



ABSTRACT

Information Technology Department – Announcements made in the Demand 2012-13 by Hon'ble Minister for Information Technology, Government of Tamil Nadu – Constitution of Committee representing the Animation and Gaming Industry to give recommendation to Government to promote Animation and Gaming Industry in Tamil Nadu with a detailed road map – Orders – Issued.

INFORMATION TECHNOLOGY (B3) DEPARTMENT

G.O. (Ms) No.1

Dated:10.01.2013

நந்தன, மார்கழி 26

திருவள்ளூர் ஆண்டு-2043

Read:

From the Managing Director, ELCOT, letter No. ELCOT/ ITPD/ BUDGET/ 2012-13/12, dated 06.08.2012, 22.10.2012 and 06.11.2012.

ORDER:

While moving the Demand 2012 -13 in the Tamil Nadu Legislative Assembly during the Information Technology Demand 2012-13 among other things, the Hon'ble Minister for IT has stated that "presently the Animation sector is developing rapidly in Entertainment Sector. Tamil Nadu is one of the leading States in the field of Multimedia and Entertainment Sector. To promote the Animation and Computerised Gaming Industry in Tamil Nadu, the Hon'ble Chief Minister of Tamil Nadu has ordered to form a Committee representing the Animation and Gaming industry. This Committee will give recommendation to promote Animation and Computerised Gaming Industry in Tamil Nadu with a detailed Road Map."

2. Based on the above announcement, the Managing Director, ELCOT has sent a proposal to Government and suggested the members from the Information Technology Industry with the profile for inclusion in the committee along with the functions of the committee.

3. After careful examination, the Government accord the necessary Administrative approval for Constitution of a committee representing the Animation and Gaming Industry with the following members and to give recommendation to Government to promote Animation and Computerised Gaming Industry in Tamil Nadu with a detailed Road Map.

- 1) Secretary to Government, - Chairman
Information Technology Department
- 2) Principal Secretary to Government, - Member
Industries Department or his nominee
- 3) Principal Secretary to Government, - Member
Finance Department or his nominee
- 4) The Executive Vice Chairman, - Member
Guidance Bureau, Chennai-600 008

- 5) The Managing Director, ELCOT, Chennai - Secretary Cum Convener
- 6) Thiru P.Sridharan Head, Tamil Nadu – Confederation of Indian Industry (CII), Chennai. - Member
- 7) Thiru K.Purushothaman, Regional Director, NASSCOM, Chennai - Member
- 8) Thiru N.R.Panikar, Chairman, ACCEL ANIMATION STUDIOS, Chennai. - Member
- 9) Thiru K.Kumar, Managing Director & Chief Executive Officer, IMAGE INFOTAINMENT LTD/ IMAGE CREATIVE EDUCATION, Chennai. - Member
- 10) Thiru Sai Prasad, Director, M/s.PRASAD CORPORATION LIMITED, PRASAD GROUP, Chennai. - Member
- 11) Thiru Sukumar Subramanian, Chief Executive Officer, M/S.VARAM MEDIA, Chennai. - Member

4. The Functions of the Committee will be to make recommendations on

- a) Making Tamil Nadu the most favored / advantageous destination for investment in Animation, Gaming and Multimedia.
- b) Expanding the existing business potential of the industry of the State to its maximum and developing cluster approach in the state.
- c) Planning State Level Plans / Policies and aligning the same with the existing national policies for the fullest benefit of the State.
- d) Understanding the National as well as world climate on Animation and Gaming industry and creating a targeted approach in inviting World Class companies to Tamil Nadu.
- e) Encouraging formation of Academy for development of Human resources.
- f) Encouraging and supporting infrastructure development for creation of world class Animation studio for business incubation for gaming and animation industry.
- g) Spreading awareness and provide multifaceted employment for youth in the Animation and Gaming sector.

- h) Setting up of a "Centre of Excellence" with state-of-the-art facilities to act as catalyst for the Animation and Gaming Industry.
- i) The committee could also explore channelizing suggestions / concerns pertaining to the Central Government Policies with regard to the Animation and Gaming sector.
- j) The Committee could ideate creating a marketing brand for our State to propagate its strengths and offering to the world over.

5. The Committee will make its recommendations on the above aspects to Government within six months.

6. This order issues with the concurrence of Finance (Industries) Department vide its U.O.No.3507FS/P/2012-1, dated 21.11.2012.

(BY ORDER OF THE GOVERNOR)

**S.K.PRABAKAR
SECRETARY TO GOVERNMENT**

To

The Managing, Director,
ELCOT, 692, Anna Salai, Chennai- 600 035.

The Principal Secretary to Government,
Industries Department, Chennai- 600 009.

The Principal Secretary to Government,
Finance Department, Chennai – 600 009.

The Executive Vice Chairman,
Guidance Bureau,
Egmore, Chennai-600 008.

Thiru P.Sridharan - Head, Tamil Nadu –
Confederation of Indian Industry (CII), Tamil Nadu State Office,
98 / 1, Velacherry Main Road, Guindy
Chennai - 600032. (Through ELCOT)

Thiru K.Purushothaman - Regional Director, NASSCOM,
Ameen Manor, Flat G1, Ground Floor 138,
Nungambakkam High Road, Near Indian Oil Corporation,
Nungambakkam, Chennai - 600 034. (Through ELCOT)

Thiru N.R.Panikar, Chairman,
Accel Animation Studios, Third Floor,
#132, Greams Road,
Chennai - 600 006. (Through ELCOT)

Thiru K.Kumar, Managing Director & Chief Executive officer,
IMAGE INFOTAINMENT LTD/ IMAGE CREATIVE EDUCATION,
32, TTK Road, Alwarpet, Chennai- 600 018. (Through ELCOT)

Thiru Sai Prasad, Director,
M/s.PRASAD CORPORATION LIMITED,
PRASAD GROUP,
No.28, Arunachalam Road, Saligramam, Chennai-93. (Through ELCOT)

Thiru Sukumar Subramanian,
Chief Executive Officer, M/S.VARAM MEDIA Private Limited,
3rd floor, IIT Madras Research Park, Kanagam Road,
Taramani, Chennai - 600 113. (Through ELCOT)

Copy to:

The Senior PS to Chief Secretary to Government, Chennai- 600 009.
The Principal Secretary -II to Hon'ble Chief Minister, Chennai- 600 009.
The Hon'ble Chief Minister's Office, Chennai-600 009.
The PA to Hon'ble Minister for Finance, Chennai-600 009.
The PA to Hon'ble Minister for Information Technology, Chennai-600 009.
The Senior Private Secretary to Secretary to Government,
Information Technology Department, Chennai-600 009.
The Finance (Industries) //(BG.I) Department, Chennai-600 009.
The Web admin, National Informatics Centre, Chennai-9.
Sf/Sc ✓

/Forwarded By Order/

[Handwritten Signature]
Section Officer
17/11/2013