



NATIONAL CENTRE OF EXCELLENCE (NCOE) FOR ANIMATION, VISUAL EFFECTS, GAMING, COMICS, AND EXTENDED REALITY - ECONOMY

News: The Union Cabinet recently approved the establishment of a **National Centre of Excellence (NCoE) for Animation, Visual Effects, Gaming, Comics, and Extended Reality (AVGC-XR)** in Mumbai.

What's in the news?

About

- The establishment of the NCoE was **announced in the 2022-23 budget**, which proposed the creation of an AVGC task force in the country.
- India's animation sector is witnessing remarkable growth, driven by increasing demand for films, visual effects (VFX), gaming animation and engaging mobile content.
- According to the FICCI-EY 2024 report, India now boasts the **second-largest anime fan base globally** and is projected to contribute 60% to the worldwide growth in anime interest in the coming years.

CREATIVE ECONOMY

- It is an evolving concept based on **creative assets potentially generating economic growth and development.**
- Essentially it is **knowledge-based economic** activities upon which 'creative industries' are based.
 - Creative industries are cycles of **creation, production and distribution of goods and services that use creativity and intellectual capital** as primary inputs.
- It is a **\$30 billion industry in India** and responsible for employment of nearly **8% of India's working population.**

Key Points about NCoE

- NCoE will be set up as a **Section 8 Company under the Companies Act, 2013.**
- NCoE AVGC aims at creating a world class talent pool in India to cater to the Indian as well as global entertainment industry.



PL RAJ IAS & IPS ACADEMY

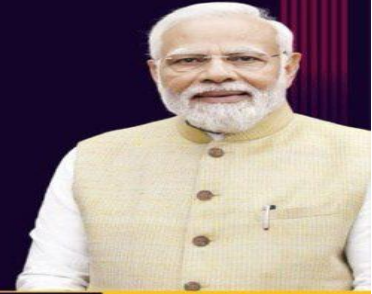
MAKING YOU SERVE THE NATION

- Provisionally named the **Indian Institute for Immersive Creators (IIIC)**.



National Centre of Excellence (NCoE) for Animation, Visual Effects, Gaming, Comics, and Extended Reality

Cabinet approves establishment of National Centre of Excellence (NCoE) for Animation, Visual Effects, Gaming, Comics and Extended Reality (AVGC-XR) as a Section 8 Company under Companies Act, 2013



CABINET DECISION
18-09-2024

Salient features of NCoE

- ▶ To be set up in Mumbai, Maharashtra and FICCI and CII to represent industry bodies as partners with the Government of India
- ▶ To act as pinnacle institution to anchor the AVGC-XR ecosystem in the country
- ▶ Will foster R&D and will bring together experts from computer science, engineering, design and art that can lead to major breakthroughs in the field of AVGC-XR



1/2

Benefits of NCoE

- **Skill Development:** NCoE provides training programs that equip individuals with advanced skills in animation, gaming, visual effects, and XR technologies, fostering a highly skilled workforce.
- **Innovation Hub:** The center promotes research and innovation in AVGC and XR technologies, driving new developments and creative solutions in these rapidly evolving fields.
- **Industry Growth:** By offering resources, infrastructure, and networking opportunities, NCoE helps boost the AVGC sector, enabling Indian companies to compete globally and increasing job creation.
- **Global Competitiveness & boosting soft power:** The center strengthens India's position as a global hub for AVGC and XR industries, attracting foreign investments and projects.
- **Economic Impact:** Employment creation, increased revenue from exports and domestic markets.

Source: <https://indianexpress.com/article/india/cabinet-clears-centre-of-excellence-for-animation-visual-effects-gaming-9575248/>

**P.L. RAJ IAS & IPS ACADEMY | 1447/C, 3rd floor, 15th Main Road,
Anna Nagar West, Chennai-40. Ph.No.044-42323192, 9445032221
Email: plrajmemorial@gmail.com Website: www.plrajiasacademy.com
Telegram link: https://t.me/plrajias2006 YouTube: P L RAJ IAS & IPS ACADEMY**