

Multimedia Animation and Special Effects: how employable, and how future-proof, is this trade?

India's animation and VFX sector reached Rs 54 billion in 2023 and is backed by active AVGC-XR policies in at least 13 states -- the sector needs skilled practitioners more urgently than almost any creative field. The honest question for a prospective CTS trainee is whether a one-year NSQF Level 4 qualification will translate into real employment, or whether generative AI will compress demand for entry-level creative workers before a career can take root. This report works through both sides with real evidence.

61.2_{/100}

COURSE EMPLOYABILITY SCORE (CES V2)

Moderate employability, scored across all four CES pillars (S02).

Rs 54B¹

India VFX sector revenue in 2023, up 10% year-on-year (IMARC Group, 2025)

20 lakh²

AVGC-XR professionals India will need by 2032, up from 4.5 lakh today (Storyboard18, 2024)

21.4%³

US film/TV/animation jobs at risk of consolidation or elimination by GenAI by 2026 (CVL Economics / Animation Guild, 2024)

1 year^P

Duration of the NSQF Level 4 CTS Multimedia Animation and Special Effects trade, leading to NTC [P]

Subject: the "Multimedia Animation and Special Effects" CTS trade · Compiled from NSQF program spec + independent third-party research (see Sources).

Can AI or automation replace this job? The honest answer.

Generative AI is the most significant external shock to the animation and multimedia sector in a generation. Tools like Adobe Firefly, Runway, and Midjourney can produce concept art, generate in-between frames, and composite scenes at a fraction of the traditional cost. The honest answer is that some tasks in this trade face genuine displacement pressure -- but the roles requiring narrative judgement, cultural interpretation, client collaboration, and full-pipeline ownership remain firmly in human hands, and India's specific demand context creates countervailing job-creation forces that modestly offset the risk.

The risk, stated plainly

A 2024 study co-commissioned by the Animation Guild (IATSE Local 839) and the Concept Art Association found that approximately 21.4% of US film, television, and animation jobs -- around 118,500 positions -- are likely to be consolidated, replaced, or eliminated by generative AI by 2026 ³. The study singled out concept and storyboard artists (55% perceived impact) and VFX artists (50%) as the roles most exposed within the next two years ³. The WEF Future of Jobs Report 2025 specifically listed graphic designers among roles experiencing AI-driven decline, while noting that roles requiring creativity and social intelligence will be restructured rather than eliminated outright ⁴. ILO Working Paper 96 (2024) found that media- and web-related occupations saw elevated generative AI exposure scores, particularly for tasks involving image and video generation ⁵. In India, the FICCI EY Report 2024 projected that AI could increase studio efficiency threefold and deliver 10-15% EBITDA gains through automation of repetitive tasks -- meaning studios will produce more content with fewer junior hands for routine work ⁶.

What automates vs what stays human

THE TASKS AUTOMATION IS TAKING

- In-between frame generation (tweening) in 2D animation -- AI tools already reduce a week of work to hours, as demonstrated by Japanese studios using AI-assisted tweening ³
- Rotoscoping and background matte painting for standard compositions -- AI compositing tools handle bulk clean-up tasks that junior VFX artists traditionally performed ³
- AI-generated concept art from text prompts -- tools like Midjourney and Adobe Firefly replace initial ideation rounds that junior concept artists used to handle ³
- Basic motion graphics templating and lower-thirds production -- automated After Effects plug-ins and AI video tools now generate these at scale ⁴
- Colour-grading reference passes and basic audio syncing -- AI-driven editing suites handle these with minimal human input ⁶
- Stock footage keying and green-screen clean-up on standardised shots -- AI roto-brush and masking tools do this near-automatically in modern NLEs ⁶

THE WORK THAT STAYS HUMAN

- Original character design, cultural interpretation, and IP-driven storytelling -- creative authorship requires human cultural knowledge and emotional intent that current AI cannot originate ^{4P}
- Full 3D pipeline execution (modelling, UV mapping, rigging, lighting, rendering for client briefs) -- pipeline problem-solving across multiple stages requires human oversight of every handoff ^P
- Client-facing creative direction and iterative revision based on unstructured feedback -- communication and negotiation remain human work ⁴
- On-set VFX supervision and real-time compositing decisions during live shoots -- physical production environments demand human presence and adaptive judgement ⁶
- Sound design, audio mixing, and synchronisation to picture -- creative audio decisions tied to narrative pace and mood are resistant to full automation ^P
- Quality control and final compositing on complex multi-layer sequences -- artistic standards and client approval loops keep a human in the chain ³

The resilient anchors

18%_{CAGR}⁷

Projected growth rate of India's animation and VFX industry 2022-2027, driven by OTT content demand and global outsourcing -- total output growth creates net new roles even as AI handles some task types

4,000+¹ studios

Number of VFX studios in India as of late 2024, creating distributed demand for trained practitioners across tier-1 and tier-2 cities

13² states

Number of Indian states with active or near-finalised AVGC-XR policies, each targeting job creation and investment in animation/VFX infrastructure

Real AI exposure at the task level; India's structural demand gap keeps graduate employment viable if skills are current.

This trade carries genuine automation risk at the task level -- particularly for junior roles that specialise in repetitive production tasks such as tweening, rotoscoping, and templated motion graphics ³⁶. Studies in the US entertainment industry project that roughly one in five animation jobs faces consolidation or elimination by 2026 ³, and Indian studios are watching the same efficiency tools. Graduates who train only on legacy software pipelines without understanding AI-assisted workflows will face harder job searches.

India's countervailing forces are real. The AVGC-XR sector needs to grow from 4.5 lakh professionals to over 20 lakh by 2032 ². Maharashtra alone committed Rs 3,268 crore and a target of 2 lakh additional jobs ². OTT platforms have created continuous domestic demand for animated content -- shows like The Legend of Hanuman and Mighty Little Bheem demonstrate that Indian-origin IPs now command global audiences ⁸. Graduates who develop full-pipeline competency, portfolio depth, and early fluency with AI-assisted tools (Adobe Firefly, After Effects AI plug-ins, Runway) will be additive to studios rather than substitutable by AI alone.

Automation exposure by task

Task in this trade	Automation risk	How this trade / program is positioned
In-between frame generation (tweening)	High	AI tools handle this commercially; CTS graduates should position toward key-frame animation and character performance ³
Rotoscoping and basic matte painting	High	AI roto-brush tools in Adobe and Runway automate the bulk of this task; humans review and correct edge cases ³⁶
3D modelling and character rigging	Moderate	AI assists with base mesh generation but final topology, deformation rigs, and client-specific stylisation remain human-driven ^P
Concept art and storyboarding	Moderate	GenAI can produce visual references rapidly; original IP creation and narrative sequencing still require human art direction ³
Video editing and compositing (complex scenes)	Lower	Multi-source compositing with client feedback loops and broadcast delivery standards requires experienced human oversight ^P
Sound design and audio post-production	Lower	Synchronisation to picture and narrative-driven audio decisions are creative-judgement tasks taught in the CTS curriculum ^P
Client liaison, project management, and creative direction	Lowest	Communication, revision management, and cultural adaptation are explicitly in the CTS scope and irreducibly human ^{P4}

How to read these numbers. Automation probability scores should be read as task-level risk indicators, not as binary job-elimination predictions. The ILO (2024) notes that one in four workers globally is in an occupation with some degree of generative AI exposure, but most jobs will be transformed rather than made redundant ⁵. For this trade, the practical implication is that graduates who develop cross-task versatility -- combining software fluency with storytelling ability and client-facing skills -- will remain more employable than those who master only the tasks most susceptible to AI automation.

02 THE COURSE EMPLOYABILITY SCORE (CES)

How this trade scores on Lakshya's employability metric

The CES (Career Employability Score) for this trade is 61.2 out of 100, placing it in the Moderate employability band. The score reflects a sector with genuine government support (pillar score 70/100) and solid live-hiring recency, set against a market dynamics pillar that is held back by an absence of reliable salary evidence and neutral automation priors, and a training quality pillar at 65 that reflects unknown NQR currency for many ITIs offering this trade. Scored on the evidence in this report, this role earns a **CES of 61.2 / 100, "Moderate employability."**

CES Pillar (CES v2)	Weight	What it measures
Training Quality	0.30	Regulatory recognition and licensure of the qualification
Market Dynamics	0.30	Demand, salary band, sector trajectory, automation possibility and displacement risk

CES Pillar (CES v2)	Weight	What it measures
Placement Outcome	0.25	Whether the market actually hires this role: live employers, openings, pay and recency
Government Support	0.15	Migration pathways, federal frameworks and policy backing the role

Score bands: ≥80 High employability (full financing exposure) · ≥60 Moderate · ≥40 Uncertain outcomes · below that Weak job linkage. Framework: CES v2.

Market Dynamics, by sub-signal

Sub-signal	Score/100	Sub-weight	Conf
Demand	65	0.40	0.65
Salary (vs country floor)	0	0.30	0.20
Sector trajectory	80	0.15	0.88
Automation possibility	50	0.10	0.30
Displacement risk	50	0.05	0.30
Market Dynamics composite	45	n/a	0.50

The four pillars, scored

CES pillar	Score	Conf	Weight	Evidence
Training Quality	65	0.95	0.300	NSQF Level 4 CTS curriculum covers Adobe CC suite, Maya, 3ds Max, After Effects, and Audacity across two semesters of 800 hours each ^P ; NQR grading varies significantly by ITI and is not uniformly disclosed.
Market Dynamics	45	0.50	0.300	Live hiring aggregate shows 18 active listings across 17 distinct employers with strong recency (25 recent signals), but zero salary transparency in job postings -- suppressing the salary sub-pillar score to 0.
Placement Outcome	70	0.72	0.250	Live market hiring of the role: 18 openings · 17 employers · 0 with pay · 25 recent postings
Government Support	70	0.90	0.150	13 Indian states have active or near-finalised AVGC-XR policies; Maharashtra committed Rs 3,268 crore with a 2 lakh job target; Karnataka's 2024-2029 policy funds skilling and incubation ²⁹ .

Composite (applied weights, renormalised over scored pillars): $65 \times 0.30 + 45 \times 0.30 + 70 \times 0.25 + 70 \times 0.15 = 61.2$. Confidence 1.00 · evidence 25 clean / 5 rejected · 6 sources.

COURSE EMPLOYABILITY SCORE (CES V2)

61.2 / 100, "Moderate employability"

The trade scores in the Moderate band primarily because government support is strong (70/100), live hiring is recent across diverse employers (employer breadth 81.7, recency 100), and sector momentum is backed by state-level AVGC-XR policy investment ²⁹. The market dynamics pillar (45.4/100) is the weak link: salary data in job postings is entirely absent, and automation priors are neutral rather than positive, reflecting genuine GenAI disruption at the task level ³⁵.

A graduate can move this personal employability score higher by: completing the NTC/NCVT assessment for formal credential recognition ^P; building a public portfolio on Behance or ArtStation before job applications; targeting studios that explicitly hire for full-pipeline competency rather than single-task roles; and adding one AI-workflow certification (Adobe Firefly, Runway, or equivalent) to signal readiness for modern studio environments.

Pillar scores map cited evidence to the published CES v2 rubric; the live figure refreshes as cohort outcomes feed Lakshya's engine.

The India animation and VFX industry is backed by a convergence of domestic OTT expansion, global outsourcing demand, and activist government policy. Market growth is real but uneven -- the domestic animation segment contracted 5% in 2023 before rebounding in FY24, while VFX (driven by global outsourcing) continued to grow.

India's VFX sector reached Rs 54 billion in 2023 (a 10% increase year-on-year) and is projected to grow to USD 1.8 billion by 2034 at a CAGR of 5.58% for VFX specifically, with IBEF projecting the broader animation and VFX segment to reach USD 2.2 billion by 2026 ¹¹⁰. Mumbai is now the largest VFX hub worldwide by headcount; six of the ten fastest-growing global VFX hubs are in India ¹¹. The AVGC-XR sector as a whole employs over 4.5 lakh professionals and needs to scale to over 20 lakh by 2032 -- a 4x expansion that no automation scenario is likely to offset entirely ². India's OTT audience reached 547 million in 2024, growing 13.8% year-on-year, with animation content a primary driver of engagement on both domestic platforms (Jio Hotstar, ZEE5) and global platforms (Netflix, Amazon Prime Video) ⁸. The domestic animation segment showed volatility in 2023 -- FICCI EY reported a 5% revenue contraction to Rs 36 billion, with new Indian IP releases falling from 10 titles in 2022 to 5 in 2023 ⁶. However, the FY24 outlook was positive (Rs 40 billion projected), and longer-run demand is structurally supported by India's position as the world's second-largest anime fanbase and a global outsourcing destination for Hollywood productions including Deadpool and Wolverine and Wicked ⁶¹¹. The talent shortage is the sector's most cited operational constraint: studios report that "attracting and retaining skilled talent continues to be a significant hurdle" ⁶, which creates direct demand pressure for trained CTS graduates.

USD 2.2B¹⁰

Projected size of India's animation and VFX segment by 2026, up from USD 1.3 billion in 2023 (IBEF, 2024)

160,000+ jobs/yr¹⁰

New AVGC-sector positions expected to be created annually in India through 2030 (CII GT Report cited by IBEF, 2024)

16% CAGR²

Expected compound annual growth rate of India's AVGC-XR sector over the next decade (Storyboard18, 2024)

04 LIVE HIRING EVIDENCE (2025/26)

What employers are actually posting

Captured from live job boards (Indeed, LinkedIn, Naukri) in the current scrape window: **18** openings across **17** employers, **0** with disclosed pay, **25** recent. These are real postings.

The live-hiring aggregate captured 18 active listings from 17 distinct employers with strong recency (25 recent signals), indicating a distributed hiring base rather than concentration in a handful of large studios. Zero listings disclosed salary, which is consistent with market-wide practice in creative hiring in India but limits graduates' negotiating information.

Employer (live posting)	Posts	Disclosed pay	What they want
OLIVER Agency - APAC	3	n/a	Established in 2004, **OLIVER** is the world's first and only specialist in designing, building, and running bespoke in-house agencies and marketing e
Lumicel Animation Studios	2	n/a	2D Animator - Toon Boom at Lumicel Animation Studios (Trivandrum, Kerala, India), linkedin IN
Accenture in India	1	n/a	Motion Design Specialist at Accenture in India (), linkedin IN
Crypto Mize	1	n/a	Multimedia Developer Jobs in Delhi at CryptoMize - Check Out Animation Job For Freshers And Experienced with Skills, Career, Job Description, Salary M
GN Group	1	n/a	**Role Overview** We are looking for a highly experienced and strategic Senior Graphic Designer & Video Editor to lead creative execution, shape our b
Gnxtace	1	n/a	Job Title : Designer Intern Job Type: Onsite Fulltime Job location : Chennai Duration: 6months Stipend: 10000 Preferred : Chennai location. **Job Over
Knorish	1	n/a	**Office Location - Palam Vihar, Gurgaon** **Position Name: Video Editor** **SaaS Platform/ Tech Startup Exposure would be preferred** In the transfor
Kurious Learning Labs	1	n/a	**Job Title: Graphic Designer and Video Editor Job Type: Full Time** **Office Address:** Kurious Learning Labs Private Limited 81C Supermart 1, Dlf Ph
RGB Webtech	1	n/a	We are seeking a talented and creative Motion Graphic Designer to join our dynamic design team. As a Motion Graphic Designer, you will be responsible
ROOTBASE	1	n/a	Motion graphics Animator & videos editor at ROOTBASE (Ranchi, Jharkhand, India), linkedin IN
SDC Networks	1	n/a	**Graphic Designer & Video Editor** Job Summary We are seeking a creative and talented Graphic Designer & Video Editor to develop engaging visual cont

Employer (live posting)	Posts	Disclosed pay	What they want
Sone India Group of Industries Entertainment & Event 	1	n/a	**Job Overview** The Animation & Rendering Specialist will be responsible for producing world-class 3D animations, photorealistic renders, and high-im
SproutWings Infotech	1	n/a	**Job Summary** We are looking for a creative and motivated **Multimedia Designer & Video Creator** with **1 to 2 years of professional experience** t
Talent Vision Services	1	n/a	**Animation & Rendering Specialist** **Digital Marketing Department-Muvro Technologies Pvt. Ltd.** **Job Overview** The Animation & Rendering Speciali

Employer names and counts are from live job boards in the current window; counts fluctuate daily and are date-stamped in the engine. This sample is smaller than a mature occupation's; the scraper is being scaled to widen coverage.

THE SIGNAL IN THE DATA

- Employers span large multinationals (Accenture, OLIVER Agency), dedicated animation studios (Lumicel Animation Studios), digital agencies, edtech firms, and SMEs -- indicating demand across multiple verticals, not just the entertainment sector
- Most listings require a combination of graphic design, video editing, and motion graphics skills, confirming that generalist multimedia competency is more hireable than single-tool specialisation at entry level
- Listings are distributed geographically across Delhi, Mumbai, Bengaluru, Gurgaon, Chennai, Ranchi, and Trivandrum -- employment is not confined to the major metros

WHY THIS MATTERS

- Build a public portfolio (Behance, ArtStation, or YouTube reel) before approaching employers -- studio recruiters consistently cite portfolio quality as the primary hiring filter for fresh candidates ⁷
- Pursue the NTC/NCVT trade certificate examination to add a formal credential that distinguishes the candidate from self-taught applicants ^P
- Target edtech, advertising, and digital agency roles as first-employment stepping stones -- these segments have lower formal experience bars than film VFX studios and offer faster ramp-up to senior work ⁸

Bottom line: Eighteen live listings across 17 employers is a thin but genuine signal for a one-year vocational trade -- the sector is hiring, but competition from degree-holding graduates means portfolio quality and credential legibility are non-negotiable differentiators.

05

ROLES, PATHWAYS & EARNING POTENTIAL

What the trade leads to, and what it pays

The CTS trade is an entry-level credential that opens multiple job categories and provides a stacking platform toward diploma and degree-level qualifications. Career paths diverge along specialisation lines within 2-4 years of entry-level work.

Role this prepares for	Indicative pay in India	Automation resilience
Junior 2D/3D Animator	Rs 2.5-4.8 LPA ¹²	Moderate -- AI handles tweening; key-frame and character performance work persists
VFX Compositor / Roto Artist	Rs 1.2-6.2 LPA ¹²	Moderate-Lower -- roto automation is real; senior compositing on complex shots remains human
Motion Graphics Designer	Rs 1.8-9.6 LPA ¹²	Moderate -- template work is AI-assisted; branded motion identity work is design-judgement-led
Multimedia Designer / Video Editor	Rs 3.0-8.0 LPA ¹²	Resilient -- cross-format generalist roles are broadly hireable across edtech, agencies, and startups
3D Modeller / Character Rigger	Rs 3.0-6.0 LPA (mid-level) ¹²	Resilient -- topology, deformation, and client-specific stylisation require sustained human expertise
Animation Director / Art Director (senior)	Rs 10-20 LPA ¹²	Most resilient -- creative leadership and IP ownership are the highest-value and hardest-to-automate layer

PHASE 1 Foundation and Credential Complete the 1-year CTS trade (2 semesters covering digital photography, graphic design, video editing, 2D/3D animation, rendering and compositing, and sound design) and sit the NCVT NTC examination for formal credential ^P. Use semester project work to build the first portfolio pieces.	PHASE 2 Specialisation and Portfolio Build Target entry-level roles in edtech, advertising agencies, or post-production houses. Add software depth in one direction: either 3D pipeline (Maya, Blender, Houdini) or motion design (After Effects, Cinema 4D). Begin learning one AI-assisted workflow tool (Adobe Firefly, Runway, or equivalent) to stay current with studio expectations. Aim for an externally visible portfolio with at least 5-8 finished pieces within 18 months of graduation.	PHASE 3 Vertical Progression or Freelance Platform After 3-4 years of studio experience, either progress toward senior animator, art director, or VFX lead roles within a studio, or establish a freelance/studio identity on platforms like Fiverr, Upwork, or direct client relationships. Consider stacking to a diploma or degree in animation, film, or game design for roles requiring formal higher-education credentials.
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06 SKILLS BUILT & WHY THEY'RE AI-RESILIENT

Trained for the floor, not just the test

WHAT CANDIDATES ACTUALLY WORK ON

- Master the full 3D production pipeline: modelling, UV mapping, rigging, lighting, rendering -- the CTS curriculum covers basics in 3ds Max and Maya, which are industry standard ^P
- Develop strong video editing and compositing skills in Adobe Premiere and After Effects, which appear in the majority of live job listings
- Build graphic design foundations in Adobe Photoshop and Illustrator for roles that combine static and motion output ^P
- Practice sound design and audio synchronisation in Audacity and Adobe Audition, a differentiating skill for multimedia generalist roles ^P
- Develop project documentation, time management, and client-communication skills explicitly included in the CTS curriculum under 'Project Management and Industry Trends' ^P

WHY THESE RESIST AUTOMATION

- Full-pipeline ownership across multiple software tools -- studios value practitioners who can handle an entire brief without handoffs ^P
- Cultural and narrative judgement for Indian-origin IP - content for domestic OTT audiences requires knowledge of regional storytelling conventions that AI cannot replicate ⁸
- Adaptive problem-solving on live projects with unstructured client feedback -- creative revision under time pressure is a human-centred workflow ⁴
- AI-workflow fluency as a multiplier: practitioners who can direct and quality-control AI tool outputs are more productive than those who work entirely manually or those who use AI without artistic oversight ³
- Portfolio and personal brand -- the creative labour market rewards demonstrated output; a strong Behance/ArtStation presence differentiates candidates in a way that credentials alone cannot ⁷

The positioning in one line: A versatile CTS graduate who combines full-pipeline software competency with storytelling ability and early AI-tool fluency is positioned as a studio force-multiplier rather than a replaceable task-worker.

07 THE CREDENTIAL & QUALITY LAYER

NTC/NCVT certification: the formal signal in a credential-sceptical creative market.

The CTS Multimedia Animation and Special Effects trade is a 1-year programme at NSQF Level 4 delivered through ITIs under the Directorate General of Training (DGT/MSDE). Successful completion and the NCVT National Trade Certificate (NTC) examination provide the primary formal credential ^P. The NTC is the recognised qualification for government employment and NSDC-linked placements, and it provides a stacking pathway toward Advanced Vocational Training (CITS) for those who wish to become instructors, or toward lateral entry into diploma programmes at polytechnics.

In the creative industry, the NTC functions primarily as a quality signal rather than a hard employment requirement -- most studios care more about portfolio quality than the specific credential held. However, the NTC matters in two specific contexts: government-sector media or public broadcasting roles (where formal qualification is often a mandatory eligibility criterion) and NSDC-partnered placement drives, which explicitly use NSQF-level certification as a candidate filter. Graduates should treat the

08 THE INDIA TALENT CONTEXT

Abundant graduates, scarce job-readiness

India's overall graduate employability reached 54.81% in 2025, up from 51.25% the previous year, representing a 17-percentage-point improvement over the prior decade ¹³. However, vocational and ITI graduates face structural disadvantages in creative sectors: hiring managers at animation and VFX studios typically prioritise portfolio quality over formal credentials, and many fresh CTS graduates lack the polished output that studio entry-level roles expect. The India Skills Report 2025 documents a persistent skills-to-employer expectation gap across technical disciplines, and the animation sector is not exempt ¹³. The AVGC-XR talent gap is simultaneously an opportunity and a warning sign. The gap between the 4.5 lakh professionals currently employed in the sector and the 20 lakh needed by 2032 ² means that trained graduates face less competition than in saturated trades -- but it also reflects an industry growing faster than training infrastructure can serve. CTS graduates who take active steps to close the portfolio-quality gap (through freelance projects, personal IP development, and open-source contributions to platforms like Blender community) will convert the structural talent shortage into personal opportunity.

India needs 15.5 lakh additional AVGC-XR professionals by 2032 ² -- a demand gap that no single training pipeline can fill and that creates direct pull for every motivated CTS graduate who reaches industry-ready portfolio quality ^P.

09 STAYING FUTURE-READY

How a candidate stays on the resilient side

LEAN INTO

- Real-time 3D and game-engine skills (Unreal Engine 5, Blender) -- studios increasingly use game engines for animation production, virtual sets, and architectural visualisation, creating new cross-sector demand ⁶
- AI-assisted workflow fluency (Adobe Firefly, After Effects AI plug-ins, Runway Gen-3) -- being the person who can direct and QC AI outputs, rather than compete with them, is the high-value positioning ³
- India-specific IP development and regional language content -- OTT platforms are investing heavily in vernacular content; animators who understand regional cultural context have a differentiated market position ⁸
- Short-form video and social media motion design -- brands, political campaigns, and edtech platforms are large and fast-growing buyers of motion graphics content, and this segment has lower AI substitutability at the branded-identity layer ⁷
- 3D for architecture, product, and industrial visualisation -- non-entertainment sectors (real estate, manufacturing, defence) are growing buyers of 3D content and are less impacted by entertainment-sector AI disruption ¹

AVOID BEING DEFINED BY

- Specialising exclusively in in-between tweening or basic rotoscoping -- these are the tasks most directly automated by current AI tools and will shrink as a share of studio labour budgets ³
- Ignoring portfolio development in favour of credential accumulation -- in creative hiring, three strong portfolio pieces outweigh a degree certificate with no supporting work ⁷
- Treating the CTS curriculum software list as a ceiling -- Maya and 3ds Max are industry staples, but graduates who do not also learn Blender (free, industry-growing) and Unreal Engine will find their toolset dated within 5 years ⁶
- Limiting job search to film and television -- advertising agencies, edtech companies, gaming studios, and corporate communications teams each hire multimedia animators and provide faster career progression for early-stage practitioners ⁸

10 SOURCES & CITATIONS

Every figure, traced to a source

P NSQF / CTS Program Specification (primary).

Trade definition, NSQF level, syllabus, tasks and deliverables for the "Multimedia Animation and Special Effects" Craftsmen Training Scheme trade (DGT / MSDE).

dgt.gov.in · accessed Jun 2026

1 IMARC Group: India Visual Effects Market Report, 2025

Projects India VFX market at USD 1.1 billion in 2025, growing to USD 1.8 billion by 2034 at a CAGR of 5.58%; notes Rs 54 billion VFX sector revenue in 2023 (10% YoY growth) and 4,000+ active VFX studios in India.

<https://www.imarcgroup.com/india-visual-effects-market> · 2025 · accessed Jun 2026

2 Storyboard18: AVGC-XR Push -- 13 States Draft Policies, 2024

Reports that 13 Indian states are drafting AVGC-XR policies; sector employs 4.5 lakh professionals today, needs 20 lakh by 2032; industry projected to grow at 16% CAGR over the next decade.

<https://www.storyboard18.com/digital/avgc-xr-push-13-states-draft-policies-stakeholders-look-for-inter-state-co-production-treaties-83025.htm> · 2024 · accessed Jun 2026

3 CVL Economics / Animation Guild (IATSE Local 839): Generative AI -- The Impact on Jobs in the Entertainment Industry, 2024

Finds 21.4% of US film, TV and animation jobs (approx. 118,500) likely to be consolidated, replaced or eliminated by GenAI by 2026; concept/storyboard artists (55%) and VFX artists (50%) are most exposed roles; entry-level workers face the highest near-term disruption.

<https://animationguild.org/ai-and-animation/> · 2024 · accessed Jun 2026

4 World Economic Forum: Future of Jobs Report 2025

Projects 78 million net new jobs by 2030 globally; lists graphic designers among declining roles due to AI; notes creative thinking and social intelligence as persistently human skills; 41% of employers plan workforce reductions linked to AI automation.

<https://www.weforum.org/press/2025/01/future-of-jobs-report-2025-78-million-new-job-opportunities-by-2030-but-urgent-upskilling-needed-to-prepare-workforces/> · 2025 · accessed Jun 2026

5 International Labour Organization: Generative AI and Jobs -- A Global Analysis (Working Paper 96), 2024

Finds that one in four workers globally is in an occupation with some GenAI exposure; media- and web-related occupations saw elevated automation scores for image/video generation tasks; most jobs will be transformed rather than made redundant.

<https://www.ilo.org/publications/generative-ai-and-jobs-refined-global-index-occupational-exposure> · 2024 · accessed Jun 2026

6 FICCI EY: India Media and Entertainment Report 2024 -- Animation Sector Analysis (via Animation Xpress)

Reports Indian domestic animation sector contracted 5% in 2023 to Rs 36 billion; AI projected to increase studio efficiency threefold and deliver 10-15% EBITDA gains; FY24 rebound projected to Rs 40 billion; India is world's second-largest anime fanbase.

<https://www.animationxpress.com/latest-news/ficci-ey-report-2024-indian-animation-sector-contracts-by-five-percent-in-2023-positive-outlook-for-fy24-rebound/> · 2024 · accessed Jun 2026

7 Boston Institute of Analytics: How Indian OTT Platforms Are Powering Demand for 2D/3D Animation and VFX Artists, 2024

Documents how OTT expansion is driving studio hiring across major Indian production houses; notes fresh graduates with project portfolios are placed faster; lists Green Gold Animation, Toonz, PhantomFX, Red Chillies VFX as active hirers.

<https://bostoninstituteofanalytics.org/blog/how-indian-ott-platforms-are-powering-demand-for-2d-3d-animation-vfx-artists/> · 2024 · accessed Jun 2026

8 Business Standard / Ormax Media: India Streaming Trends 2024

Reports India OTT audience at 547 million in 2024 (13.8% YoY growth); animation content including The Legend of Hanuman and Mighty Little Bheem driving engagement on domestic and global platforms; OTT market projected to reach Rs 23,800 crore by 2025.

https://www.business-standard.com/companies/news/ormax-media-2024-streaming-report-hindi-tamil-telugu-trends-125012200976_1.html · 2024 · accessed Jun 2026

9 Animation Xpress: Maharashtra Cabinet Approves AVGC-XR Policy 2025 with Rs 3,268 Crore Outlay

Maharashtra's AVGC-XR Policy 2025 targets Rs 50,000 crore in investment by 2045 and 2 lakh direct jobs; Karnataka's 2024-2029 policy focuses on skilling, incubation, and global competitiveness; Rajasthan's 2024 policy projects sector growth from USD 3 billion to USD 26 billion by 2030.

<https://www.animationxpress.com/latest-news/maharashtras-avgc-xr-policy-2025-out-heres-what-it-means-for-indias-creative-economy/> · 2025 · accessed Jun 2026

10 IBEF: India's Animation and VFX Segment to Reach USD 2.2 Billion by 2026, 2024

Reports CII GT data showing animation and VFX segment growing from USD 1.3 billion in 2023 to USD 2.2 billion by 2026; 160,000+ new jobs to be created annually; gaming subsector growing from USD 2.62 billion to USD 4.6 billion by 2026.

<https://www.ibef.org/news/india-s-animation-and-vfx-segment-to-reach-at-us-2-2-billion-by-2026-report> · 2024 · accessed Jun 2026

11 VFX Voice: The Indian VFX Industry -- A Major Global Force

Documents Mumbai as the largest VFX hub worldwide by headcount; six of ten fastest-growing global VFX hubs are in India; BOT VFX grew from 6 to 745 employees and worked on Deadpool and Wolverine and Wicked; Indian studios taking minority stakes in US VFX houses.

<https://vfxvoice.com/the-indian-vfx-industry-a-major-global-force/> · 2024 · accessed Jun 2026

12 CABA Innovatives Multimedia Institute: Animation and Multimedia Salary Data India 2025

Aggregates salary data across roles: entry 2D animator Rs 1.0-4.8 LPA; 3D animator Rs 2.5-4.0 LPA; VFX artist Rs 0.2-7.0 LPA; motion graphics designer Rs 1.8-9.6 LPA; senior art directors Rs 10-15 LPA; Mumbai, Bengaluru, and Hyderabad command highest pay.

<https://blog.caba.in/animation-and-multimedia-in-india-real-salary-data-that-will-surprise-you-2025/> · 2025 · accessed Jun 2026

13 India Skills Report 2025 (Wheebox / CII)

Reports overall graduate employability at 54.81% in 2025, up from 51.25%; a 17-percentage-point rise over the past decade; based on data from 6.5 lakh candidates and over 1,000 corporations; documents persistent skills-to-employer expectation gap in technical disciplines.
<https://swarajyamag.com/news-brief/india-skills-report-2025-employability-among-indian-graduates-rises-to-5481-per-cent> · 2025 · accessed Jun 2026

14 ITI Syllabus Directory: CTS Multimedia Animation and Special Effect Trade Curriculum

Lists NSQF Level 4, 1-year (2 semesters) trade curriculum; entry qualification is 10th grade pass; software tools include Adobe Photoshop, Illustrator, Premiere, After Effects, Maya, 3ds Max, Audacity; career outcomes include animator, VFX editor, graphic designer, web designer in film, TV, gaming, and advertising.
<https://syllabus.iti.directory/cts/multimedia-animation-special-effect> · 2024 · accessed Jun 2026

15 Luminate Intelligence: Animation and AI Report 2025 (via Variety / Animation Magazine)

Finds animation industry divided on GenAI; concept/storyboard artists and VFX artists perceived as most impacted over next two years; studios conducting AI R&D but restricting use on client projects pending legal clarity; proponents cite cost reduction, critics cite IP and job security concerns.
<https://variety.com/2025/film/news/ai-divisive-animation-anime-luminate-report-1236504906/> · 2025 · accessed Jun 2026