

Creative Economy is Emerging as India's Next Growth Frontier, Offering New Opportunities for Young Indians: Dr. L. Murugan

AVGC Sector Expected to Require Nearly 2 million Skilled Professionals by 2030, Opening New Avenues for Youth

Government Supports Indian Institute of Creative Technologies and AVGC Creator Labs to Equip Youth with Future-Ready Skills

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Minister of State for Information and Broadcasting and Minister of State for Parliamentary Affairs, Dr. L. Murugan, today attended the Opening Ceremony and delivered the Inaugural Address at the Jindal Policy Conclave on the theme “**Law, Policy, and the Creative Economy**” at O.P. Jindal Global University.



Addressing the young participants, Dr. Murugan highlighted the rapid growth of **India's creative economy**, driven by ideas, imagination, culture, innovation and intellectual property. He said that sectors including film, music, gaming, animation, design, publishing, advertising and digital content are creating new opportunities for employment and entrepreneurship.



Dr. Murugan noted that the creative economy contributes 3.1 per cent to global GDP and 6.2 per cent of global employment, with an estimated 57 million Indians already working in cultural and creative occupations. India's media and entertainment economy stands at ₹2.5 trillion.

Highlighting opportunities for young Indians, he said the AVGC sector alone is expected to require nearly 2 million skilled professionals by 2030. The Government has announced support for the Indian Institute of Creative Technologies and AVGC Creator Labs in 15,000 schools and 500 colleges to prepare youth for emerging opportunities.

Dr. Murugan also emphasised that the growth of the creative economy must be supported by appropriate legal and policy frameworks, including copyright protection, fair compensation for creators and responsible use of artificial intelligence. He urged young people to question assumptions and institutions with respect, reason and evidence and contribute their ideas and skills towards building a Viksit Bharat by 2047.



Mahesh Kumar/ Aparajita Priyadarshini

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