



# Three things that will impact the Indian Animation Industry, on road to 2010

From the days of television commercials, flying logos and the fascination with chrome to slick character animation, game asset development and world-class special effects –Indian Animation has come a long way. The initial years were exciting because there was a sense of discovery and learning through experimentation. We had no teachers and pretty much all of us learnt the hard way. *Do or Die, Sink or Swim* these were the mantras most of us grew up chanting. The future however, is another ball game.

Indian animation today has grown into a full-fledged industry with the three important verticals - training, production and infrastructural support. Over the years there have been many arguments and discussions over the status of this business. While the skeptics may be quick to debunk the *industry* tag and claim that we are too young to be cast among those that matter to the economy, the facts however paint another picture. According to the FICCI Pricewaterhouse Coopers 2007 report on the Indian Entertainment and Media Industry – as per current estimates the size of the entire media and entertainment industry is Rs. 437 billion and is expected to grow at a compounded rate of 18 per cent annually over the next five years. The animation and gaming segment is expected to grow to Rs. 29 billion by 2011 from its current small base of Rs.11 billion. The growth rate projected for animation alone is at 22 per cent compounded annually. According to NASSCOM, at 67 per cent, the entertainment segment forms the largest chunk of the business in Indian animation.

It should be noted here that while reports citing figures are important to let us know where we are and give us a fair

picture of where we are headed, we must not forget that there is enough work to be done at the ground level for us to maintain our status as a global player. There are three major factors that will contribute to this:

- A. Training programs and skill generation as per industry requirements
- B. Catering to international sensibilities
- C. Quality consciousness in processes, pipelines and productivity

## Training programs and skill generation as per industry requirements

This requirement is urgent and an undeniable necessity. Unfortunately a worrying factor is that Pricewaterhouse Coopers estimates only about a 1000 well-trained and experienced professionals out of a total 12,000 employed people. For any industry to register sustained growth beyond its fledgling years, it is imperative that the basic raw stock of manpower is constantly augmented with industry relevant knowledge and appropriate useful expertise. Talent is God's gift while skills are acquired. It is absolutely necessary that the training vertical be given utmost importance today. Some institutes have constantly evolved with the changing times and kept abreast of the latest developments and requirements of the trade. It is refreshing to see that other players too have taken the cue and are constantly bringing about changes and improvements to their curricula so that the industry gets production ready professionals.

The training vertical too has undergone a sea change. Gone are the days when a few software packages would be taught and students left pretty much on their own to make



**Working to approvals is a cardinal mistake one can make on projects. The fact that the client has 'okayed' a shot does not make it alright.**