals

Other recommendations

- Establishment of AVGC accelerators and innovation hubs in academic institutions;
- democratising AVGC technologies by promoting subscription-based pricing models for MSME, start-ups and institutions;
- indigenous technology development through incentive schemes and Intellectual Property creation; and
- setting up a dedicated production fund for domestic content creation from across India to promote the country's culture and heritage globally.

Special incentives for women entrepreneurs

- The report said there should be special incentives for women entrepreneurs in the sector.
- It further emphasised on the promotion of local children's channels for raising awareness on the rich culture and history of India among children and youth.
- It also suggested the establishment of a framework to ensure protection of child rights in the digital world.

Q1) Which has become the first state in India to launch AVGC center of excellence?

Karnataka is the first Indian state to launch the AVGC center of excellence.

Q2) What is AVGC Task Force?

AVGC Task Force was constituted to help realize the full potential of the AVGC sector in India, with key stakeholders from the Industry and the Government.

Source: [Task Force proposes national AVGC-XR Mission supported by holistic financial package](#) | [PIB](#) | [The Hindu](#)

Source: <https://vajiramandravi.com/current-affairs/animation-visual-effects-gaming-and-comics-avgc-promotion-task-force-report/>

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