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Glossary of Terms

2D	2 Dimensional
3D	3 Dimensional
5G	5th Generation mobile network
AR	Augmented Reality
ASSOCHAM	Associated Chambers of Commerce and Industry of India
AVGC	Animation, Visual Effects, Gaming & Comics
CAGR	Compound Annual Growth Rate
CG	Computer Graphics
CGPDTM	Controller General of Patents, Designs, and Trade Marks
CII	Confederation of Indian Industry
CKD	Complete Knocked Down
COE	Centre of Excellence
CoE-IP	Centre of Excellence in Intellectual Property
CST	Central Sales Tax
DBK	Duty Drawback
DD	Doordarshan
DEPB	Duty Entitlement Passbook
DFIA	Duty Free Import Authorisation
DIC	Design Innovation Centres
DPIIT	Department for Promotion of Industry and Internal Trade
DTA	Domestic Tariff Area
DTH	Department of Higher Education
E&IT	Electronics and Information Technology
ECGC	Export Credit Guarantee Corporation
EdTech	Education Technology
ELCINA	Electronic Industries Association of India
EPCG	Export Promotion Capital Goods
FDI	Foreign Direct Investment
FICCI	Federation of Indian Chambers of Commerce and Industry
GDP	Gross Domestic Product
GIAN	Global Initiative of Academic Network
ICT	Information and Communications Technology

Glossary of Terms

IEC	Information, Education & Communication
IESA	India Electronics and Semiconductor Association
IISc	Indian Institute of Science
IIT	Indian Institute of Technology
INR	Indian Rupee
IP	Intellectual Property
IPR	Intellectual Property Rights
IT	Information Technology
IT-BPM	Information Technology - Business Process Management
M&E	Media & Entertainment
MAI	Market Access Initiative
MAIT	Maharaja Agrasen Institute of Technology
MeitY	Ministry of Electronics and Information Technology
MESC	Media and Entertainment Skills Council
MHRD	Ministry of Human resource Development
MOC	Memorandum of Cooperation
MoC	Ministry of Commerce and Industry
MoE	Ministry of Education
MOOC	Massive Open Online Course
MR	Mixed Reality
MSDE	Ministry of Skill Development and Entrepreneurship
MSIPO	Modernisation and Strengthening of Intellectual Property Office
NASSCOM	National Association of Software and Services Companies
NCOE	National Centre of Excellence
NDIN	National Design Innovation Network
NEP	National Education Policy
NFDC	National Film Development Corporation
NIDI	National Initiative for Design Innovation
NIT	National Institute of Technology
NOS	National Occupational Standards
NSDC	National Skill Development Corporation
NSQF	National Skills Qualification Framework

Glossary of Terms

ODS	Open Design School
OTT	Over-the-Top
PG	Postgraduate
PMKK	Pradhan Mantri Kaushal Kendra
PMKVY	Pradhan Mantri Kaushal Vikas Yojana
PPP	Public Private Partnership
PRISM	Promoting Innovations in Individuals, Start-ups and MSMEs
QP	Qualification Packs
QS	Quacquarelli Symonds
R&D	Research & Development
RCOE	Regional Centre of Excellence
SC	Schedule Caste
SIPP	Scheme for Facilitating Start-ups Intellectual Property Protection
SKD	Semi Knocked Down
SME	Small and Medium Enterprises
SPARC	Scheme for Promotion of Academic and Research Collaboration
SPRIHA	Scheme for Pedagogy and Research in IPRs for Holistic Education and Academia
ST	Schedule Tribe
STP	Software Technology Park
STPI	Software Technology Parks of India
SWAYAM	Study Webs of Active-Learning for Young Aspiring Minds
TITP	Technical Intern Training Program
TV	Television
UAY	Ucchatar Avishkar Yojana
UG	Undergraduate
UGC	University Grants Commission
US	United States
USD	United States Dollar
VFX	Visual Effects
VR	Visual Reality
XR	Extended Reality

1 Current Landscape of AVGC-XR Sector in India



Sector Overview



The Indian Media and Entertainment sector is expected to grow at 8.8% CAGR to reach USD 53.75 billion in 2026. ¹

The Animation, VFX, Gaming, Comics and Extended Reality (together termed the AVGC-XR Sector) has evolved as an important growth engine of this sector and of the Indian economy. The sector has shown steady growth in recent years and has emerged as a sunrise sector, both at the national level as well as globally. With the right set of interventions, the AVGC-XR sector has the potential to become the backbone of the Media and Entertainment industry in the country. The sector has the potential to make Indian culture accessible to the world, connect the Indian diaspora to India, generate direct and indirect employment, and benefit tourism and other allied industries.

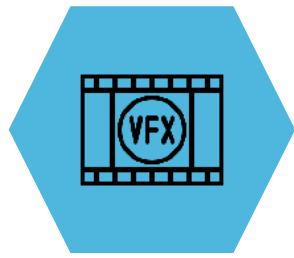
The AVGC-XR industry has witnessed unprecedented growth rates in recent times, with many global players expressing interest in the Indian talent pool to avail offshore delivery of services as India is now seen as the primary destination for high-end, skill-based activities in the AVGC-XR sector.

India possesses the necessary ingredients to become a major contributor to the global AVGC sector. India's AVGC sector had an overall market size of USD 2.3 billion in 2019, which was about 0.7% of the global market size. ² The sector is expected to grow 2.2 times over the next four years driven by market forces and constitute about 1.5% of the global AVGC market. ³

¹ <https://www.outlookindia.com/business>

² As per NITI Aayog estimates

³ As per NITI Aayog estimates



Animation and VFX Sector



Global Market Context

The **global animation and visual effects market** size was estimated at USD 168 billion in 2021 and is projected to grow to USD 290 Bn by 2024 at a CAGR of 10.94% between 2020 and 2026.⁴

Television and OTT largely dominate the use of animation and VFX, followed by films. Between 2020 and 2024, gaming is expected to be the fastest growing segment of animation and VFX services with a CAGR of 12%.⁵ Apart from this, some other segments that make use of animation and VFX are EdTech, medical and architecture. In terms of market share, North America is the largest market with a share of 31.4%, followed by Europe at 28%.⁶ Asia Pacific is the fastest growing market amongst the region, growing at a CAGR of 13.2% between 2020 and 2024.⁷



Domestic Market Context

The increasing number of animated series and features being produced in India have attracted global audiences, with many of India's works getting distributed globally. The demand for animation has expanded with the increase in children's broadcasting viewership, availability of low-cost internet access, and growing popularity of OTT platforms. According to estimates by NITI Aayog, the animation and VFX sector in India was valued at USD 1.131 Bn.⁸

The Indian VFX industry has been gradually making progress with adaptation of world-class techniques and innovative technology. Content creators are experimenting storytelling with high-quality VFX advancements. VFX & Animation can be the next IT-BPM boom for India and has the potential to play a fundamental role in India becoming a USD 100 billion M&E industry by 2030.

⁴ As per NITI Aayog estimates

⁵ As per NITI Aayog estimates

⁶ As per NITI Aayog estimates

⁷ As per NITI Aayog estimates

⁸ As per NITI Aayog estimates



Gaming
Sector



Global Market Context

The global gaming market was valued at USD 198.4 Bn. in 2021 and it is expected to reach USD 314.4 billion by 2026, growing at a CAGR of 9.64% between 2021 and 2026. ¹² As of 2020, the Asia Pacific region had the largest market share accounting for 48.5% of the market, followed by North America with 25.5% and Europe with 18.8%. ¹³



Domestic Market Context

The online gaming segment grew by 28% in 2021 to reach USD 1.9 billion. ¹⁴ This exceptional growth is fuelled by demographic factors, change in media consumption habits, as well as innovations in the industry during the past few years. Further, the COVID-19 pandemic has led to a long-lasting shift towards digital means of entertainment, which has resulted in an exponential growth of the gaming industry during the pandemic.

India is expected to become one of the world's leading markets in the gaming industry. Growing steadily for the last five years, it is expected to be 3 times in value and reach USD 3.9 billion by 2025. ¹⁵

¹² As per NITI Aayog estimates

¹³ As per NITI Aayog estimates

¹⁴ As per NITI Aayog estimates

¹⁵ <https://economictimes.indiatimes.com/jobs/is-indias-gaming-industry-set-to-take-off-and-create-jobs-for-gen-z/articleshow/89644615.cms?from=mdr>



Comics Sector



Global Market Context

The global comic market size was USD 15.2 billion in 2020 and is expected to reach USD 23.9 billion by 2028, growing at a CAGR of 5.8% between 2021 and 2028.¹⁶ The dominant market share is held by the Asia Pacific region, mainly due to the flourishing anime industry in Japan.¹⁷



Domestic Market Context

With the Indian economy opening in 1991 and major changes in satellite television market, Indian comic readers were introduced to a plethora of international characters in mainstream media. The industry now has a host of new players which tapped into the India artist pool to come up with the new generation of Indian comics. The genres vary from Superhero, Mythology, Folklore to many other social segments.

The comic book industry is a well-recognized part of Indian popular culture, having produced many familiar cultural icons like, Suppandi, Chacha Chaudhary, Tenali Raman, Detective Moochhwala, Shikkari Shambhu, Mayavi, and Akbar-Birbal. The industry was at its peak during the late 1980s and 1990s, when it flourished with a record number of sales.

Year 2021 witnessed the acquisition of many comic book characters which will eventually be turned into animated series, films or shorts. Social media has been a turning point for this segment, as the surge of comics being published on Instagram has been the biggest gamechanger for individual publishers.

¹⁶ As per NITI Aayog estimates

¹⁷ As per NITI Aayog estimates

Trends driving Growth in India's AVGC-XR Sector



The AVGC-XR sector in India is expected to grow exponentially in coming years driven by natural market forces.¹⁸ Below are some key trends that can be outlined for each of the sub-sectors:



Animation and VFX Sector



- **Growth of immersive content:** VR and AR are entering rapid development stage and rise of the metaverse concept could generate an additional 300% demand for new jobs over the next five years.¹⁹
- **Real time 3D technology:** Build-up of the metaverse ecosystem is expected to boost the adoption of real time 3D technology. There is huge potential in its application beyond Gaming in areas such as education, ecommerce, entertainment, and industry.
- **Migration of Production workflows to the Cloud:** The cloud offers an elastic and scalable solution as well as a shift from a traditional capital expenditure model to an operational expense one. Transition to cloud-based workflows will enhance collaboration, creativity, and efficiency.
- **Increasing demand from both domestic and international clients:** Approx. 65% of revenues were from international clients, while the domestic market accounted for about 35%.²⁰ In terms of volume of work (quantum of content created), the domestic market represented 60-65%.²¹
- **Increased original content for OTT platforms:** To accelerate growth, global leading OTT players are increasingly commissioning original content. This has created a demand for VFX, post-production, and animation services.

¹⁸ As per FICCI estimates

¹⁹ As per NITI Aayog estimates

²⁰ As per FICCI estimates

²¹ As per FICCI estimates



Gaming Sector



- **Significant growth of gamers in India:** Approximately 60% of India's online gamers are aged 18-24 ²²; this makes India a prime country for the advancement of online gaming. India is amongst the top five mobile gaming markets in the world.
- **Rising smartphone growth:** The number of smartphone users in India is expected to reach 859 Mn by 2022 ²³. Currently, India has ~500 Mn active internet users ²⁴ which is much higher than those in developed countries. India continues to be the world's second-largest internet market and this reflects the potential of growth in the AVGC-XR sector.
- **Gaming companies embracing cloud gaming:** Most of the gaming companies now offer games through cloud-based subscription services. Cloud gaming helps remove barriers associated with hardware costs and software downloads. It is expected to benefit from 5G rollout and cloud edge- location implementations across the globe. ²⁵
- **Education, training made immersive by gamification & XR:** Gamification in education is creating more engaging content for students and is expected to deliver better learning outcomes. AR/ VR tech combined with gamification is being adopted by businesses and companies as an effective mode of training.
- **Rising affordability:** The growth in India's consumer market is primarily driven by a favourable population composition and increasing disposable income.

²² As per FICCI estimates

²³ As per FICCI estimates

²⁴ As per FICCI estimates

²⁵ As per NITI Aayog estimates

Comics Sector



- **Rising Consumer Demand for Graphic Novels:** Overall, graphic novel sales in 2021 were up 65% from 2020 and 21 million more graphic novels were sold in 2021 than 2020. ²⁶ The increase is due to the strong sales of graphic novels online which provides ample scope for growth.
- **Adoption of Digital Technology:** The industry is increasingly releasing digital books and leveraging digital platform to sell comic books across formats. The rising number of children possessing smartphones is likely to propel the consumption of digital comics. The global digital publishing and content streaming market is expected to grow from USD 69.6 billion in 2019 to USD 112.0 billion in 2023 at a CAGR of 12.6 % with physical book market, 31% of the overall comics market, contributed to 87% of comics sales revenue. ²⁷
- **Self-Publishing Comics:** Self-publishing is gaining popularity since it offers faster publishing times, complete creative control, and a bigger return on a creative project. Another significant shift has been the surge of web-comics being published on social media – enabling almost anyone to publish and reach a wider audience.

Extended Reality Sector



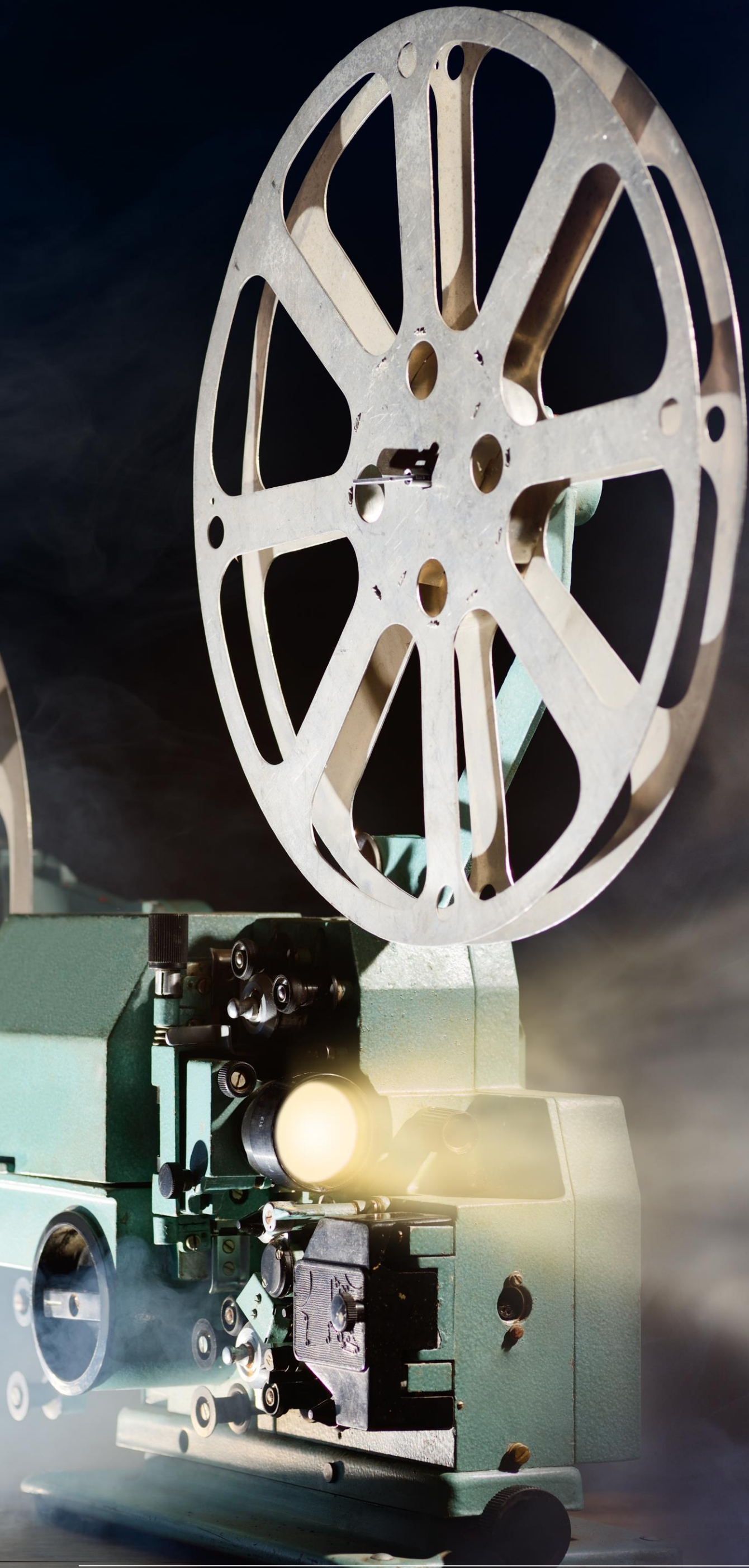
- **Increasing penetration of XR services across industries:** The number of use cases for Extended Reality (XR) technologies is rising rapidly across industries. The impact of these technologies— augmented reality (AR), virtual reality (VR), and mixed reality (MR)—is being felt across a myriad of industries, notably healthcare, hospitality, education, and retail. XR will continue to expand its presence in such sectors in addition to gaining a foothold in other industries.
- **Growth of start-ups:** The start-up ecosystem is still in a nascent stage and is projected to grow significantly over the next 10 years. According to Invest India, venture capital funding for Indian gaming startups stood at USD 0.35 billion between 2014-2020, and is growing at a CAGR of 22%. ²⁸

Similar to the IT revolution, the Indian AVGC-XR sector, enabled with right interventions can be a growth story for India and contribute to providing high quality talent to this industry. As the sector is developing on various pillars, including local Intellectual Property (IP), creations and outsourcing work for western studios, among others, India's global position will depend on collaborative efforts, and industry initiatives coupled with government's support. Therefore, a holistic and forward-looking AVGC-XR policy is the need of the hour for this sector.

²⁶ As per NITI Aayog estimates

²⁷ As per NITI Aayog estimates

²⁸ As per FICCI estimates



Promoting AVGC-XR sector in India: A Policy Framework

2



Need for a holistic and futuristic AVGC-XR policy



The trends highlighted in the above sections indicate that the AVGC-XR sector in India has immense potential for industry development, coupled with right interventions. The sector today is in its nascent stage and is still overcoming certain challenges for which there is a requirement of a holistic policy framework.

The AVGC-XR sector encompasses a number of services. Therefore, there is need for a defined vision for growth of this sector. The needs of every stakeholder in the industry needs to be facilitated through this policy.

To realize the potential of India's AVGC sector, Hon'ble FM Nirmala Sitharaman announced the formation of an AVGC Task Force during her Budget Speech for the fiscal year 2022-2023. The AVGC Task Force was formed under the Chairpersonship of the Secretary, Ministry of Information & Broadcasting in April 2022.

To propagate the employment potential of the sector, both demand and supply need to be stimulated by creating more employment opportunities and simultaneously increasing the number of employable professionals working within the sector. Therefore, there exists a critical need to implement a holistic policy to support the AVGC-XR sector in realising its true potential and making India a leading global player.

The Government of India, by way of this policy, will work towards bringing, Indian talent, products, culture and content to the world stage and also increase the sector's contribution to the country's GDP.

Ambitions and Objectives of the Policy



Ambitions

The National Policy for growth of AVGC-XR Sector in India aims to provide an all-encompassing policy framework catering to the needs of different stakeholders of the sector. The policy aims to:

- 1 Make India a global hub for products and services being delivered in the AVGC-XR sector
- 2 Increase the share of the Indian AVGC-XR sector in the international market.
- 3 Generate employment opportunities in a sunrise sector for youth in the country.
- 4 Promote and preserve Indian culture, heritage, and folk art globally.
- 5 Enhance India's soft power and create iconic Indian character brands globally.
- 6 Increase employability of already existing AVGC-XR professionals.
- 7 Enhance export potential of Indian AVGC-XR sector.
- 8 Promote Indian content worldwide

Objectives

The following have been identified as the objectives of the National Policy for growth of AVGC-XR sector in India:

1

Focus on developing talent by offering courses of international standards in Indian educational institutions to aid in the creation of world class animators, illustrators, CG artists, game developers, etc.

2

Facilitate awareness and education regarding the AVGC-XR sector among students through creation of curriculums and develop uniform content delivery mechanisms across the sector.

3

Provide quality education by setting up a National Center of Excellence for AVGC- XR and laying down the vision for Regional COEs on AVGC-XR.

4

Promote skill development via creation of specialized finishing schools and training institutes across the country.

5

Promote concept of lifelong learning and mentorship for AVGC-XR professionals in the country.

6

Encourage high quality research and development in the sector, with focus on creation of IP.

7

Promote Ease of Doing Business in the AVGC-XR sector.

8

Create supporting infrastructure such as plug-and-play labs, AVGC-XR incubators, etc. to encourage startups and new players.

9

Focus on developing supporting facilities in tier-2 cities to aid their development as AVGC-XR hubs and enable them to become preferred destinations to promote employment and economic development of Tier 2 and 3 cities and towns.

10

Promote development & popularisation of Indian content globally.

11

Support Indian artists and their local arts.

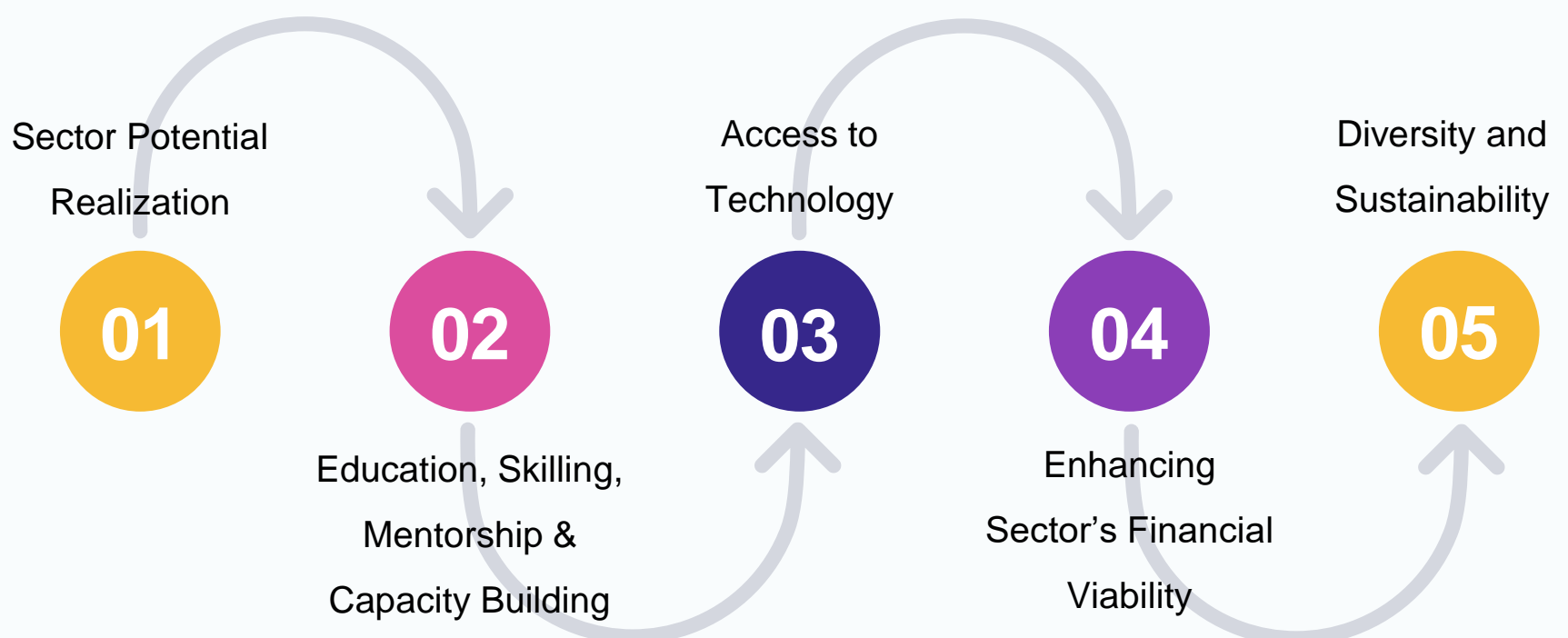
Policy framework for growth of Animation, Visual effects, Gaming, Comics & Extended Reality Sector in India



The policy framework has been developed to accomplish the vision for AVGC-XR sector in India by adhering to the objectives mentioned above.

The framework outlines **5 pillars** to achieve these objectives of the policy.

5 PILLARS for developing AVGC-XR Sector in India



Further, three areas have been identified as critical factors for successful implementation of this policy to meet above mentioned objectives:

1

An Integrated Approach

To ensure an integrated approach is taken towards development of the AVGC-XR sector in India, the above 5 pillars, together represent interventions across the following:

Sector Potential Realization	Education, Skilling, Mentoring and Capacity Building	Access to Technology	Enhancing Sector's financial viability	Diversity and Sustainability
Market access and Development	Skilling and Mentorship for professionals	Innovation in technology	Access to finance	Gender, Equality and Social Inclusion
Infrastructure development	Capacity Building of Officials and Decision makers	Increased access to technology	Enhanced financial outlay	Climate First approach
Creation of high-quality Content	Education (School, Higher Education)	Research and Development		
Promotion of Indian Content		Intellectual Property and Patents		
IEC and Outreach		MSME and Start Ups		

2

Public-Private Collaboration

The AVGC-XR sector, under the umbrella of Media and Entertainment has been categorized as a sunrise sector in India. While industry stakeholders play an important role in defining the sector and creating employment opportunities for individuals, the role of the government in this regard is equally important for drafting futuristic, business friendly policies.

For successful implementation of this policy, it is envisaged that the Government (Central and State) and the industry will work in close collaboration with each other to develop a roadmap of growth for the sector in India.

3

Inter-Governmental Collaboration

The growth and development of the AVGC-XR sector in India is a collaborative effort as it requires interventions from multiple ministries in education, skilling, co-production, promoting Indian content, technology, finance, infrastructure, among others. Hence, inter-ministerial convergence is of prime importance for the development of an action report and further, for realizing the true potential of this sector. At the same time, extensive collaboration is required between Governments at the center and states, for ensuring action in their respective domains. Some states have taken noteworthy steps for growth of the sector. These States can provide guidance to other states, including assisting them in drafting state-level AVGC-XR policies, raising requirement for extensive collaboration among states, among other such measures.



3

Sector Potential Realization



3.1

In past, Government of India has already acknowledged Audio Visual services as one of the 12 Champion Service Sectors in India. As part of the Champion Services Sector Scheme, key policy measures aimed at sustained growth have been taken along with dedicated financial outlay. Under this scheme, the following incentives have been launched since April 2022 -

3.1.1 Incentives for shooting foreign films in India include:

For all qualifying projects, the international film production company can claim a payable cash incentive of up to 30% on Indian qualifying expenditure subject to a maximum of INR 2 crore (USD 2,60,000). An additional 5% bonus up to a maximum of INR 50 lakhs (USD 62,500) as additional reimbursement would be granted for employing 15% or more human resource in India.

3.1.2 Incentives for Audio Visual Co-production with Foreign countries include:

For all qualifying projects, the film production company can claim a payable cash incentive of up to 30% on Indian qualifying expenditure subject to a maximum of INR 2 crore (USD 2,50,000). The Government of India will further leverage the Champion Services Sector Scheme to develop AVGC-XR sector on a mission mode.

3.2

Government of India will consider to set up a National AVGC-XR Mission to handhold the promotion and growth of the sector. Development of the sector on a mission mode will ensure conceptualization and delivery of projects with clearly defined objectives, scope, implementation timelines and milestones, as well as measurable outcomes and service levels.

The key focus areas of the mission are proposed to be as follows:

- Promote an integrated education and skilling ecosystem in India to enhance employability and bridge demand and supply talent gap in the sector.
- Establish a platform to showcase India's thought leadership and offerings in the AVGC-XR sector to the global markets.
- Incentivize research and development, innovation and entrepreneurship action in the AVGC-XR sector.
- Preserve and promote Indian culture, heritage, and folk art globally.
- Enhance access to capital and long-term viability of the sector.
- Promote collaboration among global technology players to democratize AVGC-XR technology.

It is proposed to create a dedicated fund for AVGC-XR. The qualifying use of proposed fund can be for:

- Modernization of AVGC infrastructure (physical/ technology) in academia, public production facilities, setting up of incubation hubs and R&D facilities.
- Creation of high-quality content for promotion of Indian culture, heritage, and folk art globally.
- Establish Start-up seed fund to provide financial assistance to startups for proof of concept, prototype development, product trials, market entry, and commercialization.
- Provide capital and operational support to PPP projects by way of Viability Gap Funding, like setting up of NCoE for AVGC-XR.
- Carry out Capacity Building programs for multiple stakeholders in the sector.
- Scholarships for meritorious students.
- Carry out awareness and outreach related activities such as IEC and Hackathons, Career fairs for promotion of Indian AVGC-XR sector.
- Funding for New technology pilots and Proof of Concept demonstrating AVGC-XR related product design
- Support for executing projects as part of co-production treaties.
- Giving incentives for various initiatives under education, skilling, content creation, and providing market access to the budding entrepreneurs of the country.

3.3

The mission will give the needed impetus to content creation in India. The “Make in India” vision would get fuelled by the “Create in India” initiative. Some key focus areas of 'Create in India' will be as follows:

- Creation of high-quality content for promotion of Indian culture, heritage, and folk art globally.
- Promotion of international co-productions to help Indian productions get global audiences
- Creation of global content in the country, making India a Global hub for the AVGC sector
- Creation of child friendly content to promote learning and development and positive behaviour among children, protecting child rights at the same time.
- Creation and protection of Intellectual Property in the AVGC-XR sector
- Engaging AVGC-XR software/ product developing companies to reduce cost of acquisition of software.
- Encourage & promote Indian artisans, by offering a platform to identify, encourage and skill individuals, groups and cultural organizations engaged in performing, visual and literary arts.

3.4

Ministry of Information and Broadcasting along with key Ministries, will conduct an annual international AVGC-XR Expo with regional events, in collaboration with Industry. The Expo will focus on FDI in AVGC-XR, market access creation, employment generation, new age technologies & knowledge exchanges, co-production partnerships & IPR. In the run up to the Expo, dedicated hackathons focusing on different themes, including, Gaming, creation of Indian Content, new technology etc. to be organized as well.

3.5

Government of India, in collaboration with Industry will also evaluate feasibility of conducting an annual Gaming Expo. This outreach event will encompass the following:

- The Expo will focus on FDI in gaming, market access creation, employment generation, new age technologies & knowledge exchanges, co-production partnerships & IPR.
- Gaming Startup Fests for showcasing innovation and providing a collaboration platform for gaming Startups. In the run up to the Expo, dedicated hackathons focusing on different themes.
- To encourage creation of high-quality Indian IPs by small businesses, start-ups and independent game developers, an annual competition “Game India Hackathon” may be organized to showcase games based on Indian themes.



3.6

A nodal agency will be constituted under the chairpersonship of Secretary, Ministry of Information and Broadcasting, to closely monitor growth of the sector. The proposed nodal agency, that will be housed under Ministry of Information and Broadcasting, will have dedicated sub-groups focusing on Education, Skilling and Industry Development under Ministry of Education, Ministry of Skill Development and Entrepreneurship and Ministry of Commerce, respectively.

It will work closely with the State Governments and NCOE to establish Regional Centres of Excellence (RCOEs) on the lines of NCOE. Centre of Excellence for AVGC-XR, with focus on education and skilling will be developed on PPP model across the country, in collaboration with International, National and State level stakeholders in the sector. The agency will also design and implement the AVGC National Mission.

3.7

Ministry of Information and Broadcasting in collaboration with other key Ministries, will set up country's first National Center of Excellence for AVGC-XR. The NCOE has been envisioned to deliver mandate, across Skilling, Education, Industry Development and Research and Innovation for the AVGC-XR sector. Being the first of its kind institution in the AVGC-XR sector, the NCOE will serve as a reference point for the AVGC-XR industry across different areas.

Below will be the key value proposition of the proposed NCOE:

- Increase in number of degree holders to meet industry demand.
- Increase employability of existing workforce through skilling initiatives.
- Strengthen AVGC-XR start-up ecosystem through provisioning of high-end incubation labs.
- Support strengthening of AVGC-XR infrastructure (physical and technology).
- Enhance export potential of the sector and increased contribution to GDP.
- Position India as an emerging hub of AVGC-XR by way of Patents/ Copyrights/ IP.

The NCOE will undertake initiatives across the following identified areas; Skilling, Education, Industry Development, R&D, and Innovation.

3.7

1. Education

- ▶ NCOE will act as a mentoring institution for the industry to guide the policies for growth of this sector, establish frameworks for AVGC-XR education in India, actively collaborate with industry and international AVGC-XR institutes, and enhance the global positioning of the Indian AVGC-XR industry.

2. Skilling

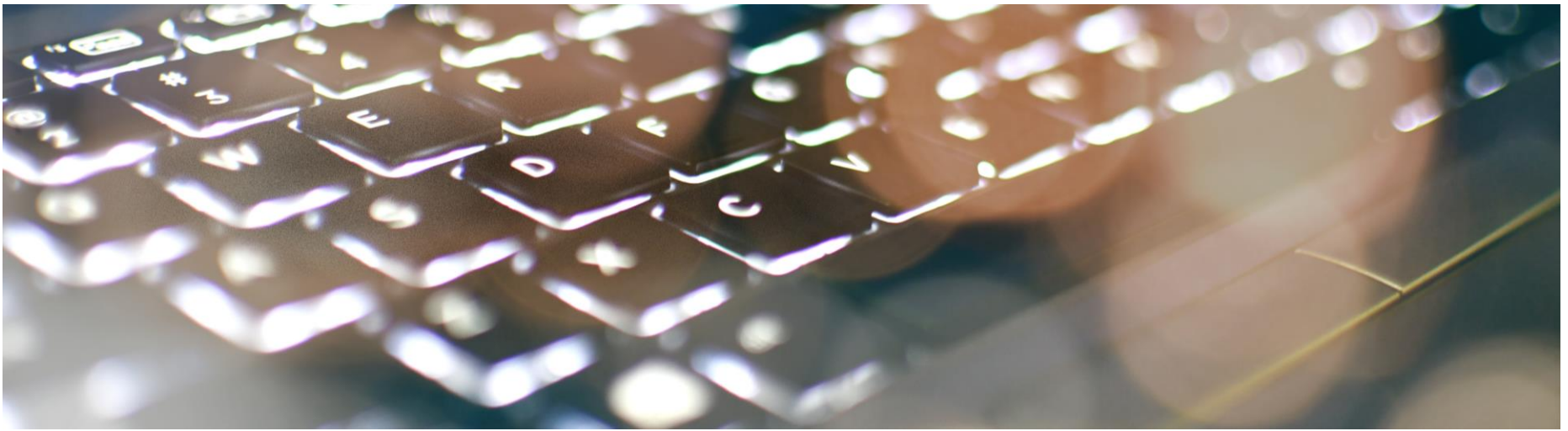
- ▶ As part of its skilling mandate, the NCOE in collaboration with MESC will take up activities including, drafting of training standards, benchmarking practices to international standards, conducting quality assurance across industry, promoting industry access to India and international markets, and defining various operational frameworks for AVGC-XR industry and academia.

3. Industry Development

- ▶ The suggested NCOE will provide latest state of the art infrastructure such as digital post-production AVGC labs, post-production technologies such as motion capture, 2D & 3D animation and high-speed rendering along with state-of-the-art hardware and software that companies can use on pay-per-use basis. This, in the long-term will also provide a consistent revenue to the NCOE and will ensure that it moves in the direction of self-sufficiency.
- ▶ For NCOE to serve as a reference point in the AVGC-XR industry, it will provide policy advisory services, industry consulting services in terms of setting up of management clinics for national and international partnerships, curriculum design for institutes, training of experts and in the long term, will serve as an employment exchange for the industry as well as for individuals seeking career opportunities in AVGC-XR sector.

4. R&D and Innovation

- ▶ The NCOE will assist the industry in being able to pursue research objectives that benefit the industry through development of practical solutions which could be tested, piloted and rolled out for the advancement of technology. It will focus on improving its research base and will form partnerships with several Industry players to support research initiatives in specific areas.
- ▶ The proposed NCOE will provide incubation facilities for start-ups and small production houses, this will encourage individuals with business ideas to build their base in the AVGC-XR industry.



3.8

To promote content developers in India, Ministry of Information and Broadcasting will set up a Production fund with the National Film Development Corporation of India. Along with above, the Government of India will also strengthen the mechanisms for companies to access institutional funds for development of indigenous and globally competitive content.

3.9

To promote creation and consumption of indigenous animation content, provisions for reservation in broadcasting for content made in India, will be evaluated.

3.10

With a large children's population and high television penetration, there is an opportunity for launch of a channel focused on content delivery for children to educate them and raise their awareness on rich culture, history and traditions of the country. Government of India will therefore, examine the feasibility of creating a DD Kids channel through the Public Broadcaster. The content for this channel will:

- be sourced from local independent creators, to promote skill and capability building within the country.
- focus primarily on Indian icons, characters of rich Indian heritage, and seek to provide education with entertainment.
- will not just be for the purpose of entertainment, it will also promote education through gamification of curriculum.
- will also be relevant for global audience.

Private Broadcasters will also be encouraged to take up the activity of developing children only content.

3.11

To promote India as a preferred hub for AVGC-XR services, enable cross-cultural pooling of expertise and extend Indian AVGC-XR industry's reach to new markets, favourable co-production treaties will be signed with leading countries. The existing co-production treaties will also be strengthened to include AVGC-XR related products and services.

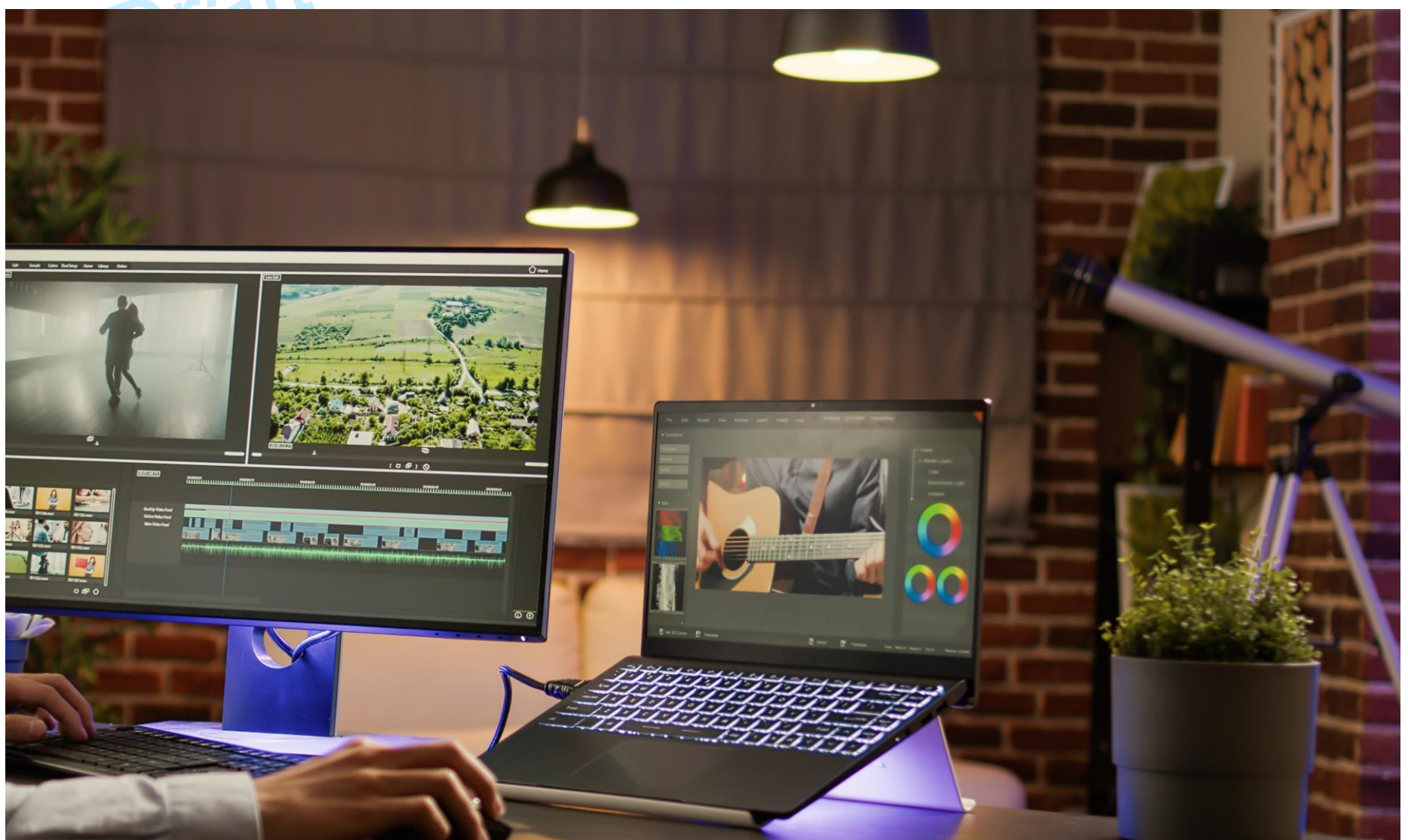
Film Facilitation Office, housed under NFDC, will be equipped adequately to play a larger role in this process. The feasibility of listing out Media and Entertainment as a priority sector in various international treaties and agreements, such as, Free Trade Agreements between countries, will also be examined.

For the purpose of developing AVGC market for the Industry, including for budding entrepreneurs, it will be evaluated to establish an AVGC Helpdesk within the Film Facilitation Office.

3.12

To showcase India's thought leadership in AVGC-XR sector, Government of India in collaboration with AVGC-XR Industry will undertake a National level IEC Campaign to increase awareness on the AVGC-XR sector among parents, students, communities, and professionals across India with focus on the socio-economic potential of the sector.

The campaign will also have dedicated outreach activities in schools and colleges. As part of this National campaign, a sub-campaign focusing on educating and increasing awareness on the larger potential of gaming among various strata of society will also be undertaken.





Education, Skilling, Mentorship and Capacity Building

4



4.1

Ministry of Information and Broadcasting will closely work with Ministry of Education to draft a holistic framework for AVGC-XR education in India. The framework will comprise:

- nomenclature for degrees
- course duration
- teaching methodologies
- core areas of teaching
- new subjects
- mode of examination for creative fields etc.

4.2

Ministry of Information and Broadcasting will work closely with Ministry of Education to evaluate ways of consciously developing creative thinking among students in school. This will also involve introduction of new subjects pertaining to AVGC-XR in schools. The students at school level to be given exposure to subjects that help them sharpen their creative skills. Adequate frameworks in alignment with National Education Policy 2020 to be formulated. AVGC-XR Industry will also be encouraged to promote periodic exchange programs for school children and teachers to give them exposure to the AVGC-XR Industry.

For the same purpose, it may also be evaluated to advise NCERT for introduction of books on subjects relating to AVGC-XR sector. Considering the growing market for applied games and its application by industries to train and develop their workforce, it will also be evaluated to include applied games in the school curriculum, especially at upper primary and secondary levels.

4.3

Government of India will also evaluate feasibility of conducting a standardised admission test for facilitating admissions into animation, visual effects, gaming, film making or any other career program in AVGC-XR sector. The tests will be standardized to effectively measure the creativity, aptitude and readiness of a candidate seeking admission in programs running in the Media & Entertainment Sector. For the same purpose, admissibility of Media & Entertainment Creative Aptitude Test (MECAT), conducted by MESC will be evaluated.

4.4

For the purpose of education, adequate interlinkages will be established between this policy and National Educational policy 2020. By way of the National Education Policy 2020, school children will be given exposure to subjects that will help them sharpen their creative skills.

The below areas have already been outlined in the National Education Policy 2020.

- Promotion of Recognition of Prior Learning: Recognition of Prior Learning is a key component of PMKVY Scheme and refers to an assessment process used to evaluate a person's existing skill sets, knowledge and experience gained either by formal, non-formal or informal learning
- Development of full Choice-Based-Credits-System structure for the sector: The concept of credit banks has already been outlined in the National Education Policy 2020. .

4.5

A UGC-recognized curriculum for Undergraduate and Postgraduate degrees will be established with a dedicated component of practical skills that will be imparted through a mix of in-house training by faculty as well as mentorship by industry recognized mentors.

Mapping and upgrading existing curriculum of educational institutions (Short- & Long-term trainings or courses) as per NSQF guidelines to meet industry and international standards will also be undertaken. For the same purpose, uniformity in course content and delivery will also be ensured as part of the standardization process.

4.6

Ministry of Information and Broadcasting will examine feasibility of recommendations of the UGC committee which is looking into hiring of industry professionals as faculty members. After due consideration, the recommendations and plan of implementation for bringing in professors of practice may also be adopted for the AVGC-XR sector. This will help the sector to be more industry focused and produce job-ready graduates.

4.7

To standardize skilling initiatives across the AVGC-XR sector, Government of India, in collaboration with the AVGC-XR industry will take up the activity of defining various job roles and their associated skill set in the sector. This will contribute to standardization of skilling initiatives across the AVGC-XR sector.

For the same purpose, AVGC-XR will be brought into the fold of National Skills Qualification Framework (NSQF) to augment learner capability and develop qualification packs comprising, National Occupational Standards (NOS) aligned to job roles in consultation with the industry.

4.8

Government of India through, National Skill Development Corporation, will take up the exercise of providing scale and standardization to AVGC-XR related skilling content and delivery. This will be done through dissemination of AVGC-XR centric courses in PMKK and PMKVY centers in the urban and rural areas throughout the country.

4.9

Like the Technical Intern Training Program (TITP), Government of India will explore opportunities to sign Memorandum of Cooperation (MoCs) between India and other developed global AVGC-XR markets – US, Japan, South Korea, Germany, for providing internships (six months to a year) to Indian AVGC-XR professionals. This will provide Indian professionals an opportunity to get exposure to the AVGC-XR skillset of the developed countries and sharpen their skills accordingly.

4.10

Government of India will also evaluate various financial and non-financial assistance including tax benefits and import duties to education and skilling providers in the AVGC ecosystem.



5

Access to Technology



5.1

The Government of India will evaluate the feasibility of developing AVGC-XR infrastructure (including technological infrastructure) in a hub and spoke model to improve efficiencies and provide wider reach.

The NCOE being developed for AVGC-XR sector will provide latest state of the art infrastructure such as digital post-production AVGC-XR labs, post-production technologies such as motion capture, 2D & 3D animation and high-speed rendering along with state-of-the-art hardware and software that companies can use on pay-per-use basis. This, in the long-term will also provide a consistent revenue to the centre and will ensure that it moves in the direction of self-sufficiency.

The proposed NCOE will provide incubation facilities for start-ups and small production houses, this will encourage individuals with business ideas to build their base in the AVGC-XR industry.

The opportunity to develop Regional Centre of Excellence for AVGC-XR in collaboration with respective State Governments will also be explored. For the same purpose, allocation of dedicated funds by Centre to states will also be considered.

5.2

Democratizing technology through use of subscription models: Government of India will take adequate steps to encourage companies offering AVGC technology products, including software, to move from a traditional license and maintenance model to a subscription-based model. The companies will also be advised to make it easy for consumers to purchase with try-before-you-buy programs and some add-on capabilities.

The subscription model is envisaged to provide better entry-level pricing and the ability to add features as users mature and gain value from the initial experience. This will lead to expensive software not becoming a financial barrier to adoption of new AVGC-XR technology especially by MSMEs and start-ups.

5.3

Providing incentives for development of software and hardware designed especially for Indian market and price point: India's population has moved along an exponential technology curve, seeing development across different buckets of technology, including software development. The Government of India will therefore encourage, AVGC-XR companies to develop their software locally to meet the needs of India AVGC-XR industry.

Government of India will also determine a Production Linked Incentive (PLI) scheme to attract AVGC-XR sector related hardware manufacturers to the country. Government of India, in collaboration with global players can develop an open-source stack particularly for game development. The PLI scheme will also focus on Gaming related hardware, such as Gaming consoles etc.

5.4

Adequate steps to curb piracy of software in the AVGC-XR sector, will be taken. This will also be inclusive of raising awareness among Indian public on Intellectual Property Rights (IPRs) and threats posed by pirated software.

5.5

A robust R&D pipeline and investment are critical for the long-term growth of the Indian AVGC-XR industry. Therefore, feasibility of an annual R&D grant for the sector will be examined.

The Ministry of Information and Broadcasting will also take up the exercise for development of a framework for implementation of the above grant. Implementation frameworks of existing R&D grants in other sectors will also be leveraged for this purpose.

5.6

Recognising the need for creation and protection of Intellectual Property in the AVGC-XR sector, the Government of India with inputs from AVGC-XR Industry will develop a program focused on growth of IP in the sector. The program will comprise:

- Establishment of a Centre of Excellence for IP in AVGC-XR sector, as part of the NCOE
- IP facilitation support to Indian companies in collaboration with Startups Intellectual Property Protection scheme
- IPR awareness programs across different media
- Financial aid to Startups and SMEs for International Patent Filing

To promote registration of original IP in India, the Ministry of Information and Broadcasting will develop an incentive scheme for all original IP products that have been either fully created or hosted/parked in India. This incentive scheme will be administered by the Center of excellence for IP that will be developed as part of NCOE for the AVGC-XR sector.

5.7

A platform for pro bono legal and technical consultation on IP protection for developers and designers, like the Patent Facilitation Program under the Department of Science & Technology, may be developed in coordination with the industry-led incubators and accelerators.



5.8

It will require concentrated and sustained effort to provide increased access to AVGC-XR specific technology in colleges. Government of India will explore measures to set up labs in Higher Education Institutions to introduce new and emerging technologies into academics as well as industry practices. Various operating models for above, including, running these labs in partnership with experts from the AVGC-XR industry professionals will be explored.

This will also promote Academia and Industry linkages in the sector. Adequate measures will also be taken to minimize the cost of acquisition of software. Feasibility to set up AVGC-XR and design specific R&D labs in various Institutes of Eminence like IITs, NITs, IISc, in the country, will be evaluated.

5.9

Various ways to encourage industry to establish incubators and accelerators for early stage-start-ups in different cities will be explored. The Government will also look at incentivizing these incubators and accelerators through mechanisms such as incentivizing FDIs, tax incentives, and other institutional support for establishing labs for research and development, etc. Feasibility of utilizing existing Government of India's production and post production infrastructure will also be assessed.

5.10

As gaming industry is growing at an exponential growth rate in the country and India is emerging as one of the largest gaming markets in the world, the proposal for making dedicated gaming infrastructure will be explored.

5.11

The Government of India, will also evaluate feasibility of establishing Centres of Entrepreneurship (COEs) and technology incubators focusing on AVGC related technology at Software Technology Parks of India (STPI) to ensure widespread reach of technology.

5.12

A robust R&D pipeline and investment are critical for the long-term growth of the Indian AVGC-XR industry. Therefore, feasibility of an annual R&D grant for the sector will be examined.

The Ministry of Information and Broadcasting will also take up the exercise for development of a framework for implementation of the above grant. Implementation frameworks of existing R&D grants in other sectors will also be leveraged for this purpose.

Development of Public-Private Partnership (PPP) models or co-innovation models for research into new technologies, especially for gaming, will also be promoted.

Enhancing Financial Viability

6



6.1

The Government will take up development of the AVGC-XR sector on a mission mode. For the same purpose, the Government will evaluate setting up a National AVGC-XR Mission. The mission will also be supported by a holistic financial package. The umbrella initiative will be designed in collaboration with the Ministry of Finance, and other Ministries such as Ministry of Electronics and Information Technology (MeitY), Ministry of Education (MoE), Ministry of Skill Development and Entrepreneurship (MSDE), and the industry. Details of various activities that can be undertaken as part of the fund are mentioned in the document.

6.2

To promote content developers in India, Ministry of Information and Broadcasting will be setting up a Production fund with the National Film Development Corporation of India. The fund will be utilised to give assistance to talented small and medium scale Indian content developers. The Production funding mechanism will be designed in such a way that it will become a self-sustaining fund over a period of time by recouping its investments.

6.3

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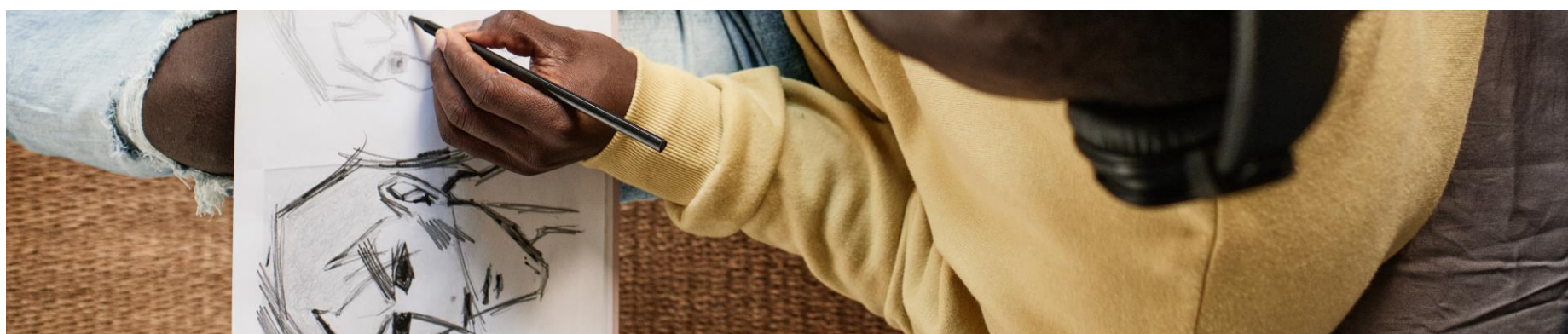
6.5

Adequate steps to provide increased access to finances will also be undertaken. Some interventions whose feasibility will be evaluated by Government of India include:

- Getting banks on board for providing educational loans with no collateral or margin money to students from low-income-families for studying UG/PG programs in AVGC-XR, in accordance with the RBI guidelines. This facility today is available for education in premier engineering and management colleges.
- Easing availability of Micro Loans for AVGC-XR sector.
- Applicability of Pradhan Mantri Mudra Yojna to the AVGC-XR sector. The same may also be explored for fulfilling skilling requirements through NSDC.

7

Diversity and Sustainability



7.1

To promote reach of AVGC-XR industry across the country, the Government of India will undertake the following steps:

- Promotion of AVGC-XR as a sector in Tier 2 and Tier 3 cities of the country by way of:
 - ▶ Identification of partners to set up incubation facilities for start-ups working in domains such as virtual reality, digital compression, gamification of educational content and other such niche areas in each state, especially focusing on AVGC-XR hubs.
 - ▶ Conceptualizing dedicated centers with hi-tech infra, including facilities such as Digital post-production labs, incubation centers and virtual labs.
 - ▶ Through this policy, an endeavour will also be made to promote education the AVGC-XR sector in regional/local languages to promote inclusion.
- Formation of AVGC-XR centric ITIs which may be used by academia and industry for optimum use of infrastructure and development of regional industry. Further, existing ITIs may also be strengthened for their AVGC-XR related capabilities. AVGC-XR centric ITIs may also be enabled with Job oriented Diploma & Certificate programs for AVGC-XR segment.
- Government of India will evaluate creation of differentiated Zones, through effective PPP models, in Tier 2 and Tier 3 cities with focus on AVGC-XR. This will promote Industry's access to technology, R&D facilities, Incubation Centers. Such an initiative will also ensure country wide growth of the AVGC-XR sector.

7.2

Ministry of Information and Broadcasting will assist States in preparing their AVGC-XR policy. The State AVGC-XR Policies will enable the states to provide attractive incentives to the AVGC-XR Industry to set up base in their respective States.

7.3

To promote women entrepreneurship in AVGC-XR sector, Ministry of Information and Broadcasting, in its Model State Policy for AVGC-XR, will propose a pool of incentives for states to choose as per their priorities. These incentives will be especially designed to promote diversity among entrepreneurs in the AVGC-XR sector.

7.4

By way of the AVGC-XR sector, the Government of India will also take up the task of communication to general public on climate change and its impact. Ministry of Information and Broadcasting, along with Ministry of Education and Ministry of Environment, Forests and Climate Change, will also evaluate education on sustainability through Gamification. Various aspects of sustainability education, including delivering information, raising ethical awareness, and promoting conscious decision-making and behavioural change maybe covered as part of the education module.

7.5

The AVGC-XR industry will be encouraged to include reporting on Environment, Social and Governance into their existing reporting processes. This will enable the regulators, investors, and other stakeholders to get a fair picture of a company's overall stability, sustainability, and growth and will also contribute towards protecting and preserving environment.

7.6

Government of India will also deliberate upon setting up an incentive structure for promoting use of renewable energy in the sector to reduce the sector's Green House Gas emissions.

7.7

The AVGC-XR industry will be encouraged to follow the 3R: Reduce, Reuse and Recycle principle of waste management and contribute to creation of a circular economy within the AVGC-XR sector. By way of this policy, the AVGC-XR industry will also be encouraged to ensure compliance to adequate Waste Management Rules, such as Solid Waste Management Rules 2016 and Electronic Waste Management Rules 2016.

The purpose of above interventions will be to create a circular economy within the AVGC-XR industry and reduce its overall Carbon footprint.

7.8

Government of India, may evaluate introduction of applied games in preparation for disaster and crisis management. Information, Education and communication material prepared for outreach and training of public maybe gamified for enhanced engagement and learning.

Convergence with Other Schemes

8



In India, the Media and Entertainment industry is transforming into a key driver of economic growth, both domestically and internationally, while simultaneously employing a significant section of the population. In order to be the next big growth story from India, an integration of educational, cultural, social, institutional, and economic infrastructure must occur while focusing on policy initiatives.

Successful implementation of this policy demands a long-term vision and convergence among Central and State Government departments such as Ministry of Education (MoE), Ministry of Electronics and Information Technology (MeitY), Ministry of Skill Development and Entrepreneurship (MSDE), Ministry of Commerce and Industry (MoC), among others.

Schemes	Department	Convergence
Software Technology Park Scheme	MeitY	<ul style="list-style-type: none"> • A company can set up STP unit anywhere in India • Jurisdictional STPI authorities clear projects costing less than Rs.100 million with Indian Investment • 100% Foreign Equity is permitted • Re-Export of capital goods is also permitted • Simplified Minimum Export Performance norms i.e., "Positive Net Foreign Exchange Earnings • The sales in the Domestic Tariff Area (DTA) shall be permissible up to 50% of the export in value terms • The capital goods purchased from the Domestic Tariff Area (DTA) are entitled for benefits like exemption of excise Duty & reimbursement of Central Sales Tax (CST) • Capital invested by Foreign Entrepreneurs, Know-How Fees, Royalty, Dividend etc., can be freely repatriated after payment of Income Taxes due on them
Support IPR Awareness Workshops/Seminars in E&IT Sector	MeitY	<p>Sensitizing and disseminating awareness about Intellectual Property Rights among various stakeholders especially in E&IT sector. The Grant-in-Aid will be provided to the organization(s) as specified below, for organizing IPR workshops/seminars. The funding will be restricted as per following criteria:</p> <ul style="list-style-type: none"> • Educational Institutes – INR 2L • Industry bodies like MAIT, ELCINA, CII, NASSCOM, FICCI, IESA, ASSOCHAM etc. – INR 3L • Meity Society(s) or Meity Autonomous Body(s) – INR 5L
Credit Guarantee Trust Fund for Micro & Small Enterprises (CGTSME)	MoMSME & SIDBI	Under this Government scheme, a collateral-free loan of up to Rs 1 crore is provided to eligible startups and MSMEs. Interest rate as per RBI guidelines
Duty Exemption and Remission Scheme	MoCI	<ul style="list-style-type: none"> • Duty exemption schemes enable duty free import of inputs required for export production. Duty exemption schemes consist of: <ul style="list-style-type: none"> ◦ Advance Authorisation scheme ◦ Duty Free Import Authorisation (DFIA) scheme • A Duty Remission Scheme enables post export replenishment / remission of duty on inputs used in export product. Duty Remission Schemes consist of: <ul style="list-style-type: none"> ◦ Duty Entitlement Passbook (DEPB) Scheme ◦ Duty Drawback (DBK) Scheme

Schemes	Department	Convergence
Export Promotion Capital Goods (EPCG) scheme	MeitY	The Zero duty EPCG Scheme is available to exporters of electronic products. It allows import of capital goods for pre-production, production and post-production (including CKD/SKD thereof as well as computer software systems) at zero customs duty, subject to an export obligation equivalent to 6 times of duty saved on capital goods imported under EPCG scheme, to be fulfilled in 6 years reckoned from Authorization issue-date.
Promoting Innovations in Individuals, Start-ups and MSMEs (PRISM)	Department Of Science & Industrial Research (DSIR)	Aims at supporting individual innovators to enable them to achieve inclusive development. It would also provide support to institutions or organizations set up as Autonomous Organization under a specific statute or as a society registered under the Societies Registration Act, 1860 or Indian Trusts Act, 1882 leading to development of state-of-art new technology solutions aimed at helping MSME clusters.
Centre of Excellence in Intellectual Property (CoE-IP)	MeitY	<ul style="list-style-type: none"> To encourage the growth of IP in ICT by way of providing various IP related services Creating awareness and facilitating IPR support to Start-ups/SMEs/academia/inventors Sensitizing about intellectual property protection and avoidance of infringement Facilitation of know-how on various facets of IPR filing (patents, copyrights, trademark, etc.) Providing IPR assistance to MeitY supported R&D projects
International Patent Protection in Electronics and & Information Technology (SIP-EIT)	MeitY	<ul style="list-style-type: none"> Providing financial support for international patent filing in Information Communication Technologies sector Reimbursement up to maximum of Rs 15 Lakhs per invention or 50 % of the expenses incurred in filing patent, whichever is less The applicant can apply for the support at any stage of international patent filing One application for foreign filing in all countries for a particular invention is considered under the scheme Option of 5 applications per financial year from a single entity This is a pure grant subject to approval by MeitY and no stake in the supported patent is envisaged under the scheme
Pradhan Mantri Kaushal Vikas Yojana	MSDE	<ul style="list-style-type: none"> Encourage standardization in the certification process and initiate a process of creating a registry of skills Enable and mobilize a large number of Indian youths to take up skill training and become employable and earn their livelihood. Increase productivity of the existing workforce and align the training and certification to the needs of the country. Reward candidates undergoing skill training by authorized institutions at an average monetary reward of Rs.8,000 (Rupees Eight Thousand) per candidate. Benefit 24 lakh youth at an approximate total cost of Rs. 1,500 crores

Schemes	Department	Convergence
National Skill Certification & Monetary Reward (STAR scheme)	MSDE	The scheme is for encouraging skill development among the youth by providing monetary rewards for successful completion of approved training programmes
Swayam Prabha	Department of Higher Education	<p>Group of 22 DTH channels devoted to telecasting of high-quality educational programmes on 24X7 basis using the GSAT-15 satellite.</p> <ul style="list-style-type: none"> Higher Education: Curriculum-based course contents at post-graduate and under-graduate level covering diverse disciplines such as arts, science, commerce, performing arts, social sciences and humanities, engineering, technology, law, medicine, agriculture, etc. All courses would be certification-ready in their detailed offering through SWAYAM, the platform being developed for offering MOOCs courses. School education (9-12 levels): modules for teacher's training as well as teaching and learning aids for children of India to help them understand the subjects better and also help them in preparing for competitive examinations for admissions to professional degree programmes. Curriculum-based courses that can meet the needs of life-long learners of Indian citizens in India and abroad. Assist students (class 11th & 12th) prepare for competitive exams
UAY (Uchchar Avishkar Yojana)	Department of Higher Education (Funding model: 50% MoE + 25% industry + 25% other ministries)	<ul style="list-style-type: none"> To promote innovation in areas that are of direct relevance to the manufacturing and design industry. To spur innovative mindset in the students and faculty in premier technological institutes. To bring a coordinated action between academia and the industry. To strengthen the laboratories and research facilities in the premier technological institutions. To have outcome-based research funding
GIAN (Global Initiative of Academic Network)	MoE	Aimed at tapping the talent pool of scientists and entrepreneurs, internationally to encourage their engagement with the institutes of Higher Education in India so as to augment the country's existing academic resources, accelerate the pace of quality reform, and elevate India's scientific and technological capacity to global excellence
SPARC (Scheme for Promotion of Academic & Research Collaboration)	MHRD, MoE	Research collaboration with foreign institutes in top-500 QS-2020 World University Ranking or in the top-200 QS-2019 World University Ranking

Schemes	Department	Convergence
NIDI (National Initiative for Design Innovation)	Department of Higher Education	Scheme to set up Design Innovation Centers (DICs), Open Design School (ODS)& National Design Innovation Network (NDIN) for making Indian industry globally competitive.
Modernisation and Strengthening of Intellectual Property Office (MSIPO)	DPIIT	The objective of the scheme is to strengthen the capabilities of the Intellectual Property Offices in India; to develop a vibrant Intellectual Property regime in the country; and also, to develop modern infrastructure for the Indian Patent Offices to function as an International Search Authority and International Preliminary Examining Authority in order to meet the requirements for international registration of Trademark.
Scheme for Facilitating Start-ups Intellectual Property Protection (SIPP)	DPIIT	The "Scheme for Facilitating Start-ups Intellectual Property Protection (SIPP)" was launched in 2016 to encourage and facilitate IPR protection by Start-ups and the same has been extended up to March 2023. The Scheme is implemented by the office of CGPDTM.
Scheme for Pedagogy and Research in IPRs for Holistic Education and Academia (SPRIHA)	DPIIT	SPRIHA seeks to create public awareness about the economic, social and cultural benefits of IPRs amongst all sections of the society and to strengthen Intellectual Property (IP) Chairs in educational institutes of higher learning to provide quality teaching and research, develop teaching capacity and curricula and to evaluate their work on performance-based criteria.
Market Access Initiative (MAI)	Department of Commerce	The scheme is formulated on focus product-focus country approach to evolve specific market and specific product through market studies/survey. Assistance would be provided to Export Promotion Organizations/Trade Promotion Organizations/National Level Institutions/Research Institutions/Universities/Laboratories, Exporters etc., for enhancement of exports through accessing new markets or through increasing the share in the existing markets.
Micro Exporters Policy	Department of Commerce	The Small Exporter's Policy is basically the Standard Policy, incorporating certain improvements in terms of cover, in order to encourage small exporters. <ul style="list-style-type: none"> • 12-month insurance policy • Premium payable will be determined on the basis of projected exports on an annual basis subject to a minimum premium of INR 5000 for the policy period. No claim bonus in the premium rate is granted every year at the rate of 5%. • For shipments covered under the Small Exporter's Policy ECGC will pay claims to the extent of 95% where the loss is due to commercial risks and 100% if the loss is caused by any of the political risks.

Notes

Draft National Policy for AVGC



सूचना एवं
प्रसारण मंत्रालय
MINISTRY OF
**INFORMATION AND
BROADCASTING**

AVGC Promotion Task Force Report: Draft National Policy
for Growth of AVGC-XR sector in India