Global scenario

As per a NASSCOM study, the global animation market is expected to grow at a Compounded Annual Growth Rate (CAGR) of 10% to reach USD 100 billion in 2012-13, while the global gaming market is expected to grow at a CAGR of 10.5% to reach USD 53.6 billion in 2012-13.

Indian scenario

NASSCOM forecasted that Indian animation industry is expected to grow at a CAGR of 22% to reach USD 1 billion and Indian gaming industry to grow at a CAGR of 69% to reach USD 830 million in 2012-13.

West Bengal ICT Policy 2012

Goal: To take CAGR of the State in the animation industry to at least 35 percent and that in the gaming industry to 75 percent in next 5 years

Animation & Gaming Industry needs . . .

Skilled and highly creative man-power is the key for producing animated and gaming content. The Indian Animation and Gaming Industry (AGI) is constrained on the talent supply side due to various factors including lack of awareness on career options in AGI, non-standardized curriculum, limited training institutions and cultural constraints. As per a NASSCOM study, manpower requirement for animation and gaming sector is about 43,000 by 2012, which may not be fulfilled with existing employable talent pool.

Why West Bengal?

West Bengal is the prime source of artistic talent in India and has a strong tradition of various forms of arts. Visual Arts, Performing Arts and Fine Arts have been historically intertwined with the culture of the city of Kolkata and West Bengal.

Strategy for Animation & Gaming Industry

Animation and Gaming is a focus sector for development in the new West Bengal ICT Policy 2012, which was unveiled recently by the Government. In the policy document, for development and growth of Animation and Gaming sector as one of key vertical of IT industry, following strategy was outlined, which is now being implemented:

Creating Skilled Manpower

- Recognition and development of a AGI curriculum at University-level to offer specialised diploma, graduation and post graduation courses through existing institutions.
- Introducing AGI curriculum in select Fine Arts and General Stream courses and also in technical institutions.
- Involving industry experts for standardizing and upgrading courses.
- Setting up a permanent Working Group on AGI with select professionals of repute and representatives from relevant Government Departments.

The following key factors give an edge to West Bengal:

- High-quality artistic and creative talent pool,
- High per-capita spending on education and huge annual intake in general and engineering streams of about 5,25,000 students,
- Presence of world-class academic institutions such as IIT-Kharagpur, IIM-Calcutta, ISI, Presidency University, St. Xavier’s, Visva Bharati University, Satyajit Ray Film and Television Institute (SRFTI), BISU, Jadavpur University and IIT Kharagpur etc.
- A number of high quality private training institutes in AGI,
- Presence of an established IT/ITeS services industry with a world-class delivery practice,
Attractive Fiscal Incentives

Following Incentives are offered to the units in Animation & Gaming sector under the new West Bengal ICT Incentive Scheme 2012:

- **Capital investment subsidy**
  12% and 15% of the Fixed Capital Investment subject to a limit of Rs. 350.00 lakh and Rs. 450 lakh depending on locations, payable in 5 equal yearly instalments.

- **Interest/Training subsidy**
  25% of the annual liability on the Term Loan and/or Rs. 20,000/- or one month salary whichever is lower to a maximum 750 candidates and 1000 candidates up to a ceiling of Rs. 150.00 lakh and Rs. 200.00 lakh per year for five years and seven years depending on locations.

- **Waiver of Electricity Duty**
  Waiver of electricity duty for a period of 5 years and 7 years depending on locations.

- **Employment generation subsidy**
  Reimbursement to the extent of 50% (Large & Medium) and 75% (Small & Micro) of the expenditure incurred for paying its contribution towards Employees State Insurance (ESI) and Employees Provident Fund (EPF) subject to a maximum of Rs. 1.00 crore and Rs. 1.5 crore per year for 7 years and 10 years according to the location of the company.

- **Refund of Stamp duty and Registration fees**
  Refund of 100% of stamp duty and registration fee.

- **Subsidy for quality improvement certification in the MSME Sector**
  50% reimbursement for MSME companies for the expenditure, up to a maximum of Rs. 5.00 lakh, for obtaining ISI Certification, CMM level 2 upwards, ISO 9000, ISO 27001 for security, CDPC, eSCM and from any other quality assurance body approved by IT Department.

- **Subsidy for patents in the MSME Sector**
  50% of the cost of filing patents subject to a maximum of Rs. 5.00 lakh per year.

- **Entrepreneurship Assistance for Start-up Small, Medium and Micro units**
  i. Reimbursement of 25% of the lease rental for built up space up to a ceiling for three years.
  ii. Reimbursement of 25% of the power bill for a period up to a ceiling for three years.
  iii. Reimbursement upto Rs. 2.5 lakh towards recruitment assistance.
  iv. Reimbursement of 50% Exhibition rental cost for participating in the notified national or international exhibition limited to 9 sq. mtrs of space.

- **Assistance for economically and/or physically challenged students in Animation and Gaming sector**
  IT companies in Animation & Gaming sector may avail 75% reimbursement on Training cost by sponsoring economically and/or physically challenged candidates up to a maximum limit of Rs. 1.50 lakhs per candidate for a maximum of 10 candidates towards the cost of course fee and a computer, for Certified or Diploma Training and absorbing them for a minimum of one year.

*(Please visit the website for details)*
Creation of Infrastructure in identified locations

Bantala
Outsourcing is a major contributor of revenue for the Indian animation and gaming industry with US and Europe being major export destinations. Indian studios and gaming companies work for the international production houses and game publishers.
Bantala SIZZ, nearly 20 Kms from Kolkata International Airport, is already developed with a strong IT presence including a 20-acre campus of IT major Cognizant Technology Solutions. Space earmarked in proposed IT Hub coming up.

Rajarhat
Space earmarked in proposed Rajarhat IT hub in New Town, Kolkata for AGI investors.

Kalyani
Kalyani, nearly 48 kms from Kolkata International Airport has been identified as another location for development of Animation & Gaming industry. Sufficient governement land may be provided in Kalyani for an Animation studio/Gaming development centre. Some of the locational advantages of Kalyani for the AG sector are as follows:
- Kalyani is nearer to important Industrial towns of North 24 Parganas, which provide a major source of skilled manpower to the IT/ITeS sector in Kolkata.
- It is an important educational hub. Apart from two engineering colleges, proposed Indian Institute of Information Technology (IIIT), a premier IT Institute is coming up in Kalyani.
- It is home to Indian Institute of Science Education and Research (IISER) – Kolkata, a premier academic institution.
- Land may be provided to the prospective AG industry investors in the proximity of IIT.

Bolpur
Built-up space in the proposed IT hub as well as land may be provided in Bolpur for AG Industry. Bolpur is about 150 kms from Kolkata International Airport and home to Visva-Bharati University (VBU), Santiniketan founded by Rabindranath Tagore.
Kala Bhavan (faculty of fine arts) in VBU shall be a source of world-class artistic talent pool for the AG industry, due to its excellence in the field of fine arts.

Siliguri
Built-up space in Siliguri may be provided for the Animation and Gaming Industry in the IT hub in Siliguri. Siliguri town is about 12 Kms from Bagdogra airport and about 600 kms from Kolkata with rail and road connectivity. Siliguri offers following advantages for prospective AGI investors:
- Siliguri is the commercial nerve centre of North Bengal, with a good urban and social infrastructure. It is also a gateway to entire North-eastern part of India.
- It is also the transit point for all rail and road traffic to the neighboring countries of Nepal, Bhutan and Bangladesh.
- Bagdogra airport is well connected to most Indian cities including the state capital, Kolkata.
- Siliguri is a major education centre of North Bengal. It is home to a number of colleges including Siliguri Institute of Technology, Siliguri College, Siliguri College of Commerce (Night College), Siliguri Mahila Mahavidyalaya (Women’s College) and Surya Sen College.

Training institutions offering Animation and Gaming courses
- Satyajit Ray Film and Television Institute (SRFTI), Kolkata, a premier institute established by Ministry of I&B, Government of India offers a number of courses in various streams of Film-making, which include a number of modules on Animation and Film/TV graphics.
- A number of private players are offering various full-time and part-time diploma and degree courses in the State in Animation and Gaming including MAAC, Webel-DIGI, CMC, Arena, Mayfair Business School and many more.