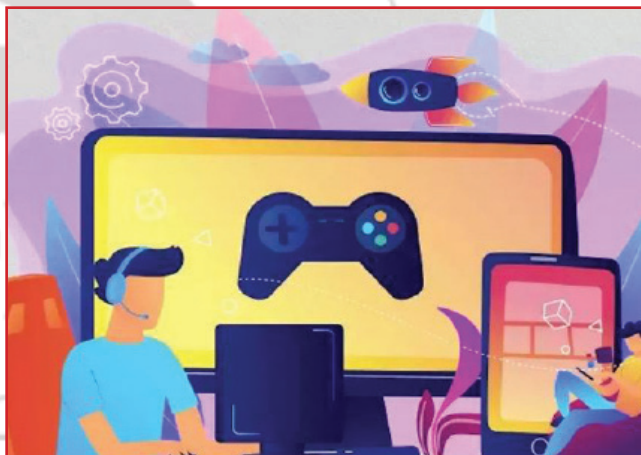## Centre sets up task force to promote animation, gaming.

The Information and Broadcasting Ministry has constituted an Animation, Visual Effects, Gaming and Comics (AVGC) promotion task force.

Headed by the I&B Secretary, the task force will submit its first action plan within 90 days. It has representation from the industry, academia and State governments.

Earlier, Union Finance Minister Nirmala Sitharaman, in her Budget speech, had announced the creation of AVGC promotion task force.

The body will frame a national AVGC policy; recommend national curriculum framework for graduation, post-graduation and doctoral courses in AVGC-related sectors; and facilitate skilling initiatives in collaboration with academic institutions, vocational training centres and industry. It will boost employment opportunities and help in the promotion and market development activities to extend global reach. of the Indian industry; enhance exports and recommend incentives to attract foreign direct investment in the sector.

The I&B Ministry said the AVGC sector in the country had the potential to become the torch bearer of "Create in India" and "Brand India". "India has the potential to capture 5% of the global market share by 2025, with an annual growth of around 25-30% and creating over 1,60,000 new jobs annually," it said.

The task force comprises Secretaries of the Ministry of Skill Development and Entrepreneurship, Department of Higher Education, Ministry of Education, Ministry of Electronics and Information Technology, and the Department for Promotion of Industry and Internal Trade.

The industry representatives are Biren Ghosh of Technicolor India, Ashish Kulkarni of Punaryug Artvision, Jesh Krishna Murthy of Anibrain, Keitan Yadav of Redchillies VFX, Chaitanya Chinchlikar of Whistling Woods International, Kishore Kichili of Zynga India, and Neeraj Roy of Hungama Digital Media Entertainment.

It also includes representation from Karnataka, Maharashtra and Telangana, heads of education bodies such as the All India Council of Technical Education, National Council of Educational Research and Training, and industry bodies.

Expected Question (Prelims Exams)

Q. Which of the following ministries has constituted an Animation, Visual Effects, Gaming and Comics (AVGC) promotion task force.

(a) Ministry of Human resource.

(b) Ministry of Education.

(c) Ministry of information and Broadcasting.

(d) None

Expected Question (Mains Exams)

Q. Discuss the importance and issues related with the (AVGC) Animation, Visual Effects, Gaming and Comics promotion task force. (250 Words)

Note: - The question of the main examination given for practice is designed keeping in mind the upcoming UPSC main examination. Therefore, to get an answer to this question, you can take the help of this source as well as other sources related to this topic.