

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

Dated 23<sup>rd</sup> June, 2022

Subject: Minutes of the First Meeting of the Sub Task Force on Industry & Policy held on 14<sup>th</sup> June, 2022 under the Chairmanship of Secretary (I&B)

The undersigned is directed to refer to the First Meeting of the Sub Task Force on Industry & Policy chaired by Secretary (I&B) on 14<sup>th</sup> June, 2022 in hybrid mode and to forward herewith a copy of the Minutes of the above Meeting for information and necessary action.



( S Vijay Gopal )  
Under Secretary to the Government of India  
23382487

As per list attached.

**List of Members of Sub Task Force on Industry & Policy & participants in the Meeting**

- (i) Shri. Apurva Chandra, Secretary, MoIB
- (ii) Ms. NeerjaSekhar, Addl. Secretary (I&B)
- (iii) Shri Manmeet Nanda, Joint Secretary, DPIIT
- (iv) Shri Darpan Jain, Joint Secretary, Department of Commerce
- (v) Administrative Secretary, Government of Maharashtra
- (vi) Administrative Secretary, Government of Telengana
- (vii) Administrative Secretary, Government of Uttar Pradesh
- (viii) Shri. E V Ramana Reddy, Additional Chief Secretary – Government of Karnataka
- (ix) Shri. Surendra Prasad Singh, Addl. Secretary - Department of Information, Government of Uttar Pradesh
- (x) Shri Sanjay Devgaonkar, Joint Secretary, Industry Department, Government of Maharashtra
- (xi) Shri Armstrong Pame, DS (Films I)
- (xii) Ms. Priya Nair, Director – MoCI
- (xiii) Ms. MeeraSethi, Deputy Director – DPIIT
- (xiv) Shri. Ashish Kulkarni, Founder - PunnaryugArtvision Pvt Ltd
- (xv) Shri. Biren Ghose, Country Head – Technicolor India
- (xvi) Shri. Munjal B Shroff, Co-Chairman - Director & Chief Operating Officer - Graphiti Studio
- (xvii)
- (xviii) Ms. Kanchan Bhalla, Country Manager - Autodesk
- (xix) Ms. Astha Grover, Head - Startup India
- (xx) Shri. Gautam Anand, Senior Marketing Manager - Invest India
- (xxi) Ms. Neerja Bhatia, Deputy Director General - CII
- (xxii) Ms. Garima Singh, Senior Assistant Director – FICCI
- (xxiii) Ms. Sonali Deore, Deputy Director, Industry Department, Government of Maharashtra.

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**Minutes of the First Meeting of the Sub Task Force on Industry & Policy held on 14<sup>th</sup> June, 2022 under the Chairmanship of Secretary (I&B)**

The first Meeting of the Sub Task Force on Industry & Policy, constituted under the AVGC Task Force, was held under the Chairmanship of Secretary (I&B) on 14<sup>th</sup> June, 2022 (Tuesday) through hybrid mode. A list of participants of the Meeting is at Annexure.

2. Secretary (I&B), welcomed the participants and highlighted the mandate of the Sub Task Force on Industry & Policy in areas of boosting R&D, investments, creation of local IPs, encouraging co-production between Indian and global companies and recommending policies to ease access to technology.
3. Additional Secretary (I&B) then made a presentation on the Sub Task Force on Industry & Policy in which she mentioned the key discussion points for the Sub Task Force such as identification of States for development of AVGC policy, State-level Stakeholder consultations, key focus areas for States, capacity building programmes, etc. In her presentation, the other key discussions points were development of AVGC infrastructure, possibility of forming an AVGC venture fund and facilitating Start ups in collaboration with academia, industry, financial institutions and international players. The Sub Task Force could also examine issues such as import duties on technology, Production Linked Incentive (PLI) schemes and explore free trade agreements with countries.
4. The Forum was then left open for discussion by the members. The Sub Task Force Members discussed various focus areas and the approach that may be followed by the Sub Task Force while coming up with its recommendations. The key points of focus emerging from the discussion are summarised below:
  - 4.1 Drafting a National AVGC Policy comprising the following:
    - i. Skill development: Creation of talent launch pads in the country and looking at convergence opportunities with Skill India Mission
    - ii. Ways for providing enabling infrastructure: Creating well distributed Centres of Excellence (CoE), Incubation Centres, AVGC Labs etc. Secretary (I&B) informed that the State of Karnataka has already established a Centre of Excellence for AVGC.
    - iii. Research and Development, with focus on IP Creation within the country.
    - iv. Incentives, Grants and Concessions: Patent Registration incentives, International Marketing Incentives, Production Grants for Domestic and International Productions to be made in India.

5. Facilitating concerted promotion and market development activities to enhance global reach of Indian AVGC industry & enhance the export potential with AVGC Specific Free Trade Agreements with countries. Additional Chief Secretary, Karnataka intimated the members about the salient features of the Karnataka, AVGC Policy.

6. Further, the following regulatory measures were discussed:

- (i) Allowing valuation of Intellectual Property as a collateral for taking loans.
- (ii) Incentives and favourable taxation to the AVGC industry to encourage their growth.
- (iii) Proposing Financial incentives for film makers, producers as well as the co-producers in the field of AVGC as visual effects is a very important aspect of films.
- (iv) Recommending measures for uniformity and alignment to international best practices and attract FDI and promote ease of doing business in India.
- (v) The need for a dedicated Joint Secretary and supporting mechanism in MIB for AVGC was emphasised.

**7. The following decisions were taken in the Sub-Task Force meeting:**

- (i) State AVGC Policies of Telangana & Karnataka to be presented in the next meeting
- (ii) Policy recommendations of FICCI & CII to be shared with the members for the draft National AVGC Policy
- (iii) Shri Ashish Kulkarni may make a presentation to the members of the AVGC Sub Task Force on the proposed National Policy on the basis of the discussions held in the first meeting of the Sub Task Force.
- (iv) A draft Model State AVGC Policy to be prepared and shared with the members for further discussions.

The meeting ended with a Vote of Thanks to the Chair.

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## Annexure

### **List of Participants of the Meeting of the Sub Task Force on Industry and Policy**

- (i) Shri. Apurva Chandra, Secretary, MoIB – In the Chair
- (ii) Ms. Neerja Sekhar, Addl. Secretary – Ministry of Information & Broadcasting
- (iii) Shri Armstrong Pame, DS (Films I), Ministry of Information & Broadcasting
- (iv) Shri. E V Ramana Reddy, Additional Chief Secretary – Government of Karnataka
- (v) Shri. Surendra Prasad Singh, Addl. Secretary - Department of Information, Government of Uttar Pradesh
- (vi) Shri Sanjay Devgaonkar, Joint Secretary, Industry Department, Government of Maharashtra
- (vii) Ms. Priya Nair, Director - MoCI
- (viii) Ms. Meera Sethi, Deputy Director – DPIIT
- (ix) Shri. Ashish Kulkarni, Founder - PunnaryugArtvision Pvt Ltd
- (x) Shri. Biren Ghose, Country Head – Technicolor India
- (xi) Shri. Munjal B Shroff, Co-Chairman - Director & Chief Operating Officer - Graphiti Studio
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- (xiii) Ms. Kanchan Bhalla, Country Manager - Autodesk
- (xiv) Ms. Astha Grover, Head - Startup India
- (xv) Shri. Gautam Anand, Senior Marketing Manager - Invest India
- (xvi) Ms. Neerja Bhatia, Deputy Director General - CII
- (xvii) Ms. Garima Singh, Senior Assistant Director – FICCI
- (xviii) Ms. Sonali Deore, Deputy Director, Industry Department, Government of Maharashtra.

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