



Post-Budget Webinar Highlights Roadmap for Establishing AVGC Content Creator Labs in Schools and Colleges

Prime Minister Emphasises Promotion of AVGC Sector as Key Pillar of India's Innovation-Driven Economy; Calls for Stronger Industry–Academia Collaboration

I&B Minister Ashwini Vaishnaw Exhorts the Importance of the Creator Economy in Providing Democratic Platforms to Citizens

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The Ministry of Information & Broadcasting (MIB) organised a Break-out Session on “**AVGC Content Creator Labs in Schools and Colleges**” as part of the Post-Budget Webinar titled “**Sabka Saath, Sabka Vikas – Fulfilling Aspirations of People: Education, Skills and University Townships**” on 09 March 2026. The session deliberated on the implementation roadmap for establishing **AVGC Content Creator Labs (CCLs) in 15,000 secondary schools and 500 higher educational institutions**, as announced in the Union Budget 2026–27.

The webinar series was inaugurated by the Hon'ble Prime Minister Modi, who emphasised that India is actively promoting the **Animation, Visual Effects, Gaming and Comics (AVGC)** sector as part of the country's transition towards an innovation-driven economy. He encouraged educational institutions to strengthen industry collaboration and research-driven learning so that campuses evolve into centres of innovation and industry engagement, enabling students to gain real-world exposure and strengthening the national skill ecosystem.

Speaking at the event, Union Minister of Information and Broadcasting, Shri Ashwini Vaishnaw highlighted that the Government has established the **Indian Institute of Creative Technologies (IICT)** on the lines of premier institutions like IIT, IIM & AIIMS. The institute includes high-tech model laboratories that are considered among the best globally, comparable to leading facilities in the world. He said the institute will provide high-quality education and professional training to young people in emerging areas of the creative, media and technology sectors. Shri Vaishnaw also noted that Doordarshan has launched a “**Creators' Corner**”, providing content creators with an opportunity to showcase their work, earn revenue and reach audiences across the country as well as globally.

The session also featured a keynote address by **Shri Sanjay Jaju, Secretary, Ministry of I&B** who highlighted the importance of building a robust ecosystem to nurture creative talent and position India as a global leader in the AVGC sector.

The breakout session, moderated by Shri Chaitanya Chinchlikar, VP & CTO, Whistling Woods International, brought together policymakers, industry leaders, educators and students to discuss curriculum development, infrastructure, industry collaboration and skill pathways for the emerging creator economy. Panelists included representatives from government, industry, academia and the creative technology ecosystem such as Ms. A. Srija (Economic Advisor, Department of School Education & Literacy), Dr. Ashish Kulkarni (Chairman, FICCI AVGC Forum), Shri Rajan Navani (Founder & Group CEO, JetSynthesys), Ms Sonam Bhagat (CEO, Vygr), Dr. Vishwas Deoskar (CEO, IICT), Shri Munjal Shroff (Director & COO, Graphiti Studios), Shri Biren Ghose (Founder & CEO, Astra Studios), Shri Manvendra Shukul (CEO, Lakshya Digital), Ms Mala Sharma (Global VP, Education and International, Adobe) and Ms Preeti Vyas (President, Mythik), along with participation from students and volunteers.

During the deliberations, participants emphasised that the establishment of Content Creator Labs in schools and colleges will create structured pathways for students to explore careers in animation, gaming, VFX and digital storytelling, in line with the National Education Policy (NEP) and its focus on multidisciplinary learning, creativity and design thinking. Stakeholders also stressed the importance of strong industry partnerships to provide mentorship, internships and real-world exposure.

The discussion underlined a phased implementation approach, beginning with pilot institutions and expanding based on readiness and feedback, while ensuring participation from tier-2 and tier-3 cities. Key action points included identifying suitable institutions for the labs, developing structured AVGC curricula, faculty capacity building through industry-supported training, and establishing a standardised infrastructure and technology framework, along with strengthened industry-academia collaboration.

The session witnessed wide participation, with over 16,600 attendees including representatives from nearly 500 schools, 50 colleges, industry stakeholders, parents and individual participants from across the country.

In the closing session of the Post-Budget Webinar, the Hon'ble Minister of Information & Broadcasting emphasised the growing importance of the **creator economy** in providing a democratic platform for citizens to showcase India's vibrant culture and creativity. He highlighted the role of technology in transforming the media and entertainment sector and noted that the expertise of the **Indian Institute of Creative Technologies (IICT)** will be leveraged to support the establishment of Content Creator Labs across the country.

The discussions are aimed to contribute to the development of a robust implementation framework for the AVGC Content Creator Labs initiative, enabling young Indians to acquire creative and digital skills and strengthening India's position in the global AVGC ecosystem.

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