

4. Orange Economy- Economy

The Union Ministry for Information & Broadcasting has recently introduced a trifecta of digital reforms aimed at modernizing India's media landscape. These initiatives are designed to pivot India from being a nation of content consumers to a global hub of content creators, effectively fuelling the growth of the "Orange Economy."

Background

To appreciate these initiatives, it is essential to define the economic and technical framework they operate within-

The Orange Economy- Also known as the Creative Economy, it encompasses all sectors whose goods and services are based on the creation, production, and distribution of content derived from cultural, creative, and artistic roots.

AVGC Sector- Standing for Animation, Visual Effects, Gaming, and Comics, this is a high-growth segment of the media industry that relies heavily on advanced computing and AI.

DD Free Dish- India's multi-channel Free-to-Air (FTA) direct-to-home (DTH) service, which provides TV channels to viewers without a monthly subscription fee.

EPG (Electronic Programme Guide)- An on-screen menu that displays scheduled broadcast programming, allowing users to navigate and select content easily.

Initiative 1- National AI Skilling Initiative

This is a strategic partnership between the Ministry of I&B, the Indian Institute of Creative Technologies (IICT), Google, and YouTube.

Objective- To democratize AI expertise and integrate it into the creative workflows of 15,000 youth, free of cost.

Implementation Strategy- The program is divided into two distinct pedagogical phases-

Feature	Phase 1- Foundational Learning	Phase 2- Advanced Specialization
Focus	Scaling AI literacy across the board.	Hands-on, project-based creative training.
Certifications	Google Career Certificates.	Industry-specific creative modules.
Core Tools	AI Essentials, Prompting, Intro to Gen AI.	Gemini 3, Nano Banana, Veo, Vertex AI.
Outcome	Understanding AI logic and leadership.	Mastery in storytelling and AI-driven AVGC.

Initiative 2- MyWAVES – The Citizen Creator Platform

MyWAVES is an evolutionary feature integrated into the existing WAVES OTT platform, shifting the focus toward User-Generated Content (UGC).

From Consumption to Creation- Unlike traditional OTTs that are "watch-only," MyWAVES allows citizens to create, upload, and share their own narratives.

Support for the "Create in India" Challenge- It serves as the official digital infrastructure for national talent hunts and creative challenges.

Technical Versatility-

1. Format Support- Accommodates short-form vertical videos, episodic series, and traditional horizontal content.
2. Linguistic Inclusion- Features a multilingual interface, ensuring that creators from regional backgrounds can navigate the platform in their native tongues.

Initiative 3- Advanced EPG & In-built Satellite Tuners

This initiative targets the "hardware" side of broadcasting to simplify access to public service media.

Elimination of the Set-Top Box (STB)- By installing in-built satellite tuners directly into television sets, viewers no longer need an external STB to receive DD Free Dish signals.

Reduced Complexity-

1. Hardware- Fewer wires and no need for multiple remote controls.
2. Cost- Eliminates the initial purchase cost and maintenance of an external box.

Enhanced Interface- The Advanced EPG provides a modern, user-friendly interface that mimics the "discovery" experience of premium streaming services, making it easier for rural and remote households to browse schedules.

Significance of the Initiatives

The combined impact of these three pillars is expected to reshape India's digital destiny-

Empowering the Orange Economy- By providing AI tools (Skilling) and a stage (MyWAVES), the government is treating "creativity" as a formal economic asset that generates employment.

Digital Inclusion- Removing the hardware barrier of the Set-Top Box ensures that the most marginalized populations have seamless access to information and entertainment.

Global Competitiveness- Training youth on cutting-edge models like Veo (video generation) and Gemini 3 ensures that Indian creators are at the forefront of the global AI revolution.

Cultural Diplomacy- A "structured UGC ecosystem" allows for a more authentic representation of Indian culture, which can be exported globally through the WAVES platform.

Source- <https://www.thehindu.com/news/national/union-minister-ashwini-vaishnaw-unveils-three-new-initiatives-to-promote-orange-economy/article70775882.ece/amp/>

