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Comprehensive Awareness of India's Animation & Multimedia Sector

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Abstract **- Animation is mostly considered as an entertainment medium but there are many other parameters like educational aspects, career opportunities, monetary aspects, and technological advancements that come into play. This research paper titled "Comprehensive Awareness of Animation in India" will take a look at various aspects in regard to the awareness of the animation and multimedia industry. The study will focus on 7 factors namely Career Awareness, Parental Awareness, Perception, Social Awareness, Monetary Awareness, Freelance Awareness, and AI Awareness. The approach used is based on secondary data. This means that the information is gathered from previously written research papers, government reports, industry reports, data, and other reliable sources. A lot of emphasis has been placed upon the increase in the usage of AI in the animation industry. This research combines all the different aspects together to provide a wider picture into how aware people are about animation in India. Gaps have also been identified within the literature. This study aims to help provide a better understanding of animation and multimedia as a whole, by highlighting areas where more reliable information can be accessed and awareness increased.**

Keywords - Animation Industry, Artificial Intelligence, Career Awareness, Financial Awareness, Freelancing Awareness, India, Multimedia, Parental Awareness, Perception and Attitudes, Social Awareness, Secondary Research, etc.

I. INTRODUCTION

Animation and multimedia is a growing industry in India with many opportunities within the entertainment, education, advertising, gaming, VFX and digital media industries. Due to the advancement in technology, animation is now seen as a creative and professional career that goes far beyond what we see in cartoons. This study looks at how aware students, parents and the general public are about the opportunities within this industry regarding their careers, finances and what it can be used for.

This research looks at 7 different parameters to give a full understanding on how aware people are about careers, parental awareness, perception, social awareness, finances, freelancing and AI within the animation industry. The research will help understand what opportunities there are within the industry, challenges they face, how people perceive them and what technologies they have.

This study will use secondary research from previous research papers, government reports, industry publications and other credible sources. The aim is to understand what evidence is available, identify any gaps in knowledge and gain a wider understanding of how animation and multimedia can be an educational, creative and professional career in India.

II. AWARENESS IN ANIMATION AND MULTIMEDIA

A. Career Awareness

India provides a variety of careers in animation, VFX, game development, digital design, motion graphics, immersive media and virtual production.This will include knowing what career opportunities are available, what skills and qualifications are needed, what skills you need for the industry, how you can get into employment, potential career progression options, freelance, start-up opportunities and technology-based careers.

Having a low level of knowledge can make students think about what they want to study.Having experience in the industry, advice from educational institutions, parent perception and reliable information can affect how much knowledge students have.The scale of the industry indicates a substantial professional ecosystem. According to EY, India has approximately 300,000 professionals working across animation, VFX, post-production, game development and XR, while more than 3,900 studios operate specifically across animation, VFX and post-production [1]. This looks at how aware respondents

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are of the potential careers available within the animation and multimedia industry in India, what skills are required, how you can get into employment and future opportunities.

B. Perception and Attitude towards the Animation & Multimedia industry in India

There is a great amount of influence that perception and attitude can have on how people view animation and multimedia as an area of study, a career path and an area of personal development.Factors such as social acceptability, parental expectations, exposure in education, job security, earning potential and recognition of creative careers can all influence this.

The importance of this industry economically has grown substantially.The wider AVGC-XR industry (Animation, Visual Effects, Gaming, Comics & Extended Reality) is estimated to make up around 20% of the Media and Entertainment industry in India [2]. Animation & VFX alone make up around 5% of the Indian M&E industry, however this is set to grow to around 6% by 2026 [3]. This shows that animation and creative technology are a key part of the growing digital and creative economy in India. However, animation and multimedia may be seen as a form of entertainment and an unusual career path. This factor looks at how respondents perceive the animation and multimedia industry in India as credible and socially acceptable as a profession, having potential for employment, being economically relevant, having potential for growth and value in the future.

As per Bharat Survey for EdTech (BaSE) report 2025, 61% of parents believe their child receives sufficient education through school. 35% believe they receive fairly sufficient

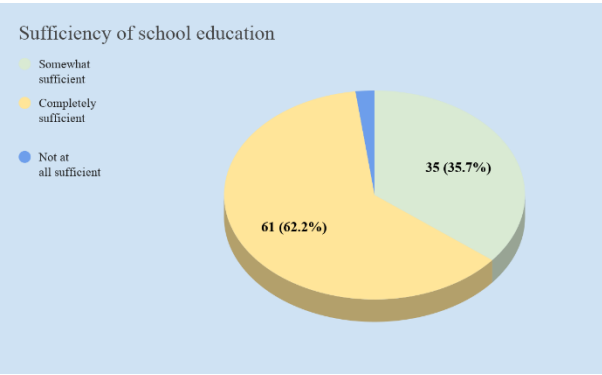


Fig.1 : Perceptions around Sufficiency of School Education [11]

% of respondents | N = 12,500

Note: (1) Numbers may not add up to 100% due to rounding and because respondents who selected “Don’t know” or refused to answer the question are not included; (2) Numbers represent perception of parents with respect to children

education whilst only 2% believe there is insufficient. Urban parents are more likely (66%) to feel that their child receives complete education through school than rural parents (59%). Parents whose children attend private schools are also more likely (65%) to believe their child receives complete education through school compared to parents of children in government schools (59%). 38% of children attend extra paid tuition. Children attending private schools (42%) are more likely to attend private tuition than children attending government schools (35%). No significant differences were found between gender, settlement type or grade of child [11].

C. Financial Awareness in the Indian Animation Industry

Financial knowledge is an important factor which belongs to the Indian animation industry, many future Indian artists and the correlated persons need to be aware of the industry financial conditions for their professional careers. It involves understanding the financial difficulties associated with creative labour, industry growth, job stability, and wage expectations. Additionally, the animation and visual effects industry in India grew by roughly 2% in 2025, which is very little when compared to the media and entertainment industry as a whole, according to the FICCI-EY Media and Entertainment Report (2026)[4]. It can lead to the conclusion that shifting market conditions and production demand can have an impact on the financial performance of the animation and multimedia industry. The statistics regarding the individual incomes and financial security of animators and designers is not always supported by the industry's revenue growth. Accordingly, these reports provide an indication of the industry's success and would necessitate further studies to assess how well students and the general public comprehend the financial situation.

1) Freelancing Awareness in the Indian Animation Industry

Freelancing is an alternative job path for creative professions like graphic designers, animators, motion graphic artists, and digital content producers[5]. According to an economic analysis conducted by the Indian government in 2025–2026, the number of freelance gig workers increased by around 55%, from

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77 lakh in FY 2020–2021 to 120 lakhs in FY 2024–2025[6]. Additionally, the Ministry of Finance's 2026 statistics revealed that 40% of freelancers and gig workers made less than Rs. 15,000 per month, demonstrating the numerous financial issues associated with it, such as platform employment and income instability and extremely little social protection[6]. It's crucial to remember that these numbers represent a larger freelance/gig economy than just design, animation, and multimedia in particular. This is to help people comprehend and grasp the background of independent work in India.

2) Government-Supported Freelancing Opportunities through GeM

The government has programs and online platforms like GeM, or Government e-Marketplace, where different companies and independent service providers can register and take part in government procurement[8]. According to the Ministry of Commerce and Industry's (2026)[7] approximate figures, 11 lakh or more micro and small companies (MSEs) registered on GeM and received over 51 lakh orders totaling 2.36 lakh crore during FY 2025–2026. Additionally, when the registration requirements are satisfied, all creative professions, such as independent designers, animators, and multimedia artists, have appropriate service categories or tenders. It's also necessary to remember that freelance animators are not particularly monitored for overall MSE participation. Even outside of private sector work, Indian freelancers' professional opportunities are relevant and intelligible when they are aware of these platforms because GeM and governments are doing these things for freelancers in general.

D. Impact of Artificial Intelligence on Animation and Multimedia Industries in India.

Artificial intelligence (AI) has grown in importance in the modern world and is becoming a major force in India's animation and multimedia industries. AI is transforming how people work, learn, and produce digital content. AI is expanding quickly in recent years. According to the FICCI-EY report Stories, the industry increased by ₹2.78 trillion in 2025 and by 9.1% in 2026. The FICCI-EY report 2026, which was released in March 2026, states that the sector would surpass ₹3 trillion by 2027 and is expected to reach ₹3.3 trillion by 2028[4]. AI is mostly used to create realistic visual assets, automate intricate workflows, and customize information. According to the research, digital media, animation, visual effects, and film entertainment are significant areas that will shape the future of the industry. According to the Government of India's Press Information Bureau (PIB, 2026)[9], AI avatars, voice synthesis, multilingual dubbing, automated video editing, virtual production, and digital storytelling are examples of the growing use of AI in animation, filmmaking, gaming, and creative technologies. The conventional production pipelines that artists used for visual development, content creation, editing, and repetitive production duties are being altered by these technologies. As per the Global Entertainment & Media Outlook 2026–2030 by PwC India[10] . From an Indian perspective, AI is being used more and more in virtual production, pre-visualization, multilingual voice modeling, content development, 3D, and visual effects. Professionals in animation and multimedia now have the chance to increase production efficiency and discover new creative avenues thanks to these advancements. Copyright ownership, human creativity, employment changes, originality, and ethical content creation are among the difficulties it has brought forth. For prospective animators, designers, VFX artists, filmmakers, and other multimedia professionals in India, it is therefore becoming more and more crucial to comprehend AI. (FICCI-EY, 2026; PwC India, 2026; PIB, 2026)[4][10][9]. AI-generated content will boost students' confidence in their ability to study, help them comprehend concepts, and offer them relevant options. The AI-based awareness of India's animation and multimedia industry and its effects on students, parents, and careers are the main topics of this study.

E. AI Awareness and Its Impact on Students, Parents and Careers in India

AI is growing quickly in the fields of education and employment. According to research from the Bharat Survey for EdTech (BaSE) 2025, which was released in 2026, 35% of kids utilize AI to learn and improve their comprehension of concepts. Additionally, 51% of educators employ AI in the classroom. In order to help children utilize AI responsibly, both parents and students need to have a thorough understanding of the technology[11] . According to the Ipsos AI Monitor 2026 survey, 80% of Indians are able to comprehend AI. The film business, VfX, 2D-3D animation, 3D, graphic design, and digital content are all incorporating AI into their workflows since it is evolving so quickly. It is crucial that parents, educators, and students comprehend artificial intelligence (AI), be aware of it, and learn how to use it[12].

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F. Social Awareness of the Animation and Multimedia Industry in India

Social awareness represents people's understanding of the animation and multimedia industry. The sector plays an important role in India's entertainment, education,gaming industry. It also includes understanding how it is used, what type of jobs are present, how it contributes to the economy and what skills the individual needs.

In India, many people watch animated series, movies, TV shows, ads, videos, However people watch movies and series does not mean they understand how they are made.

There is an awareness in public about the range of uses for animation and multimedia. However, many are not aware of the creative processes that go into animated films, video games and digital media. In India the media and entertainment industry has increased by 9% in 2025 to approximately ₹2.78 trillion due to the popularity of anime with nearly 118 million people watching (EY India, 2026)[13]. This high level of consumption means there is little awareness around animation as a possible career choice.

In response to this, the Government of India has released their Union Budget for 2026-27, stating they will set up AVGC (Animation, Visual Effects, Gaming and Comics) Content Creator Labs in 15,000 schools and 500 colleges (Press Information Bureau, 2026)[14]. This shows how much it is needed to increase public knowledge within this industry. To find out how much social awareness there is, we need to look at how much of a misconception there is. This could be due to standardised education routes and occupations. Increasing public knowledge through verified insights and opportunities will help to shift opinions to see animation as a real career choice where technology and art combine. A targeted survey will be needed to get accurate data of how much awareness there really is in India.

G. Parental Knowledge in Animation and Multimedia Industry

Parents have a large impact on what career path their child will undertake in India. This is especially true when looking at creative careers such as animation, VFX, games and multimedia. Parents with knowledge of these industries will influence the courses, career aspirations and specialist training undertaken.

There are many different career options within the animation and multimedia industry (2D/3D animation, character design, motion graphic design and VFX/games design) however often parents do not have full knowledge on what each career is. There are often misconceptions and misunderstandings around what courses are required, if it is a stable career and the financial viability.

This is supported by literature highlighting the importance of families in careers. Qualitative research was carried out looking at Indian students and parental influence, family background and social expectations were found to be key factors in what career the student would undertake. Studies into adolescence have shown there is a relationship between career choices and the perceived parental influence. Family views should therefore be considered.

III. CONCLUSION

This is a significant area that warrants research, since parents who possess adequate knowledge can assist students in making objective and well-informed decisions concerning the modern career options available to them. The literature indicates that family influence is considerable; nevertheless, there is no quantifiable data that demonstrates how much Indian parents actually know about the animation industry. Surveys should be conducted in order to determine what parents know, what concerns they have, and what their views are regarding careers in animation and multimedia.

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