

# Karnataka Aims to Be the Gaming and Animation Capital of the Asia: Shri Priyank Kharge at IGC 2024

Category: Sports

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During a special address at the second edition of the Indian Gaming Convention (IGC), **Shri Priyank Kharge, Minister of Information Technology and Biotechnology, Government of Karnataka**, said, "Karnataka has all that is needed to ensure that we become the gaming and the animation capital of not only this country but also of Asia. The two-day convention is being organised by the Internet and Mobile Association of India, on October 14-15, at the Taj Palace, New Delhi.

*"Bengaluru and Karnataka are the fourth largest technology clusters in the world. We run over 27 [centres of excellence](#). We are setting up a centre of excellence specifically for gaming and I also am extremely keen to host [Indias](#) first government-sponsored eSports Olympics to ensure that we remain the leaders in this sector and be the most disruptive innovation capital in the world. We will also have a gaming accelerator by the [end of this financial](#) year," he added.*

The theme for IGC 2024 – India-the Next Superpower in Gaming, reflects [India's journey to being a global](#) leader in gaming. Meta is the [Title Partner](#) of the convention.

Speaking on the scale of [India's](#) gaming sector, **Shri Kharge** said, "The global AVGC market is estimated to be more than \$366 billion with animation and visual effects constituting 46% share and gaming 54% share. The country boasts as the world's second-largest gaming community, comprising 42.5 crore gamers, and from 2020 to 2023, the [online](#) gaming segment in

*India experienced a rise of 28% which was a market size of 16428 crores in 2023 and in the next four years, it should double."*

Kharge shared that India had close to 1400 online [gaming](#) startups in 2023 and 430 crore gaming apps downloaded in 2023 while in-game purchases and deposits contributed 8370 crore through UPI transaction volume in India.

*The new AVGC policy that we have [announced recently ensures](#) that more IPs come out from Karnataka. We are developing skills for the sector, we are incubating and nurturing [leadership for the sector](#). We have a physical space for ideation, [innovations and inventions for startups](#) for the sector and we want to create as many IPs as possible from the state of Karnataka. We run a [program called Elevate which is very unique to Karnataka](#) where we offer a grant of 50 lakh rupees to the startups. Last year, we [funded close](#) to around 30 startups that are in the AVGC sector. Overall we have [funded close](#) to around 983 startups,"* he concluded.

Among major partners of IGC 2024 are, Gold Partners - Salesforce and Veve; Silver Partners – [Google](#) Cloud & Bureau; Lanyard partner – Moloco; GameTech Enabler – Singhtek, and Knowledge Partner – PWC.

### **About Internet and [Mobile Association of India](#)**

The Internet and Mobile Association of [India](#) (IAMAI) is a not-for-profit industry body with 580 members, including Indian and multinational corporations, as well as start-ups. IAMAI has been instrumental in shaping [India's digital](#) economy. IAMAI advocates free and fair competition, and progressive and enabling laws for [businesses](#) as well as for consumers. The overarching objective of IAMAI is to ensure the progress of the [internet](#) and the digital economy. Its major areas of activities are public policy and advocacy, business to [business conferences](#), research, promotion of start-ups and

promotion of consumer trust and safety.