

**Ministry of Development of North Eastern Region
North Eastern Council Secretariat, Shillong**

PRESS NOTE

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DIGITAL DESIGN LABS FOR LIVELIHOOD GENERATION INAUGURATED

Shillong, March 10, 2023: Secretary, NEC Sh. K. Moses Chalai inaugurated the project **Digital Design Labs for Livelihood Generation** today here at Don Bosco Technical School, Shillong. This project is being funded by NEC at a cost of ₹4.99 Crore. An Animation Lab for Livelihood Generation has been established under this project. A certificate course in graphic design and animation of Six months duration will be run in NSQF 4 compliance. Current annual capacity of the course is 48 students per location, with a total of 96 students. This course will, also, be run at Azufii Christian College, Senapati in Manipur. The LMS platform developed for the project can be used for any number of students can cater to design leaning anywhere. The LMS platform so developed shall be allowed addition of more digital leaning spokes for the similar courses anywhere in the east.

Speaking on the occasion Sh. K. Moses Chalai briefed about the additional utilization of infra in DBTS, Shillong and Azufii Christain College, Senapati. He said that infra so developed shall be used for training of use case deployment for technologies like 3D printing, 5G at both the premises to allow the optimal use. AMTRON is already in touch ALIMCO Officials for using these animation labs for using students at these Labs for digital designing of brochures/publicity materials in Local North Eastern Languages against payment of stipend to students, using students at these Labs for digital designing of training/instructional videos/3D Animations in Local North Eastern Languages against payment of stipend to students and holding workshops/training programs (evenings) for needs of ALIMCO.

The Secretary told that the primary objective of the project is to train local youth in the identified areas to acquire the best knowledge as per the international standards to get the best employment opportunity in the world design industry. NEC along with AMTRON is focusing on developing the infrastructure for training of youth in Use Case technologies deployment like 3D Printing and 5G at Shillong and Senapati district in Manipur to allow an optimal use. K Moses Chalai opines, “This initiative will open a whole new world for the younger generation in the field of designing industry which will benefit all across the North East Region.”

It is worthy to mention here that the North Eastern Council (NEC) has come forward to promote ambitious Government initiatives program Make in India, Smart Cities, Skill India, Digital India and Startup India to create more jobs for young designers. The creative economy is an emerging concept dealing with the interface between culture, creativity, economics and technology in a contemporary world, which is totally dominated by sounds, symbols, images and texts. Being the most dynamic sector, the creative industries are providing new opportunities for developing countries to fuel employment/entrepreneurship and it generates income, employment and export earnings. The demand for designers is gradually increasing. Going by the conservative estimates, a total workforce of 7 million designers will be required to meet the industry demand.

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