

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:5580

ANSWERED ON:30.04.2013

GROWTH OF MEDIA AND ENTERTAINMENT INDUSTRY

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

- (a) Whether the media and entertainment industry is expected to register significant growth by 2017;
- (b) if so, the details thereof;
- (c) whether lack of adequate trained talent is affecting the Indian media industry;
- (d) if so, the reaction of the Government thereto; and
- (e) the corrective steps taken by the Union Government to attract adequate trained professionals in this sector?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION & BROADCASTING (SHRI MANISH TEWARI)

(a) to (e) As per FICCI-KPMG India, Media & Entertainment (M&E) Industry Report 2013, the Indian M&E industry is estimated to achieve a Compound Annual Growth Rate of 15.2% to reach Rs.1661 billion by 2017. It has been pointed out in the report that there are gaps in the availability of skilled M&E professionals. The report states that the growth of the industry has been hampered by a talent crunch across sectors.

In view of the demand for qualified talent in the M&E sector, the Government has initiated a series of measures. It is expected that these measures would enhance the supply of skilled manpower in the M&E sector. The measures initiated so far are as follows:-

(i) The Indian Institute of Mass Communication has been expanded with the opening up of four new Regional Centres at Jammu, Kottayam, Aizawal and Amravati. This is apart from the main Campus at New Delhi and the existing Regional Centre at Dhenkanal.

(ii) Two full fledged Institutions in Film & TV sector – Film and Television Institute of India, Pune & Satyajit Ray Film & Television Institute in Kolkata have been set up to provide quality manpower in the relevant domains of the film and TV sectors.

In addition to the above measures, the Government has taken the initiative to address the need of skilled manpower by creating National Skill Development Corporation (NSDC), a Special Purpose Vehicle. The NSDC, in turn, has approved and funded the setting up of Media & Entertainment Skills Council by Federation of Indian Chamber of Commerce and Industry (FICCI) covering the segments of TV, Print, media, films, radio, music, animation, gaming and advertising.