

Animation industry in India to grow to \$1.7 billion by 2012

Now creativity will fetch you bigger money and better job prospects. The Indian animation industry will grow at a compounded annual rate of 30 per cent to reach a market size of \$1.7 billion by 2012 and add over three lakh skilled animators, an industry lobby said recently. This is a huge leap from the current \$1 billion industry today.

This growth will lead to a huge demand for skilled professionals like creative animators, conceptualiser, visualiser, 3D modellers, character designer and digital effect artists to handle multimedia softwares like 3D studio Max, Maya and Tictactoon.

The reason for this growth, as attributed by Associated Chambers of Commerce and Industry, is the fact that the animation industry in India will undertake all its production activities within India instead of spending its funds abroad for making advanced and high-tech animated movies.

This study also found that the reason why animation industry in other countries was booming was of the special policies and initiatives of the governments abroad. Hence, Asscoham has urged Indian government also to lend its support by giving adequate funding, recognition of the courses and guidance on manpower development.

It pointed that by recognising animation courses, the government will empower students to conveniently get bank loans, which is missing at present.