

Press Release

The Animation, Visual effects, Gaming and Comics (AVGC) sector is playing a key role in the growth and transformation of the Media & Entertainment (M&E) Industry. The Tamil Nadu Government has proactively undertaken the formulation of an “Animation, Visual effects, Gaming and Comics (AVGC) Extended Reality (XR) Policy” which will address the AVGC sector's specific needs and challenges effectively.

As a part of this initiative, a Joint Consultative Stakeholder workshop for “TN AVGC XR Policy 2023” was held on 22.9.2023 at Hotel Taj Coromandel, Chennai. The objective of the Workshop is to facilitate interactive discussions and deliberations among stakeholders from Government and Industry and gather their valuable input, feedback and insights so as to shape and refine the proposed TN AVGC-XR Policy

Dr. Palanivel Thiaga Rajan, Hon’ble Minister for IT&DS, Tamil Nadu delivered the key note address on Tamil Nadu’s commitment to AVGC-XR Industry and the Government’s aspiration to take the State’s culture to global audience. He highlighted the presence of robust infrastructure, IT Parks, 38 operational SEZs, availability of skilled talent which would play an instrumental role in creation of a robust ecosystem for the sector in the State. He welcomed all the stakeholders including individuals, entrepreneurs, and associations to contribute towards creation of Tamil Nadu as the global AVGC-XR hub.

The workshop also witnessed the presence of industry stalwarts and esteemed panellists, who presented their insights on strengthening the AVGC-XR ecosystem in the State.

Thiru.J.Kumaragurubaran, I.A.S., Secretary, IT&DS, Thiru. K. Veera Raghava Rao, I.A.S, Director of Employment & Training, Dr. Vinay I.A.S, Director of Technical Education, Thiru. Sandeep Nanduri, IAS, MD, TTDC & Director-Tourism, Dr. S.Aneesh Sekhar, I.A.S., MD, ELCOT, Thiru S. Arun Raj, I.A.S, ED, ELCOT, Thiru.T.G.Thyagarajan, Chairman, Media & Entertainment Sub-Committee, CII Southern Region & Managing Partner, Sathya Jyothi Films, Thiru. Hari Balachandran, CEO-ICT Academy, Government officials and Members from the Industry participated in the event.

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