

.FNo. M-35020/5/2022 – DO (FI)
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
‘A’ Wing Shastri Bhawan, New Delhi-110001.

Dated: 08.04.2022

OFFICE ORDER

In pursuance of the announcement made in the Union Budget 2022-23, it has been decided to constitute an Animation, Visual Effects, Gaming and Comics (AVGC) Promotion Task Force to promote the AVGC sector in the country under the aegis of Ministry of Information and Broadcasting. The composition of the AVGC Promotion Task Force is as under:-

1.	Secretary, Ministry of Information and Broadcasting	Chairperson
2.	Secretary, Ministry of Skill Development and Entrepreneurship	Member
3.	Secretary, Ministry of Education, Department of Higher Education	Member
4.	Secretary, Ministry of Electronics and Information Technology	Member
5.	Secretary, Department for Promotion of Industry and Internal Trade	Member
6.	Additional Secretary, Ministry of Information and Broadcasting	Member
7.	Administrative Secretary in charge of AVGC Policy, Government of Karnataka, Maharashtra and Telangana	Member
8.	Chairperson, All India Council of Technical Education.	Member
9.	Director, National Council of Educational Research and Training	Member
10.	Chief Executive Officer, Media & Entertainment Skills Council	Member
11.	Sh. Biren Ghosh, Country Head, Technicolor India	Member
12.	Sh. Ashish Kulkarni, Founder, Punaryug Artvision Pvt. Ltd.	Member
13.	Sh. Jesh Krishna Murthy, Founder and CEO Anibrain	Member
14.	Sh. Keitan Yadav, COO and VFX Producer, Redchillies VFX	Member
15.	Sh. Chaitanya Chinchlikar, Chief Technology Officer, Whistling Woods International	Member
16.	Sh. Kishore Kichili, Sr. Vice President and Country Head, Zynga India	Member
17.	Sh. Neeraj Roy, Managing Director and CEO of Hungama Digital Media Entertainment	Member
18.	CII nominee from AVGC sector	Member
19.	FICCI nominee from AVGC sector	Member
20.	Joint Secretary (Films), Ministry of Information and Broadcasting	Member Secretary

2. The Terms of Reference of the AVGC Promotion Task Force shall be:-
- (i) Recommend approaches for boosting employment and job creation opportunities for youth in this sector in urban and rural areas.
 - (ii) Facilitate development of progressive policies, including a national AVGC Policy, that will promote growth of the sector.
 - (iii) Give recommendations for a national curriculum framework for Graduation, Post-graduation and Doctoral courses in AVGC related sectors.
 - (iv) Facilitate skilling programmes and initiatives in collaboration with academic institutions, vocational training centres & Industry.
 - (v) Recommend measures for uniformity and alignment to international best practices in skilling, education and content delivery.
 - (vi) Provide recommendations on developing Centre-State synergies in AVGC sector
 - (vii) Promote creation of robust infrastructure in the form of Regional AVGC hubs across the nation.
 - (viii) Facilitate concerted promotion and market development activities to extend global reach of Indian AVGC Industry and also enhance the export potential of the sector.
 - (ix) Support industry in carrying out Co-Innovation & Research activities, helping India create its IP depth in AVGC sector.
 - (x) Recommend incentives to attract FDI in AVGC sector to make India a favourable destination for ease of doing business.
 - (xi) Any other matter relating to AVGC with the permission of the Chairman of the Task Force.

3. Term of Members on the AVGC Promotion Task Force: The term of official members on the AVGC Task Force shall be coterminus with their posting. The non-official members shall be nominated for a period of two years, extendable by Ministry of Information and Broadcasting.

4. **Secretarial assistance:** Secretarial assistance to the AVGC Promotion Task Force shall be provided by the Ministry of Information and Broadcasting, Government of India.

5. **Power to Co-opt additional members:** The AVGC Promotion Task Force shall have powers to co-opt additional members/special invitees as and when need arises. Further, the AVGC Promotion Task Force shall have the power to create time-bound and target sub-task forces with focus on specific matters, such as, Education, Skilling, Innovation, Job Creation, sub-sectors, etc.
6. **Frequency of Meetings:** The AVGC Promotion Task Force meetings shall be held at least once every quarter.
7. **Timelines for submission of Report:** The AVGC Promotion Task Force shall submit its first action plan including key milestones to the Ministry of Information and Broadcasting within 90 days from the date of issue of order.
8. The Committee Members will be entitled to travelling expenses, local transport and sitting fees in connection with the meetings as per extant rules.
9. This issues with the approval of the competent authority.


(S Vijay Gopal)

Under Secretary to the Government of India
Tel.: 011-2338 2487

Copy to:-

1. All members of the Task Force.
2. PPS to HMIB
3. PPS to HMOSIB
4. PPS to Secretary (I&B)/ PPS to AS&FA/PPS to AS/ PPS to JS(P&A)/ PPS to JS (B)/PPS to JS(EW)/ Dir(Films)
5. CEO, NITI Aayog, Parliament Street, New Delhi.
6. Under Secretary (Coordination), Department of Economic Affairs, Ministry of Finance.
7. PAO, Main Secretariat, M/o I&B


(S Vijay Gopal)

Under Secretary to the Government of India