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India's Orange Economy: Role of the Indian Institute of Creative Technologies

1 March 2026

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India's Orange Economy: Role of the Indian Institute of Creative Technologies

■ **Yojana** Chapter 3 · 3 min read ·

Author: Dr. Vijay Agrawal (AFEIAS, Bhopal) | **Published:** Yojana, March 28, 2026

Union Budget 2026-27 placed **Orange Economy** — the production model where value is derived from intellectual property, creativity, and cultural capital — at the centre of India’s employment and skills strategy.

WHAT IS THE ORANGE ECONOMY?

The term “Orange Economy” (also called the **Creative Economy**) refers to economic activity rooted in cultural goods, creative industries, and intellectual property. It encompasses:

SECTOR	EXAMPLES
AVGC	Animation, Visual Effects, Gaming, Comics
Media & Entertainment	Film, OTT, music, streaming
Digital Content	Social media creators, podcasters, YouTubers
Design	Fashion, product, architectural design
Cultural Heritage	Handicrafts, classical arts, museums

The concept was popularised by economists John Howkins (*The Creative Economy*, 2001) and Felipe Buitrago and Iván Duque (*The Orange Economy*, 2013, Inter-American Development Bank). India’s Orange Economy is currently estimated at **\$30–35 billion**, with potential to scale to \$100+ billion by 2030.

BUDGET 2026-27: KEY ANNOUNCEMENTS

Finance Minister Nirmala Sitharaman announced three transformative interventions for India’s Orange Economy:

1. Indian Institute of Creative Technologies (IICT), Mumbai

- **AVGC Content Creator Labs** to be set up in **15,000 secondary schools** and **500 colleges** across India
- Aim: build a pipeline of creative professionals capable of serving global AVGC industry demand
- IICT will be the nodal implementation agency

2. National AI Skilling Initiative (Phase I & II)

- **Phase I (March–June 2026):** Foundational AI learning for **15,000 youths free of cost**
 - Delivered via Google Career Certificates and Google Cloud Generative AI learning paths
 - Implemented through IICT, Mumbai
- **Phase II:** Advanced, project-based specialisation in creative AI tools (generative design, AI animation, AI music)
- Targets aspirants from Tier II and III cities who cannot afford premium upskilling

3. MyWAVES + Advanced EPG Platform

- **MyWAVES:** Digital platform to democratise access to regional and national broadcasting content
- **Advanced Electronic Programme Guide (EPG):** In-built satellite tuners to reach underserved populations without internet access
- Bridges the digital divide between urban and rural creative content consumers

WHY AVGC? INDIA'S GLOBAL OPPORTUNITY

METRIC	VALUE
Global AVGC market size (2024)	\$350 billion
India's current share	~3–4%
Target share by 2030	10–15%
Current AVGC workforce in India	~250,000 professionals
Annual demand gap	~40,000 professionals/year

India already hosts studios for Marvel, Disney, Netflix, and global gaming companies. The challenge has been quality and scale of trained talent — which the AVGC Content Creator Labs seek to address.

UPSC RELEVANCE

GS2 — Governance & Welfare Policies:

- Government's role in creating an enabling ecosystem for creative industries
- Public–private partnerships in skill development (IICT + Google)
- Youth and employment policy

GS3 — Economy, Technology:

- Creative economy as a new growth driver distinct from manufacturing or services
- Intellectual Property Rights as an economic asset
- Skill development, sunrise sectors, Make in India 2.0

Key Concepts for Answers:

- **Orange Economy ≠ Green Economy** (environmental) — distinguish clearly in answers
- **AVGC Task Force (2022)**: Set up by MIB; recommended a National Centre of Excellence for AVGC
- **Compare with South Korea**: K-Wave (Hallyu) — cultural exports as soft power + economic force
- **GS4 Angle**: Ethical dimensions of AI-generated creative content — authorship, attribution, IP protection

FACTS CORNER

- Orange Economy concept: John Howkins (2001), popularised for developing nations by Inter-American Development Bank (2013)
- IICT Mumbai: under Ministry of Information & Broadcasting
- Budget 2026-27 capex for creative sector: ₹500 crore allocated to AVGC Mission
- India ranked **3rd** globally in number of animation studios
- **15,000 AVGC labs** will be the world's largest school-level creative technology rollout if implemented as announced



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