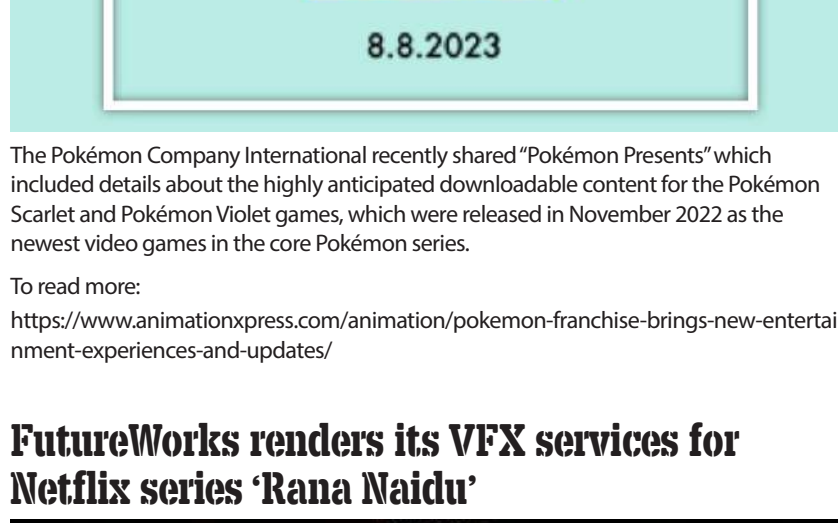


INDUSTRY NEWS

Government aims to boost AVGC sector; plans to enhance incentives and promote original IPs, says I&B Secretary Apurva Chandra at CII



The government is considering raising the quantum of incentives offered under the Incentive Scheme for audio-visual co-production and shooting of foreign films in India as part of its effort to strengthen the growth of the animation, visual effects, gaming, and comics (AVGC) sector and its ecosystem, said Government of India, Ministry of Information and Broadcasting (I&B) Secretary, Apurva Chandra at the inaugural of the CII Summit FX – 4th Global AVGC & Immersive Media Summit, in New Delhi, on 8 August.

To read more:

<https://www.animationxpress.com/latest-news/government-aims-to-boost-avgc-sector-plans-to-enhance-incentives-and-promote-original-ips-says-ib-secretary-apurva-chandra-at-cii/>

Pokémon franchise brings new entertainment experiences and updates

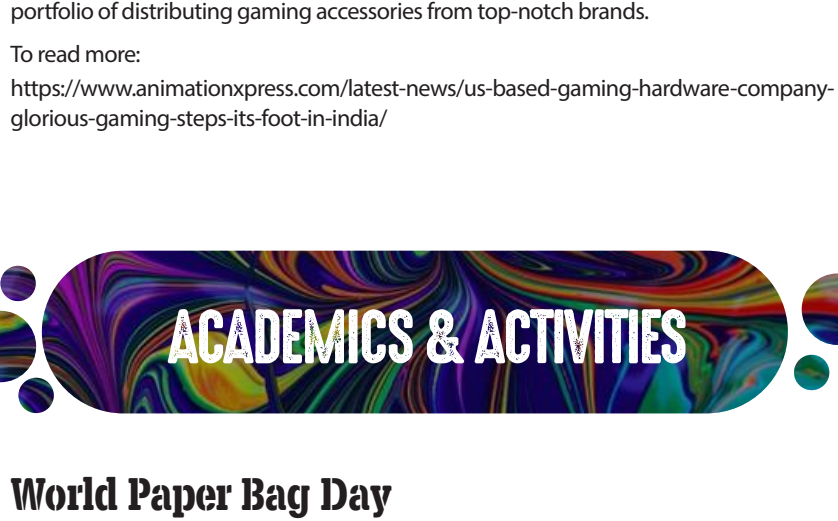


The Pokémon Company International recently shared "Pokémon Presents" which included details about the highly anticipated downloadable content for the Pokémon Scarlet and Pokémon Violet games, which were released in November 2022 as the newest video games in the core Pokémon series.

To read more:

<https://www.animationxpress.com/animation/pokemon-franchise-brings-new-entertainment-experiences-and-updates/>

FutureWorks renders its VFX services for Netflix series 'Rana Naidu'

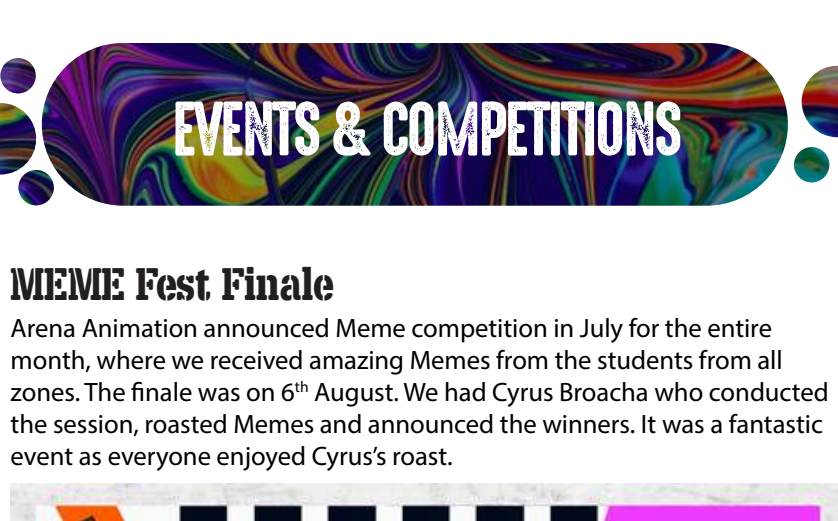


FutureWorks worked with Netflix on its original adaptation of the popular American drama series Ray Donovan. Like the original, Rana Naidu is about a celebrity fixer who takes care of his clients' problems, including everything from bribes to crime scene clean-ups.

To read more:

<https://www.animationxpress.com/vfx/futureworks-renders-its-vfx-services-for-netflix-series-rana-naidu/>

Action-packed sequel 'Gadar 2' trailer released with VFX by Pixel Digital Studio and Prisca



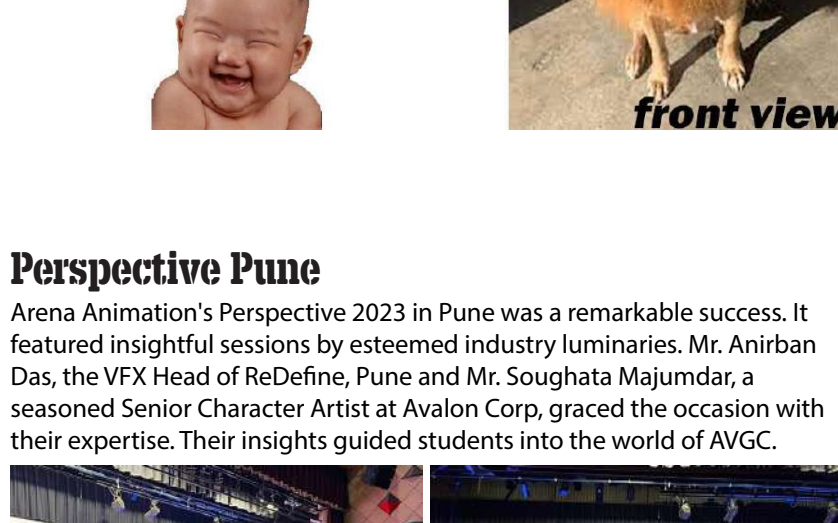
Gadar 2 official trailer starring Sunny Deol and Ameesha Patel is out. And from the looks of it, has many VFX shots.

The film is a sequel to Gadar: Ek Prem Katha, a cross-border period drama released in 2001. In Gadar 2, Deol and Patel reprise their roles as Tara Singh and Sakina, respectively. Also, reprising his role is the actor Utkarsh Sharma – son of the film's director Anil Sharma – who played the role of Tara Singh and Sakina's son Charanjeet Singh in Gadar. Not much is revealed about the plot of the film, but it seems like a continuation of the first film, taking off some years post the partition. Charanjeet Singh has grown up and somehow gets involved with the Pakistan army, while Tara Singh goes on to rescue his son. On the story and dialogue-front, from the looks of the trailer, there is the typical Pakistan-bashing.

To read more:

<https://www.animationxpress.com/latest-news/action-packed-sequel-gadar-2-trailer-released-with-vfx-by-pixel-digital-studio-and-prisca/>

US-based gaming hardware company Glorious Gaming steps its foot in India



US-based lifestyle gaming company Glorious Gaming has formally entered the Indian market. The company aims to introduce gaming keyboards, mice, mousepads and other accessories at affordable prices in the country.

The company's products aim to provide a seamless experience to gamers. Think 24 India, a subsidiary of IT distributor WB Technologies based in Kuwait, will be the authorised distributor of Glorious Gaming hardware in India. Think 24 India has a portfolio of distributing gaming accessories from top-notch brands.

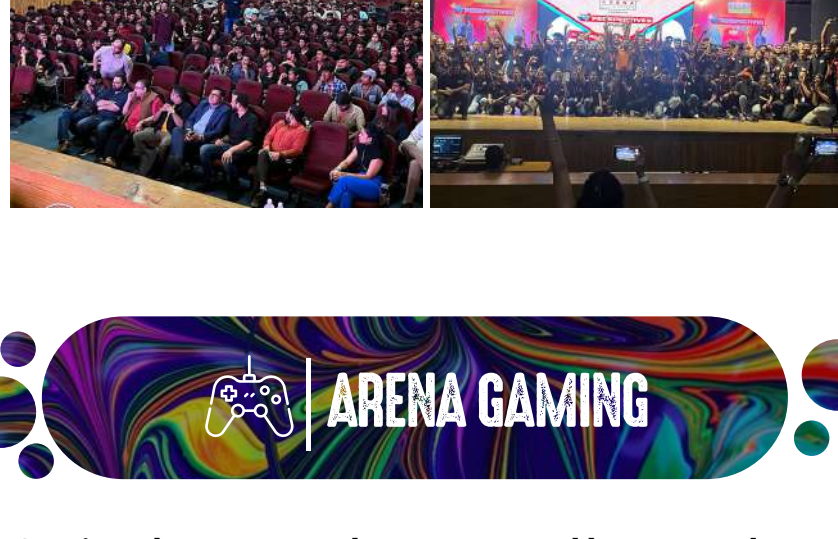
To read more:

<https://www.animationxpress.com/latest-news/us-based-gaming-hardware-company-glorious-gaming-steps-its-foot-in-india/>

ACADEMICS & ACTIVITIES

World Paper Bag Day

Celebrating World Paper Bag Day on July 12th, 2023, was a meaningful endeavour aimed at promoting awareness about the environmental advantages of paper bags in comparison to their plastic counterparts. Our initiative involved engaging students and followers in an artistic activity, inviting them to express their creativity on brown paper bags. The central theme of this activity revolved around our environment and nature, promoting sustainable choices and the positive impact paper bags can have on our planet.



EVENTS & COMPETITIONS

MEME Fest Finale

Arena Animation announced Meme competition in July for the entire month, where we received amazing Memes from the students from all zones. The finale was on 6th August. We had Cyrus Broacha who conducted the session, roasted Memes and announced the winners. It was a fantastic event as everyone enjoyed Cyrus's roast.

