

No. M-35020/5/2022-DO(FI)
Government of India
Ministry of Information & Broadcasting
A Wing, Shastri Bhawan, New Delhi

Dated 1st June, 2022

OFFICE ORDER No. 1/2022

The first meeting of newly announced AVGC Promotion Task Force was held on 4th May 2022 in Ministry of Information and Broadcasting. In the meeting, it was decided that four Sub-Task Forces shall be constituted namely, for Education, Skilling, Gaming and Industry & Policy. These sub-groups will work towards devising strategies of growth through targeted interventions in their respective areas. The recommendations from the Sub-Task Forces will be in areas of policy formulation, capacity building, infrastructure development, technological access, research and development, creating local IPs, enhancing export potential, etc. Further, all recommendations shall adhere to the principles of inclusion, equity, diversity, and sustainability.

The composition of the Sub Task Force on Industry & Policy is as under: -

| Sl.No. | Name | Designation & Organization | Role |
|---------------|-----------------------------------|--|-------------|
| 1 | Apurva Chandra | Secretary, Ministry of Information & Broadcasting | Chairperson |
| 2 | Neerja Sekhar | Additional Secretary, Ministry of Information & Broadcasting | Member |
| 3 | Manmeet Nanda | Joint Secretary, DPIIT | Member |
| 4 | Darpan Jain | Joint Secretary, Department of Commerce | Member |
| 5 | State Representative- Maharashtra | Administrative Secretary, Government of Maharashtra | Member |
| 6 | State Representative- Karnataka | Administrative Secretary, Government of Karnataka | Member |
| 7 | State Representative- Telangana | Administrative Secretary, Government of Telangana | Member |
| 8 | State Representative- UP | Administrative Secretary, Government of UP | Member |
| 9 | Ashish Kulkarni | Founder, Punaryug Artvision Pvt Ltd. | Member |
| 10 | Biren Ghose | Country Head – Technicolor India | Member |
| 11 | Leena Jaisani | Assistant Secretary General, FICCI | Member |

| | | | |
|----|-----------------|--|----------|
| 12 | Munjal B Shroff | Director & COO, Graphiti Multimedia Pvt. Ltd. | Member |
| 13 | Kanchan Bhalla | Country Manager - Autodesk | Member |
| 14 | Neerja Bhatia | Senior Director, CII | Member |
| 15 | Dhanpreet Kaur | Director, Ministry of Information & Broadcasting | Convenor |

2. The terms of reference of the Sub Task Force on Industry & Policy are as under:

- i) Facilitate development of progressive policies, including a National AVGC Policy, to define the growth trajectory of AVGC sector in India.
- ii) Carry out consultative meetings with State representatives and assist them in drafting State-level AVGC policies in consonance with the National AVGC policy.
- iii) Facilitate convergence amongst line ministries to recommend policies for increasing India's global AVGC share.
- iv) Recommend measures to enhance AVGC sector's export potential while also providing financial incentives for sourcing the best-in-class technology from other nations.
- v) Recommend measures to develop the AVGC technology scenario in India at par with international standards by introducing the industry to latest technological developments (software and hardware) in the international AVGC industry.
- vi) Recommend measures to provide Indian start-ups with best-in-class incubation facilities through academia, skilling, industry partnerships, technological interventions and research opportunities.
- vii) Recommend adequate policies for enabling companies to invest in R&D and also suggest ways to strengthen India's IP ecosystem.
- viii) Any other matter relating to industry outreach, policy or technology potential of the AVGC sector with the permission of the Chairperson of the Task Force.

3. AVGC Cell in the Ministry of Information and Broadcasting may provide necessary support for functioning of the Sub Task Force.

4. The Sub Task Force may consult experts from academia and industry to realize its mandate during its functioning.

5. **Term of members of the Sub Task Force:** The members shall be nominated for such period as decided by the AVGC Promotion Task Force.

6. **Frequency of meetings:** The Sub Task Force should convene as required to adhere to the timelines of the AVGC Promotion Task Force.
7. **Timelines for submission of reports:** The Sub Task Force shall submit the final action plan to the Ministry before 31st July 2022.
8. The Sub Task Force Members will be entitled to travelling expenses, local transport and sitting fees in connection with the meetings as per extant rules.
9. This issues with the approval of the competent authority.

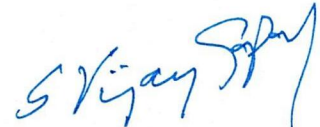


(S Vijay Gopal)

Under Secretary to the Government of India
Tel.: 011-2338 2487

Copy to:-

1. All members of the Sub Task Force on Industry & Policy.
2. PPS to HMIB
3. PPS to HMOSIB
4. PPS to Secretary (I&B)/ PPS to AS&FA/PPS to AS/ PPS to JS(P&A)/ PPS to JS (B)/PPS to JS(EW)/ Dir(Films)
5. CEO, NITI Aayog, Parliament Street, New Delhi.
6. Under Secretary (Coordination), Department of Economic Affairs, Ministry of Finance.
7. PAO, Main Secretariat, M/o I&B



(S Vijay Gopal)

Under Secretary to the Government of India