

**GOVERNMENT OF TELANGANA  
DEPARTMENT OF TECHNICAL EDUCATION**

From,  
Navin Mittal, I.A.S,  
Commissioner of Technical Education,  
2<sup>nd</sup> Floor, Vidya Bhavan, Nampally,  
Hyderabad, Telangana.

To,  
The Registrar,  
Kakatiya University,  
Vidyaranyaपुरi, Hanamkonda,  
Warangal, Telangana - 506009.

Sir,

Sub: Technical Education - T & P Section - Seminar on **“Opportunities in the global Game Engineering Sector”** on **25.08.2022** conducted by **Keywords Studios** in association with **Media & Entertainment Skill Council** - Information Communicated - Reg.

Ref: 1. Mail received from Shri. Mohit Soni, CEO, MESCS, Hyderabad,  
Dt:20.08.2022.  
2. Note of approval of the CTE, Hyderabad, Telangana.

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With reference to 1<sup>st</sup> cited, you are hereby informed that **Keywords Studios**, World's largest Game Development service provider, in association with **Media & Entertainment Skill Council**, is entering into interactive conversations across the country, with Indian Engineers and academicians to introduce them to a lesser-known world of opportunities in the global **Game Engineering** sector. Gaming is one of the fastest growing industries today. Registering a growth rate of 35% in India, Gaming is the next sunrise industry according to an analysis by KPMG. Moreover, the industry is also set to grow at a CAGR of 12% globally. Further, there are many upcoming segments like virtual production and animation that are being fueled by the Video Game technologies. With this tremendous growth, there is huge demand for quality game engineering talent and India has a strong potential to cater to this growing demand in the domestic as well as the global video games market, and allied industries.

The seminar will address the gap between the huge pool of talent available in India and the growing demand for skilled workforce in the video game development eco-system, domestically as well as globally. **Keywords Studios** will also discuss how commonly acquired skills through existing course curriculum can be fine-tuned to meet the growing demand. **Keywords Studios** provides services to the global video games industry from 74 studios, across 23+ countries, in 5 continents, through 8 service lines to a blue-chip client base of over 950 clients across the globe.

In this connection, the Principals of Kakatiya University, Warangal and their affiliated Engineering Colleges in the Telangana State are hereby directed to attend the seminar along with one HOD and two students. They can register for the seminar using the link <https://bit.ly/AAASeminar> which is scheduled on **25<sup>th</sup> August, 2022** from **11:00 A.M.** onwards at **SBTET Auditorium, Government Polytechnic for Women Campus, East Maredpally, Secunderabad**. For any further queries contact Ms. Archana Sharma, Media & Entertainment Skills Council, Mobile Number: **9873819321**, Email-Id:

[alliances@mescindia.org](mailto:alliances@mescindia.org). There are many Global Career Opportunities for students so, do not miss it.

Encl: Annexure

Yours Sincerely,

Signed by Akuti Pullaiah

Date: 22-08-2022 15:41:34

Reason: Approved

For COMMISSIONER



# CALLING ALL ENGINEERS!

## CHOOSE AAA GAME ENGINEERING

### AS YOUR EXCITING CAREER

MEET INDUSTRY EXPERT

**PHIL OWEN**

HEAD OF ENGINEERING @ D3T, A KEYWORDS STUDIO  
AND EXPLORE THE NEW CAREER JOURNEY

**ON: 25<sup>th</sup> AUGUST**

**AT: SBTET AUDITORIUM,**

**GOVERNMENT POLYTECHNIC FOR WOMEN, HYDERABAD**

**FROM: 11:00 AM ONWARDS**

**REGISTER NOW**

(ENTRY RESTRICTED TO REGISTRATION)





The page features a decorative border of stylized leaves at the top and bottom. The leaves are drawn with dark outlines and filled with a light blue color. The background is a textured, watercolor-like wash of purple and blue hues.

# KEYWORDS AT YOUR CAMPUS

A concept Note

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Thursday, 25th August 2022

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## Introduction

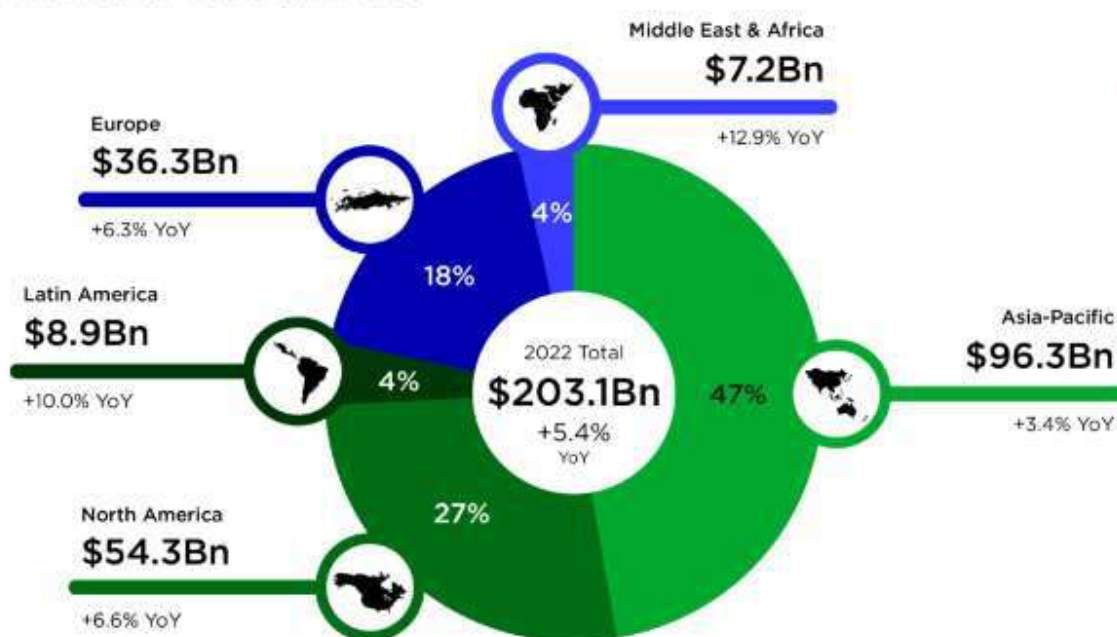
The video gaming industry, even though relatively new compared to its peers in the global entertainment sector, has grown rapidly in the last forty years, and is now a leader in the entertainment sector in both financial and creative terms. Today, it is not only a phenomenon but a fascinating career opportunity. Aided by the internet, its related technologies, and more accessible computing, it is a great time to be involved in this exciting industry.

### People are still surprised to discover how significant the video game industry has become in the global economy

**Fact:** The games market has proven resilient even through the pandemic. The revenues are still growing in 2022 and will reach \$203.1 billion via consumer spending (+5.4% year on year)—a new record. (Source: Newzoo) The industry is set to grow at a CAGR of 12% with 56% of the growth contributed by APAC. (Source: report by Technavio)

## 2022 Global Games Market

Per Region With Year-on-Year Growth Rates



Source: ©Newzoo | Global Games Market Report | April 2022  
[newzoo.com/globalgamesreport](https://newzoo.com/globalgamesreport)

In terms of employment, around 3,000–4,000 people are directly or indirectly employed in the industry in addition to more than 15,000 game developers in the country. Various international studios have set up gaming development centres in India. The number of gaming companies increased nearly 10x since 2010, crossing 275 in 2020. (Source: - [ibef.org](https://ibef.org))

And to our advantage, India is expected to become one of the world's leading markets in the gaming industry. Growing steadily for the last five years, it is expected to treble in value and reach \$3.9 billion by 2025, states the KPMG report.

However, a career in gaming, especially for Engineering graduates, is still a relatively uncharted territory in India. And not perceived as a viable career option.

## Who are we?

We are Keywords Studios!

We are world's largest Game Development Service provider to the global video games industry.

Established in 1998, we have a team of over 12,000 people, spread across 74 studios in 24 countries, and strategically located across 5 continents. We provide Game Development Services across 8 different Service Lines, covering more than 50 languages and 16 video game platforms, to a blue-chip client base of over 950 clients across the globe.

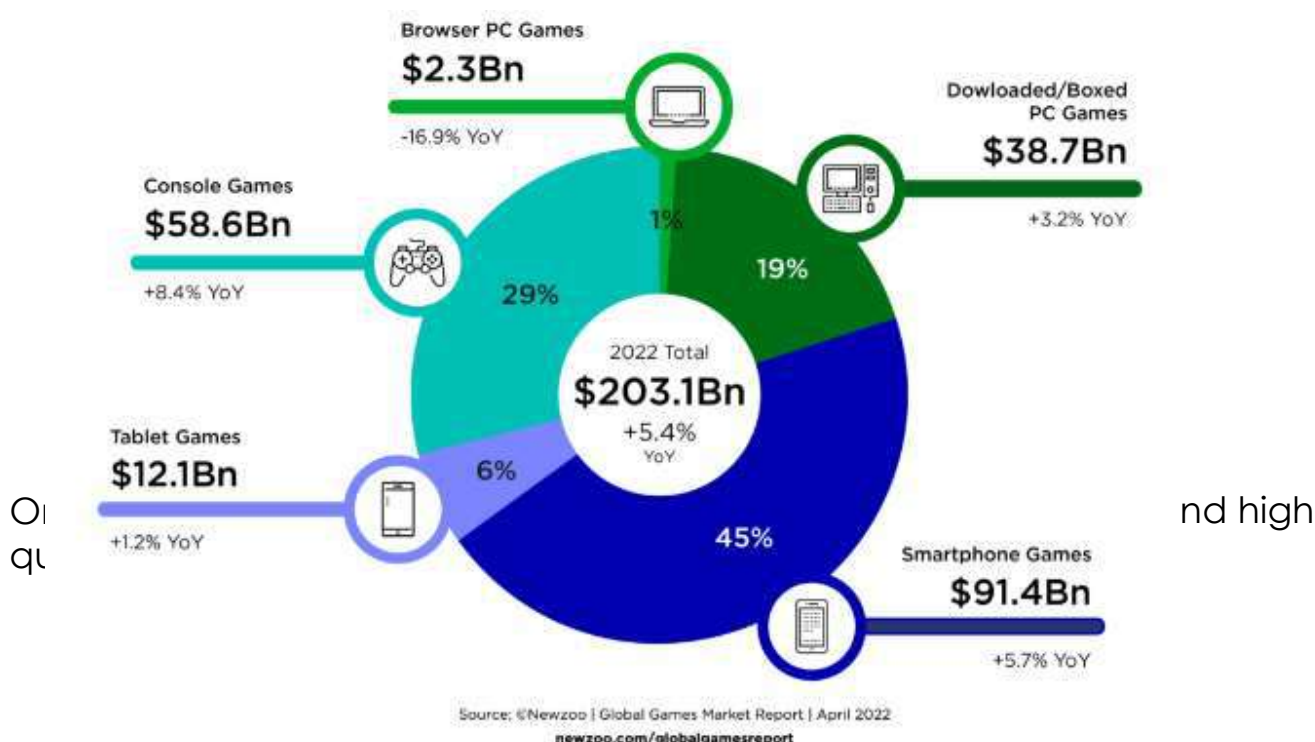
## Our India objectives?

We want to introduce the wide scope of career opportunities in today's multi-billion-dollar global gaming industry, with a special focus on Engineering talent. And consequently, shape up the untapped potential of Indian engineers to be a part of the fast growing domestic and global video games industry. We want to build talent in the mainstream Video Game development which currently is in very short supply in India. This in turn is stopping global Video Game developers to look at India as a viable option for partnerships.

There are various popular genres of video games available today. We have mobile games, casual games, PC games, etc. Amongst all these, **PC/console games are considered to be global game industry's main growth drivers**

## 2022 Global Games Market

Per Segment With Year-on-Year Growth Rates



## The missing link

Lack of knowledge/ awareness about the scope, possibilities and potential of the video game industry as a career option, with special focus on game engineering. Moreover, those who are aware of this career opportunities, have to look to foreign universities/ institutes to upgrade their skills to find job opportunities in the video games industry.

At this event, we would like to present and discuss our short and long-term strategy to identify the right talent and to provide them the required training and guidance for a promising future in video game development. In the course of our discussion, we would also like to talk about the different opportunities that are available in mobile/casual game development and console/ PC game development.

## Why are we here?

International gaming studios, that were till now utilising the Indian talent for Art, Localization & Functionality QA; are currently eyeing India for its highly skilled talent from engineering industry to establish India as center of excellence in **video game development**.

Given the huge IT and Engineering talent pool that India has, right training and guidance can help us create a competent and relevant workforce for the domestic as well as global video games industry. And we are here to help meet the growing demand of relevant production-ready talent.

## Our game plan

1. Introduce Game dev as a viable career option
2. Upskill the untapped potential of Indian engineers and train them
3. Promote inclusion of Game Development as a module in curriculum of universities/ colleges and other similar institutes



## Target Audience

This event is open to engineers from computer science and other branches of engineering/programming, academicians, hobbyists, and everyone else who is looking forward to shaping up their careers in the video game development industry.

We would like to engage with students, faculty and placement cells/offices.

## Prerequisite of the audience

- A deep interest in exploring a non-conventional career option
- Interest in gaming & game engineering
- Desire to learn something new and grow
- Desire to contribute in making a world class product

There would be **no entry fee** to the seminar, but entry would be based on registration and subject to availability of seats.

## Screening of participants

- Registration form for Seminar
- Open link for Webinar

## Take home from the seminar

The audience will get to familiarise themselves with different pieces that are brought together to make a blockbuster game with eye-catching graphics and flawless play. In addition, they will also get to know how video game engineering can be an excellent career option and how Keywords can help shape their future in this industry.

People attending this seminar/webinar will be able to get in touch directly with technical teams handling big blockbuster video game projects. They will get to know about this big booming industry and how this industry can be a dream destination for coders.

## **Speaker at the seminar**

Phil Owen, Head of Engineering of our UK based studio, D3T.

D3T is one of the most respected studios in our group of more than 18 Game Dev/ Engineering studios globally. Phil will be travelling to India, along with two of the senior most members from his team, to have a look inside the talent landscape in India and how it can be trained and shaped up to be ready for a lucrative career in game development.

Currently Phil manages a department of approximately 90 programmers ranging from Programming Intern to Technical Director. His main priorities are development, talent management, recruitment, retention, and culture.

## Agenda for the seminar

- An introduction of visitors
- An overview of gaming industry
- Different areas of game development
  - o Game engine programmer
  - o Physics engine programmer
  - o Graphics engine programmer
  - o Artificial intelligence programmer
  - o Sound programmer
  - o Gameplay programmer
  - o Software engineer
  - o UI programmer
- What we do? Virtually everything!
  - o Game titles we have worked on
  - o All major service lines
  - o Shaping up the future
- How game development at KWS can be a wonderful career option?
  - o Why KWS is putting so much effort and cost to upscale the engineering talent in India
- D3T – the studio in focus
- Entry/career options beyond gaming – When/ How you can be a part of it?
- What is essentially required to be a part of game development?- the ideal candidate
- 3 years down the line – Destination India
  - i. Introduce Game dev as a viable career option
  - ii. Upskill the untapped potential of Indian engineers and train them
  - iii. Promote inclusion of Game Dev as a module in curriculum of universities/ colleges and other similar institutes
- Life at keywords
- Queries from attendees
- Concluding words with hiring plan



Some game titles that Keywords has worked on –

