

Office of the Principal Scientific Adviser to the Government of India Marks Culmination of ‘Inspiring Innovators’ Skilling Initiative in Collaboration with Netflix Fund for Creative Equity

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The Principal Scientific Adviser (PSA) to the Government of India, Prof. Ajay Kumar Sood joined Dr. L. Murugan, Hon’ble Minister of State, Ministry of Information & Broadcasting(MIB) and Parliamentary Affairs; Shri Sanjay Jaju, Secretary MIB; Netflix & Graphiti Studios team; innovators and students to mark the culmination of ‘Inspiring Innovators – Naye Bharat Ki Nayi Pehchaaan’, a skilling initiative developed in collaboration with the ‘Netflix Fund for Creative Equity’ on 13th January 2026 in New Delhi.



Implemented in partnership with Graphiti Studios, the initiative brings together India’s innovation and creative ecosystems to promote socially relevant innovation through storytelling and hands-on skilling. The initiative showcases the contributions of eight Indian start-ups identified by OPSA for their work in driving social-impact innovation. These start-ups are featured through eight short, animated films created by students from eight universities across India.

Speaking on the initiative, Prof. Sood said, “*Inspiring Innovators* was designed to highlight innovation with social relevance while also strengthening skills and knowledge pathways. By bringing together start-ups and students through a creative process, and with skilling support enabled through the Netflix Fund for Creative Equity and industry mentorship, the programme reflects a holistic approach to building India’s innovation ecosystem - connecting policy intent with talent development and real-world application.”



The initiative provided hands-on creative experience to a cohort of 26 students from diverse regions of India. Fifty per cent of the participants were women, with several students coming from Tier-II cities. The students were mentored by experts from the National Institute of Design (NID), Ahmedabad, and Graphiti Studios, gaining practical, real-world exposure to industry processes.

Dr. Murugan congratulated the Inspiring Innovators initiative for effectively showcasing the societal benefits of innovation in alignment with the Viksit Bharat @2047 vision, highlighting the achievements and stories of eight innovators from diverse states, particularly in the fisheries and agriculture sectors and in assistive technologies for persons with disabilities, which hold significant value for society.



Mahima Kaul, Director, Global Affairs, Netflix India, added that *Inspiring Innovators* brings together government, industry, and young creators to showcase ideas shaping India's innovation ecosystem in a meaningful and inclusive manner.



The culmination ceremony featured a showcase of all eight films, an anthem performance by students of the Shankar Mahadevan Academy, and addresses by senior representatives from government and partner organisations. The eight films will be available for viewing on Netflix India's YouTube channel.

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