



KAMARAJ IAS ACADEMY
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Animation, Visual Effects, Gaming and Comic (AVGC) Task Force

Published On: 27-12-2022

Why is in news? AVGC Task Force Report calls for National AVGC-XR Mission with budgetary outlay

The Animation, Visual Effects, Gaming and Comic (AVGC) Task Force has called for a National AVGC-XR Mission with a budget outlay to be created for integrated promotion & growth of the AVGC sector.

AVGC Task Force was constituted under the Chairmanship of Secretary, Ministry of Information & Broadcasting, to help realize the full potential of the AVGC sector in India, with key stakeholders from the Industry and the Government.

In a detailed report submitted to the Ministry of Information and Broadcasting, the Task Force headed by Secretary I&B has also recommended launching a **‘Create in India’ campaign** with exclusive focus on content creation, **In India, For India & For World.**

The **main recommendations** of the Task Force categorized broadly under **4 categories** are as under

Domestic Industry Development for Global Access

Developing Talent ecosystem to realize Demographic Dividends

Enhancing Technology & Financial Viability for Indian AVGC Industry

Raising India’s soft power through an Inclusive growth

Four sub-task forces were set up for developing strategies to promote growth through targeted interventions in their respective areas: Industry and Policy, Education, Skilling, Gaming.

The Union Budget had announced the constitution of a Task force on AVGC to identify interventions to build domestic capacity for serving our markets and the global demand.

The Task Force is an effort to realise the Prime Minister’s vision that the AVCG-XR sector can provide immense employment opportunities to the youth who can serve the global market and the Indian talent can lead the way in this sector.

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