

**GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA**

UNSTARRED QUESTION NO:219
ANSWERED ON:24.11.2014
NATIONAL CENTRE FOR EXCELLENCE
Suresh Shri Doddaalahalli Kempegowda

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

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- (a) whether the Government proposes to set up a National Centre for Excellence in Animations, Gaming and Visual effects in the country;
- (b) if so, the details thereof alongwith the objectives of proposed centre;
- (c) the total funds likely to be allocated in this regard; and
- (d) the time by which it is likely to be set up?

Answer

MINISTER FOR COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI RAVI SHANKAR PRASAD)

(a) to (d): Ministry of Information and Broadcasting proposes to setup a National Centre of Excellence in Animation, Gaming and Visual Effects under the 12th Plan scheme at a cost of Rs 57 Crore. Planning Commission has given in-principle approval to the project. The objective of the scheme is to impart quality education and to ensure increased skilled manpower. The scheme would also ensure increasing ownership of Intellectual Property by Indians in animation/gaming/visual effect sector leading to increased revenues, employment generation, cultural pay-off and a subtle leveraging of India's soft power in the global arena. Stakeholders have been requested to submit revised proposal, based on which Detailed Project Report would be prepared for further action.