



Union I & B Secretary Visits IICT, Reviews Expansion Plans and Content-Creator Lab planning

I & B Secretary urges IICT to play a leading role in nurturing India's creative talent ecosystem

Shri Jaju exhorts IICT to be a vibrant hub for incubating startups in the M&E sector

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Shri Sanjay Jaju, Secretary, Ministry of Information and Broadcasting, visited the Indian Institute of Creative Technologies (IICT) at NFDC Complex, Mumbai, today, to review the institute's growth trajectory and expansion plans.

The review meeting chaired by Shri Jaju was attended by all the board members and industry representatives. Shri Jaju held detailed discussions with the institute's leadership team on its strategic roadmap. The discussions focused on scaling IICT's academic programmes and infrastructure to meet the evolving demands of the creative and digital economy. He also reviewed ongoing initiatives aimed at strengthening industry-academia collaboration.

Speaking on the occasion, Shri Jaju said, "the infrastructure is ready, and around 150 students have already started their study programs at IICT. The target is to have 400 students by July, along with 20 startups in physical mode and many more in virtual mode. The institute offers top-quality infrastructure for production and post-production work". Currently, 11 startups are being incubated at IICT, he further informed. Shri Jaju also said that the larger campus will soon be developed in Film City, Goregaon, and classes over there are expected to begin in 2028.

Referring to the deliberations in the meeting, I & B Secretary informed that there were also discussions with the industry regarding visual gaming, VFX, and content creation labs that were announced in the Union Budget. The focus was on how to further strengthen the creative economy, said Shri Jaju. Last year, at the WAVES Summit, a target was set under the "Orange Economy" initiative to connect 2 million people with content creation and creative fields. Today's discussions also focussed on the steps needed to achieve this goal, stated Shri Jaju.



A key highlight of the visit was deliberation on the proposal to establish content creators' labs across 15,000 secondary schools and 500 colleges across the country. The initiative aims to promote digital creativity, enhance media literacy, and equip students with content production skills aligned with emerging opportunities in the creator economy.

Shri Jaju toured the institute's state-of-the-art facilities, including its training programmes, production infrastructure, and innovation hubs. He also interacted with members of the Board and exchanged views on IICT's role in nurturing India's creative talent ecosystem.





The institute currently offers 18 specialized courses across animation, gaming, post-production, and extended reality. These include six courses in gaming, four in post-production, and eight in animation, comics, and XR. Key programmes include 24-month undergraduate diplomas in Animation Film Design, Interactive Video Game Design and Development, and Art and Science of Post Production and Visual Effects.

In addition, IICT offers short-term diploma and certificate courses of three to six months in areas such as 3D character design, visual effects, cinematic virtual reality filmmaking, e-sports management, and artificial intelligence in filmmaking.





The visit underscores Union I & B Ministry's continued emphasis on promoting digital creativity and strengthening institutional frameworks to support India's rapidly growing media and entertainment sector.

On the sidelines of his visit to IICT at the NFDC Complex, the Union I&B Secretary also visited the National Museum of Indian Cinema (NMIC), where Shri Jaju interacted with a visiting delegation of school children.



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