

E-Gaming Federation partners with Social & Media Matters to launch Responsible Gaming awareness campaign

~ Launched across five Indian states to foster a safe, fair, and transparent online gaming ecosystem

~ Aims to educate young adults about responsible gaming practices and promote dialogue for a secure gaming environment

National, 09 December 2024: The **E-Gaming Federation (EGF)**, India's foremost skill-gaming industry body has partnered with **Social & Media Matters** to launch a public awareness campaign to promote responsible gaming practices. Designed to enhance online safety and create awareness around responsible play, the initiative will roll out interactive workshops across **30 colleges in five Indian states** including **Tamil Nadu, Karnataka, Andhra Pradesh, Maharashtra, and Uttar Pradesh**. The tailored workshop reiterates EGF's commitment to player protection and addresses the rising need for responsible gaming literacy among young adults engaged in digital entertainment.

Mr. Anuraag Saxena, CEO, of EGF highlighted, *"Responsible gaming is the cornerstone of a thriving online gaming industry. We have always emphasized the importance of enabling and facilitating responsible gaming that promotes fair and transparent play. This initiative is a significant step that goes beyond mere awareness; it equips players with tools to make safer, healthier choices. It is our proactive approach to drive impactful conversations and empower young Bhartiya adults with the knowledge to enjoy a safer online gaming experience."*

The Responsible Gaming initiative includes the development of an **interactive module** focusing on awareness and education of healthy gaming habits and setting limits among college students who are significant users of online gaming platforms. A key aspect of the program is to introduce students to the concept of responsible gaming, exploring the best international practices and principles that promote moderation.

In addition, by ensuring students understand responsible gaming practices, the program will help students learn to identify the threshold of problem gaming and understand the importance of balancing gaming with other life activities. The module will highlight broader online safety concerns, particularly for minors, by encouraging the use of parental controls and industry-led compliance standards.

Pratishtha Arora, CEO of Social & Media Matters said, *"Gaming has become an integral part of how young adults engage online. This campaign is about empowering them with the information and resources they need to navigate the digital landscape safely. Through our interactive workshops, we aim to foster a culture of awareness and support, ensuring that gaming remains a source of entertainment. Together with EGF, we aim to bring players together and create a culture of responsible gaming that benefits individuals and the broader gaming community."*

The initiative will initially roll out in Tamil Nadu followed by other states. Each **90-minute workshop** will include engaging quizzes, games, and giveaways to create an interactive and memorable learning experience. Participants will also receive practical dos and don'ts for responsible gaming. Upon completion of the workshop, all participants will be awarded a **certificate of completion** recognizing their commitment to responsible gaming.

EGF has always been at the forefront of promoting responsible gameplay within the online gaming industry, having established best practices and initiatives aimed at fostering a safe environment for players. This groundbreaking collaboration with Social & Media Matters further solidifies EGF's commitment as a pioneer in advancing responsible gaming in India.

About E-Gaming Federation (EGF):

The E-Gaming Federation (EGF) is a not-for-profit organization, founded under the Societies Regulation Act to protect consumer interest and self-regulate the Indian e-gaming sector. By developing a standard framework and operational guidelines based on the principles of safe, transparent, fair, and responsible gaming, EGF endeavors to build a unified voice shaping a favorable policy environment for regulated online gaming.

With an objective to bring a positive change in perception regarding the e-gaming industry, EGF endorses 'Responsible Play' to protect players by allowing them to minimize or stop indulging in gameplay beyond their means or for excessive periods. EGF-certified online gaming platforms offer responsible play features to the players that are intended to ensure a fair and safe online gaming experience while protecting players from any adverse consequences of online gaming.

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About Social & Media Matters:

Social & Media Matters is a Unit of VAAP Cyber Suraksha Foundation. As true believers in the power of technology, including the cutting-edge realm of Artificial Intelligence, Social & Media Matters is dedicated to empowering diverse groups. Our expertise extends across the spectrum of Online Safety, Trust and Safety, and Tech Public Policy and media literacy ensuring a comprehensive approach to digital well-being. Specializing in all facets of online safety, from research, and policy formulation to capacity building, Social & Media Matters is at the forefront of creating AI safety frameworks. We impact Policy through research, awareness, and capacity building.

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