

M&E sector poised to grow tremendously even as it faces significant disruption due to AI: Secretary, Ministry of Information & Broadcasting at CII's Big Picture Summit

As a rising economic power, India's stories must reach all parts of the world: Secretary, I &B Ministry

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Media & Entertainment (M&E) sector is poised for tremendous growth even as it faces significant disruption with the advent of Artificial Intelligence (AI), observed Shri Sanjay Jaju, Secretary, Union Ministry of Information and Broadcasting (I&B), in Mumbai today. Shri Jaju was delivering the inaugural address at 12th CII Big Picture Summit, on the theme 'The AI Era - Bridging Creativity and Commerce'. The Secretary also released CII's White Paper on 'Priority Policy Reforms for a Globally Competitive Creative Economy of India', on the occasion.



Shri Jaju called on the industry to view the WAVES Summit not as a standalone event, but as part of an ongoing movement—one that continually inspires new waves of creativity, innovation, and progress. "The WAVES Summit is much more

than an event; it is a movement. Our Prime Minister has consistently reminded us that each wave in this journey builds upon the last, urging us to reflect on where we stand as an industry and how we can move forward together,” Mr. Jaju remarked.

The Secretary underscored that entertainment, alongside food, shelter, and clothing, remains a fundamental pillar of civilization, integral not only to economic growth, but also to societal harmony and happiness. “The true value of our sector goes beyond numbers: it connects people, fosters harmony, and links nations together,” Shri Jaju emphasized.

India’s creative economy, he noted, is now a direct or indirect livelihood source for over 10 million people, contributing approximately Rs 3 lakh crore to the national GDP. Shri Jaju highlighted India’s rich storytelling heritage, from oral traditions (Shruti) to written (Kriti) and visual forms, forming three verticals, as showcased in the Bharat Pavilion at the WAVES Summit, and now in National Museum of Indian Cinema. “Despite this legacy, India holds only 2% of the global M&E market. Our challenge is to transform our creative potential into products and stories that earn global recognition,” he said.

Shri Jaju challenged the industry to turn passion into commerce, especially as AI rapidly reshapes content creation and consumption. Commercial gains is ultimately what is going to provide buoyancy to the sector, said the I & B Secretary. “AI is transforming entertainment. If we do not embrace new technologies, our global share will shrink”, he stated. He stated that the dawn of India’s orange economy is also the dawn of ideas and imagination. He added that the country must have the ability to convert cultural strengths into creative abilities. “Stories immersed with technology are what sell in these times”, he added.

Shri Jaju urged, “As a rising economic power, India’s stories must reach all parts of the world. This is the essence of our soft power.”



Emphasizing the government’s role as a facilitator, Shri Jaju clarified that the Government will provide an enabling environment, level playing fields and fiscal incentives. It is industry that has to take the M&E sector forward, he added. The Government is committed to address skill gaps, for which the Union Cabinet approved establishment of the Indian Institute of Creative Technologies (IICT) in Mumbai. It is as an example of successful government-industry collaboration, with its industry-led model already earning accolades for excellence and innovation, he

added. The IICT campus in Film City, Goregaon, will be completed in two years, while the NFDC campus is already functional, he informed. I & B Secretary Shri Jaju also stated that WAVES Bazaar has provided a platform to creators to find the right investors and buyers.

Shri Gaurav Banerjee, Chair, CII National Council on Media & Entertainment and MD & CEO, Sony Pictures Networks India; Shri Rajan Navani, Co-Chair, CII National Council on Media & Entertainment and MD & CEO, Jetsynthesys; Ms. Gunjan Soni, Co-Chair, CII National Council on Media & Entertainment and Country MD, YouTube India, were present amongst the dignitaries.

The White Paper unveiled on the occasion, offers a comprehensive roadmap of policy actions crucial for the M&E sector's future. It outlines actionable recommendations to drive growth, foster innovation, and position India as a leader in the global creative economy.

CII M&E Investors' Meet and CII WAVES Bazaar were also inaugurated on the occasion.



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