

Realising AVGC Sector Potential in States

Model State level Policy Measures for promoting AVGC sector



Purpose of Model State AVGC Policy

State AVGC Policy forms the basis for Reforms and Sector Potential Realization



01

Promote the development of States as regional AVGC-XR hub



02

Give boost to creativity at grassroots-level and promoting Indian culture



03

Employment generation and promoting growth of export revenue



04

Promote skill development of Indian designers and artists



05

Develop AVGC-XR education and Capacity-building through Centers of Excellence (CoE)

Vision and Objectives for State AVGC Policy

VISION

Enhance the strengths and offerings of the State in relation to AVGC-XR and make them a preferred destination for global investment.

**Develop State as a
hub for AVGC-XR in
India**



**Promote Innovation
led growth of new
age companies in the
state**

Objectives

**Promote Local Talent
and Culture across
India and World**



**Create AVGC skilled
youth in the state
with employment
opportunities in
state**

Market Access & Development

- Setting up of AVGC-XR Clusters across the State
- Allotment of Industrial Land within the cluster
- Setting up a CoE for AVGC-XR
- Development of AVGC-XR Sub-clusters on PPP mode
- Promotion of state industry on global platforms
- Creating awareness and conducting market development activities for AVGC-XR



Enhancing Technology & Financial Viability for Indian Industry

- Building technology hubs for AVGC-XR in the State
- Facilitating dedicated investments in technology for AVGC-XR
- Facilitating access to Technology to MSME, Startups and Academia
- Fiscal Incentives for SC/ST and Women Entrepreneurs in AVGC
- Patent Registration Incentive
- Capital investment subsidy
- Subsidy on lease rentals, Reimbursement of duties, levies
- Promoting use of Renewable Energy



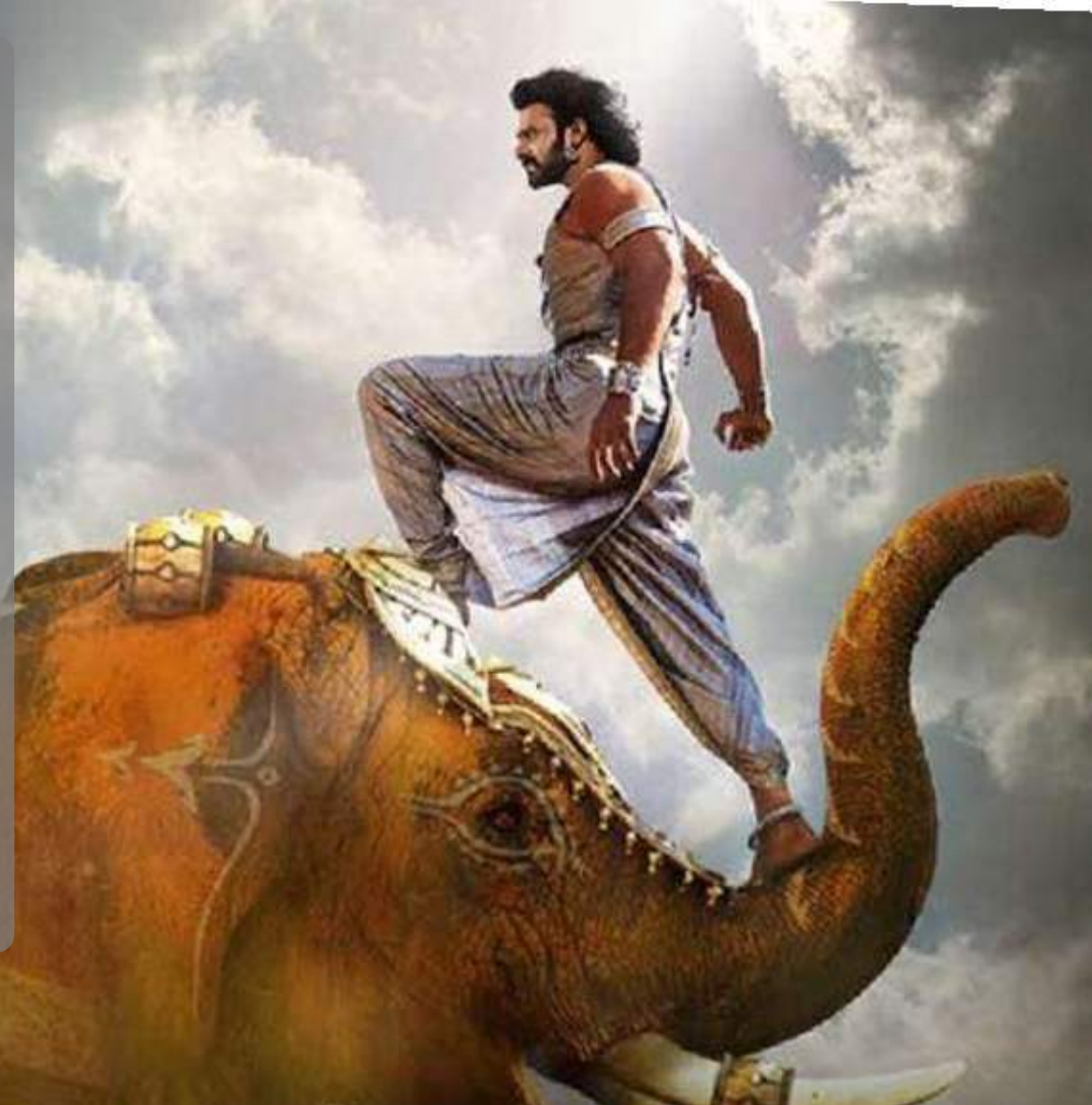
Developing Talent ecosystem to realize Demographic Dividends

- Supporting Academic institutions to setup AVGC related courses and infrastructure
- AVGC focused UG and PG degree courses with standard curriculum
- Augment skilling initiatives for AVGC sector as part of state skilling initiatives
- AVGC Accelerators and Innovation hubs in academic institutions
- Promoting Local Talent
 - Identifying skilling target professionals viz – artists, artisans, etc.
 - Encouraging the local art forms
 - Importing professional training to artists



Raising India's soft power through an Inclusive growth

- AVGC-XR Production Grant
 - reimbursement of locally produced AVGC content
 - Promoting creation of original Indian themed Content
 - Production Grant for International production
- Incentives to promote state culture, artists and industry
- Distribution of original content to targeted markets (domestic and foreign)



State AVGC Policy for Multi-Dimensional Benefits



INDUSTRY DEVELOPMENT

Provides necessary incentives for local and global player to setup facilities in the state contributing to state's GDP



EMPLOYABILITY

Provides employable skills to state youth and professional opportunities in new-age sector within state



PROMOTE STATE CULTURE

Provides showcase to external world on state's local talent, culture and destinations



THANK YOU



Overview: AVGC-XR Sector in India

AVGC Sector(Animation, VFX, Gaming, Comics and Extended Reality) is an important sector under the larger M&E Industry

Animation

- Sector grew by 21% in 2021, Valued at US\$ 370 million in India
- VFX & Animation can be the next IT-BPM boom for India

VFX

- VFX Industry grew 103% in 2021, Valued at US\$ 462 million
- Industry would be worth US \$ 1.7 billion by 2024.

Gaming

- Online gaming segment grew 28% in 2021, Valued at US \$1.2 billion
- India is amongst top 5 markets in world for mobile gaming; Expected to reach US \$ 3.9 billion by 2025.

Comics

- Industry is increasingly making a digital shift to expand its userbase and reach
- In 2021, there was acquisition of many comic characters to turn them into animated series & films.



Emerging Sunrise Sector in India



Huge Potential for Growth

- Globally, AVGC is **\$350 billion** Industry. Presently, India's share is only around 1%. Potential to capture 5% by 2025.
- Creation of **20 lakh new jobs** by 2030.



Opportunity to take Indian culture to global stage

Growth Drivers of AVGC Sector



Adoption of New & Disruptive Technology

- Adaptation of world-class techniques and innovative technology
- 50% of Indian Animation and VFX studios will adapt to virtual production by 2025.



Affordable & Cheap Data

- India has one of the cheapest data plans in world
- Facilitated internet penetration across urban and rural locations



Growing Audience Base

- India offers one of the largest audience base for TV, Films and Gaming
- Large potential market for the growth of AVGC-XR



Growth of Smartphone Users

- Approx. 932 million smartphone users by 2022.
- Second largest active internet users in the world.



Young Population

- ~63% of population in India is between the age of 15-64
- A very strong demand-base for sustainable growth of AVGC sector

Challenges of AVGC Sector

Lack of Authentic
Data for
AVGC Sector



Skill-gap in Education
and Employment
Sector



Lack of regulatory
Framework and
Infrastructure Constrains



Absence of AVGC
Academic reference
point in India



Paucity of dedicated
Funds for use
By AVGC sector



Less Focus on
Research and
Development





Existing Policy Enablers



EXISTING INCENTIVES

- Pradhan Mantri Mudra Yojana
- Credit Guarantee Trust Fund for Micro & Small Enterprises (CGTSME)

- Credit Linked Subsidy for Technology Upgradation
- Start-up India Seed Fund Scheme

- National Skill Certification & Monetary Reward (STAR)
- Market Development Assistance Scheme

Broad Components of the Comprehensive State AVGC Policy

