

Ministry of Information & Broadcasting and Office of the Principal Scientific Adviser, GOI Collaborate with Netflix on Skilling Initiative ‘Inspiring Innovators’

Aligned with the vision of Atmanirbhar Bharat, eight short films created as part of a skilling initiative spotlight India’s emerging innovation ecosystem

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The Ministry of Information & Broadcasting and Office of the Principal Scientific Adviser to the Government of India (PSA) today marked the culmination of Inspiring Innovators – Naye Bharat Ki Nayi Pehchaaan, a skilling initiative developed in collaboration with the Netflix Fund for Creative Equity. 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 the Office of the PSA 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, including the National Institute of Design, Chitkara University, Satyajit Ray Institute of Film and Television and several others. The voiceovers for the films were recorded by participants from the Voicebox, a skilling initiative by Netflix in collaboration with the National Film Development Corporation (NFDC).



Designed as a storytelling-and-skilling-led programme under the Netflix Fund for Creative Equity, the initiative provided hands-on creative experience to a cohort of 26 students from diverse parts of India. **50% of the participants were women**, with several students coming from **Tier-2 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.

The initiative's original anthem was performed by students from the Shankar Mahadevan Academy, adding a cultural and creative dimension to the programme.

During event **Dr. L. Murugan, Hon'ble Minister of State, Ministry of Information & Broadcasting and Parliamentary Affairs, Government of India** said, "Rooted in India's rich tradition of storytelling, our creators today have the opportunity to take Indian stories to global audiences, supported by the Government's efforts to strengthen intellectual property frameworks and enable a future-ready creative ecosystem. Guided by the vision of Hon'ble Prime Minister Shri Narendra Modi, this is the right time to create in India and create for the world, with content, creativity and culture emerging as key pillars of the Bharat economy. As storytelling enters a new era shaped by creators and emerging technologies, initiatives like Inspiring Innovators highlight how creativity can be applied in service of society.



Prof. Ajay Kumar Sood, Principal Scientific Adviser to the Government of India, 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.”



Shri Sanjay Jaju, Secretary, Ministry of Information & Broadcasting, Government of India, said, “India is witnessing remarkable innovation, often driven by social innovators solving everyday challenges through impactful, purpose-led solutions. As Netflix marks a decade in India, Inspiring Innovators stands out as a powerful example of how storytelling can evolve beyond content creation into a meaningful skilling and empowerment platform, reflecting the confidence and professionalism of young talent across the country. This is truly the age of creators and storytelling, and as we enter an era shaped by AI-led narratives, it is vital to embrace newer technologies that will enable growth and progress for the next generation. It is encouraging to see India’s relevant, purpose-driven stories being taken to audiences far and wide.”



Mahima Kaul, Director, Global Affairs, Netflix India, commented, “At Netflix, we are committed to the skilling and upskilling of India’s young and vibrant creative ecosystem. Inspiring Innovators reflects a shared commitment to recognising innovation that delivers real social value.

Manthan-Enabled Innovation Stories

Manthan serves as a national digital backbone that identifies, curates and connects high-impact innovations with opportunities for scale. Through the Manthan platform, eight social innovation start-ups were discovered and supported. **The eight films showcased under this initiative are as follows:**

1. NeoMotion

Follows innovators creating customized wheelchairs and mobility solutions enabling persons with disabilities to move independently and earn dignified livelihoods.

2. Blind Vision Foundation

Showcases AI-powered smart glasses empowering visually impaired individuals to read, navigate, recognize faces, and live independently with confidence.

3. Healthcare Global Enterprises (Innaumation)

Tells the story of an affordable voice prosthesis restoring speech, dignity, and livelihoods for throat cancer survivors after laryngectomy.

4. **Innogle**

Highlights AI and underwater technologies improving marine safety, aquaculture productivity, ocean security, and disaster monitoring for India's blue economy.

5. **CultYvate**

Depicts autonomous, AI-driven irrigation systems helping farmers save water, increase yields, and adopt climate-resilient, precision agriculture practices.

6. **WeVOIS Labs**

Chronicles tech-enabled waste management transforming cities through segregation, recycling, dignified sanitation work, and circular economy solutions.

7. **Greengine Environmental Technologies**

Explores microalgae-based carbon capture innovations reducing industrial emissions while converting CO₂ into valuable bio-resources sustainably.

8. **LCB Fertilizers**

Portrays conversion of agricultural and industrial waste into bio-nano fertilizers improving soil health, farmer incomes, and sustainable farming.

The eight films are available for viewing on Netflix India's YouTube channel.

About Netflix Fund for Creative Equity

The Netflix Fund for Creative Equity is a dedicated effort to help build new pathways for underrepresented communities within entertainment. In addition to championing external organisations committed to creating greater access within the television and film industries, the Fund also supports bespoke Netflix programmes designed to identify, train, and provide potential job opportunities for emerging talent globally.

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