



# **Government Accelerates Orange Economy; Expands Content Creator Labs and Skill Development Initiatives Nationwide**

## **Budget 2026-27 Boost for AVGC Sector; Content Creator Labs to be Set Up in 15,000 Schools and 500 Colleges**

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The Government has been promoting the media and entertainment sector, including Animation, Visual Effects, Gaming and Comics (AVGC) sector. Under the Government's vision of strengthening the orange economy and positioning India as a global hub for content creation, many initiatives have been started.

As announced in the Union Budget 2026-27, AVGC Content Creator Labs (CCLs) are proposed to be set up in 15,000 secondary schools and 500 colleges across the country. This initiative has been allocated ₹ 250 Crore.

IICT as NCoE for the AVGC-XR sector is currently operating from the IICT–National Film Development Corporation (NFDC) campus, Mumbai since July 2025. At present, 18 courses have been introduced with 136 students enrolled and 15 participants completing the Train-the-Trainer programme. The Indian Institute of Creative Technologies (IICT), Mumbai, has been designated as the nodal agency for planning, coordination and phased rollout of the Content Creators' Labs. Stakeholder consultations relating to technology stack, identification of beneficiary institutions and rollout modalities are underway.

The AVGC Promotion Task Force was constituted by the Government in April 2022 to formulate a comprehensive strategy and recommend policy measures for the promotion and growth of the AVGC- XR sector. It had submitted its report in December 2022. The report highlights that the sector is projected to generate significant employment opportunities and may require around two million skilled professionals by 2030 across AVGC-XR, content production, design, programming and related areas.

The Government organised World Audio Visual & Entertainment Summit (WAVES 2025) in Mumbai. It was in line with the Government's vision of making India a global hub for content creation under the "Create in India, Create for the World" initiative. The Summit provided an integrated platform for Indian creators, producers and startups to engage with global buyers, investors, OTT platforms and technology leaders from over 100 countries.

The WaveX Startup Accelerator Programme, launched under the World Audio Visual and Entertainment Summit (WAVES), has supported media-tech startups through structured incubation, mentorship and access to global networks. The first cohort of startups has been provided opportunities for mentorship from industry experts, investor connect, support for intellectual property generation and protection. The programme also facilitates participation in international platforms, industry partnerships and integration with global marketplaces to enable startups to scale their innovations.

The Create in India Challenge (CIC) is being utilised as a national platform to identify, nurture and showcase creative talent across the Media and Entertainment sector. In Season I of the CIC, 33 challenges were conducted in collaboration with industry partners and it culminated at the WAVES 2025. The Summit witnessed participation from over one lakh creators including from Tier-II and Tier-III cities of the country. Selected creators are being supported through platforms such as WaveX and WAVES Bazaar to present their content on national and international platforms.

**This Information was submitted by the Minister of State for Information and Broadcasting Dr. L. Murugan in a written reply in Lok Sabha in response of questions asked by Smt. Kriti Devi Debbarman and Shri Eatala Rajender.**

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