

**GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA  
UNSTARRED QUESTION NO.2563  
TO BE ANSWERED ON 19.12.2023**

**NATIONAL AND GLOBAL MARKET**

**2563: DR. JAYANTA KUMAR ROY:  
SHRI VINOD KUMAR SONKAR:  
SHRIMATI SANGEETA KUMARI SINGH DEO:  
SHRI RAJA AMARESHWARA NAIK:  
SHRI BHOLA SINGH:**

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

- (a) whether the Government is aware that animation, visual effects, Gaming and Comic (AVGC) sector has huge potential in terms of employment in national and global market;
- (b) if so, the details of current status of AVGC market in the country;
- (c) whether the Government has proposed to set-up a task force to recommend ways to build domestic capacity of this sector;
- (d) if so, the details thereof; and
- (e) the other steps being taken by the Government in this regard?

**ANSWER**

**THE MINISTER OF INFORMATION AND BROADCASTING; AND  
MINISTER OF YOUTH AFFAIRS AND SPORTS  
(SHRI ANURAG SINGH THAKUR)**

(a) to (e) The formation of an AVGC Promotion Task Force was announced in the Budget Speech 2022. Subsequently, Ministry of Information and Broadcasting (Mol&B) constituted a Task Force on 08.04.2022, headed by the Secretary, Mol&B, and included

representatives from Central Government Ministries/Departments, State Governments, AVGC Industry & its associations, and academia. The AVGC Promotion Task Force, after having had extensive consultations with industry representatives and cross-cutting Government sectors, submitted its report to the Government in December, 2022, which included a draft National Policy & Model State Policy for promotion of the AVGC Sector in India. Subsequently, a National Workshop for consultation & implementation of the Task Force recommendations, was organised on 18.04.2023 at New Delhi.

As per the Task Force report, the Animation, Visual Effects, Gaming, Comics and Extended Reality (AVGC-XR) sectors have evolved as an important growth engine of the Indian economy & the usage of AVGC-XR in the field of Media and Entertainment and others, is poised to grow at unprecedented rates. It is envisioned that the AVGC-XR sector will generate employment for over 20 lakh youth by 2030.

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