

THE CII PERSPECTIVE INDIA'S OPPORTUNITY ON THE NATIONAL AVGC-XR POLICY & NATIONAL AVGC COE

Presented by

Biren Ghose

Chairman CII National AVGC Committee

**Vice Chairman - CII National Media & Entertainment
Committee**

Country Head, Technicolor India



**WHAT IT TAKES TO SEE WHAT
NO ONE ELSE CAN SEE –
THE NON OBVIOUS**

Pathways for the “Create in India” and “Brand India” revolution

5 PILLARS OF INTERVENTION



SECTOR POTENTIAL
REALIZATION



EDUCATION, SKILLING,
MENTORSHIP &
CAPACITY BUILDING



ACCESS TO
TECHNOLOGY



ENHANCING THE
SECTOR'S FINANCIAL
VIABILITY



DIVERSITY AND
SUSTAINABILITY

5 PILLARS OF INTERVENTION RE-DEFINED



Story



Creativity



Technology



Distribution



Monetize

Commercialise

Reverse engineering human solutions and applying them to difficult computational issues will continue to inform and advance artificial intelligence! Doing more with less data! Data Echoing and Dynamic Filtering will change AVGC in next 5 years.

PILLAR 1: THE STORY

What is the “Create In India” Story?



PILLAR 2: CREATIVITY

CREATE IN INDIA

CAMPAIGN TO ACCOMPANY LAUNCH OF AVGC POLICY & NCOE



PILLAR 3: TECHNOLOGY

INTEGRATING CLOUD AND EDGE ARCHITECTURES

PLATFORM APPROACH THROUGH NCOE & STATE COES WILL CREATE
CRUCIAL ACCELERATORS FOR INNOVATION & SCALE TO MARKET



PILLAR 4: DISTRIBUTION

**BLOCKCHAIN - DISTRIBUTED LEDGERS, DIGITAL OWNERSHIP & TRUST
QUANTUM COMPUTE IN RESEARCH & IINOVATION; SUPPLY CHAIN AND
NEW CONSUMERS WITH DIGITAL FLUENCY**



PILLAR 5: COMMERCIALIZATION

Funding platforms and public-private collaboration



THE LANDSCAPE OF THE INDIAN AVGC

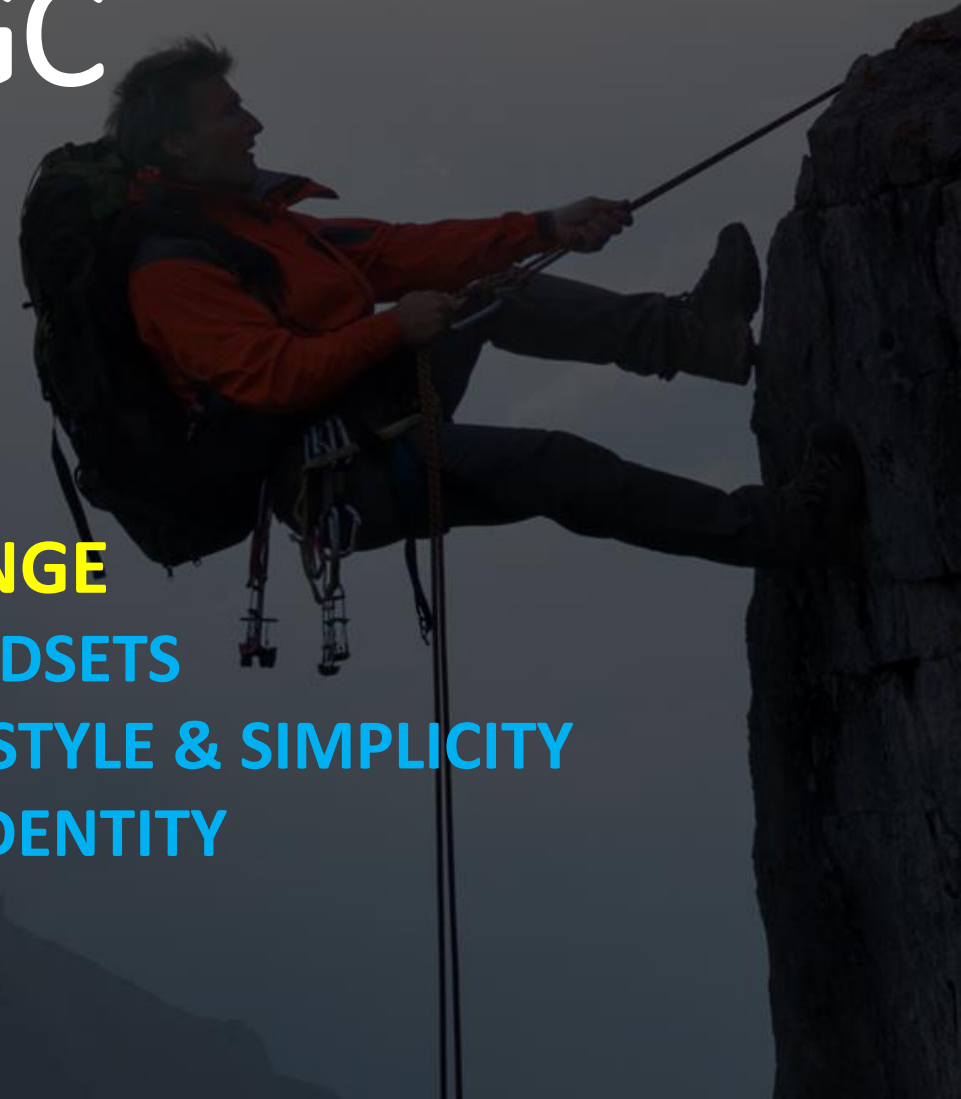
2023-2028 – THE CHANGE

STORIES = PREVAILING MINDSETS

STORIES = TECHNOLOGY INNOVATION – STYLE & SIMPLICITY

STORIES = GENDER RACE & IDENTITY

STORIES = SAFE TECH



THE FUTURE OF THE POLICY

**SOFT LAUNCH POLICY
ASAP! DATED BY 2025 -
NEED A STRAWMAN
APPROACH – SPECIFICS
WILL EVOLVE
ANNUALLY**

2.

**NATIONAL AVGC
MISSION TO BE
CREATED

MISSION TO
FORMULATE SUB
GROUPS 5 PILLARS**

**CREATE IN
INDIA

CAMPAIGN**



Thank You