

Animation the next big opportunity



Whizzing, exploding, hopping, and boinging across our screens, animated cartoons have grabbed us from childhood and beyond. Feature-length movie versions have lifted the technology to amazing heights. This is potentially the greatest of art forms, combining nearly all the others into one. Graphic arts, literature, storytelling, humor, satire, drama, acting, music, song, ballet, poetry, can all be combined in this virtually limitless method of expression.

An animator is an amalgamation of a talented graphic designer and an observer. Animation is a "craft" in the old school sense of the word, and this craft cannot be generated overnight. In fact, the training of a good animator who comes to this craft can require up to a decade.

The various end user segments of animation that constitute the opportunity areas for animation

producers in India are feature film production, TV programs, advertising/commercials, games, online education, CAD/CAE, and industry specific applications (architecture, medical, legal / insurance, etc.).

Currently, India just manages to produce 15,000 animators annually. The demand far exceeds the supply. We have a mere 5000 trained animators when the current requirement is over 50000. From mobile phones to 70 mm screens, from video games to TV shows there's no reason why we cannot have a billion dollar industry in India in the next 5 years!

The dearth of technical training in quality animation, both classical and digital, has resulted in a severe shortage of animators with the required skill levels. There is an urgent need to harness local talent, train them and create world-class work places and post production studios.

The real roadblock in India to achieve the world class standards is Ind of scenario "E-dutainment Unlimited" in sector 19A, Nerul comes as a breath of fresh air to all the aspiring animators & graphic artists. Started by **Ranjana Kanti**, who gave up a lucrative career in the animation industry for her love for developing novices into full

fledged animators follows a novel and unique methodology. Assisted by a team of faculty who also work within this industry, **E-dutainment Unlimited** initiates the students into the wonderful world of creativity through Computer applications. The focus here is on quality rather than

the quantity. With project based learning style, students are focused on their Creations and not on tools and this is what differentiates the students of this institute in the industry not the dearth of training institutes for animations but the quality of training being imparted by these. Even the big name institutes are using this as a money minting opportunity, without giving industry relevant training through the network of their franchisees. In this kind of scenario

"**E-dutainment Unlimited**" in sector 19A, Nerul comes as a breath of fresh air to all the aspiring animators & graphic artists. Started by **Ranjana Kanti**, who gave up a lucrative career in the animation industry for her love for developing novices into full fledged animators follows a novel and unique methodology. Assisted by a team of faculty who also full World of creativity through Computer applications. The focus here is on quality rather than the quantity. With project based learning style, students are focused on their creations and not on tools and this is what differentiates the students of this institute in the industry. work within this industry, **E-dutainment Unlimited** initiates the students into the wonderful world of creativity through Computer applications. The focus here is on quality rather than the quantity. With project based learning style, students are focused on their creations and not on tools and this is what differentiates the students of this institute in the industry.

Will more institutes like this will spring up and change the barren landscape of quality animators & computer graphic artists? This will be the deciding factor if India will be the next global hub for animation outsourcing.

To know more about opportunities in animation, contact : **Ranjana Kanti**; **E-dutainment Unlimited** On Tel no.: **30996127** ; **9323467256**. Shop no. 4; Lenyadri (Opp. Madhavi Society);

