

**Animation sector**

1854. SHRI TARUN VIJAY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government has any proposal to encourage animation sector based on Information Technology (IT) in the country;

(b) if so, the details thereof and the steps taken by Government in this regard; and

(c) the number of entrepreneurs engaged in the sector along with the scope of growth and employment potential assessed in this regard?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) and (b) Ministry of Information and Broadcasting proposes to set up a National Centre of Excellence in Animation, Gaming and Visual Effects under the 12th Plan scheme. Planning Commission has given in-principle approval to the project. The objective of the scheme is to impart quality education and to ensure availability of skilled manpower. The scheme would also ensure increasing ownership of Intellectual Property by Indians in animation/gaming/visual effect sector leading to increased revenues, employment generation, cultural pay-off and a subtle leveraging of India's soft power in the global arena. Stakeholders have been requested to submit revised proposal, based on which Detailed Project Report would be prepared for further action.

(c) The size of animation, visual effects and post production industry in India, according to FICCI-KPMG Report 2014, is ₹ 39.7 billion in 2013, with a growth of 12.4% in the year 2013. Out of this, the share of animation services and animation production comes to ₹ 12.7 billion in 2013. It is projected that the Cumulative Annual Growth Rate (CAGR) in animation services and animation production for the period 2013-2018 would be 7.1%.

**Policy for distribution of CAS and DAS**

1855. DR. V. MAITREYAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government has any policy in the distribution and sale of Conditional Access System (CAS) and Digital Addressable System (DAS) in the country;