

## **PIB organises one-day media workshop Varta on "Creating a future ready workforce for India's Creative Economy"**

**India aims to leverage its rich storytelling tradition to  
establish itself as global leader of Orange Economy: Dr.  
Ashish Kulkarni, Board of Director, IICT, Mumbai**

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"Film makers, digital content creators and other creative professionals are producing cutting edge content are playing a significant role in India's preeminent position in the global orange economy. At present, India contributes around 3 per cent to the global Orange Economy, and the country aims to increase this share to 12–15 per cent over the next decade. The Indian Institute of Creative Technology (IICT) is working towards achieving this goal" , said Dr. Ashish Kulkarni, Member of the Board of Director, IICT, in Nagpur today.



On this occasion, Ms. Smita Vats Sharma briefed the participants about various initiatives of the Ministry of Information and Broadcasting.

Dr. Kulkarni was speaking at a one-day media workshop 'Varta' on "Creating a future ready workforce for India's Creative Economy", organised by the Press Information Bureau (PIB), Ministry of Information and Broadcasting, at Chitnavis Centre, Nagpur. The workshop, chaired

by Smt. Smita Vats Sharma, Director General (West Zone), Ministry of Information and Broadcasting, was attended by senior editors and representatives of various media organizations.



Dr. Kulkarni informed that IICT, in collaboration with the National Council of Educational Research and Training (NCERT), will introduce the "Kaushal Bodh" curriculum to nurture creativity and develop skills among students from an early age. He also said that there is a proposal to establish AVGC Content Creator Labs in 500 colleges and 15,000 schools across the country.

He further stated that IICT has been functioning as the National Centre of Excellence for the AVGC-XR (Animation, Visual Effects, Gaming, Comics and Extended Reality) sector since July 2025 from the National Film Development Corporation (NFDC) complex in Mumbai. The institute will offer skill-based courses in Animation, Visual Effects, Gaming, Comics and Extended Reality through a Hub-and-Spoke model, making these programmes available not only at its Mumbai headquarters but also through regional and semi-urban centres.



Highlighting India's rich tradition of storytelling and indigenous knowledge systems, Dr. Kulkarni said that this knowledge is now being showcased globally through digital content across multiple platforms. Various Ministries of the Government of India, along with film and creative institutions, are developing customised courses to meet the evolving needs of the creative sector, thereby creating new opportunities for skill development and capacity building.

The welcome address was delivered by Smt. Jaydevi Pujari Swami, Deputy Director, Press Information Bureau, Mumbai. The programme was conducted by Sh. Saurabh Khekade, Media and Communication Officer, Press Information Bureau, while the vote of thanks was proposed by Sh. Dhananjay Wankhede, Media and Communication Officer (Additional Charge), Press Information Bureau.



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PIB Nagpur | Jaydevi Pujari Swami/Dhananjay Wankhede/Saurabh Khekde/Darshana Rane

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