

More than 200K gamers pledge to become “Asli Gamers” and play responsibly

- EGF launched Asli Gamer initiative in January 2023

National, 06th April 2023: E-Gaming Federation (EGF), an independent not-for-profit organization representing top online skill gaming operators in India, registered a resounding success of its [‘Asli Gamer’](#) initiative. Building awareness around Responsible Gaming behavior, over **200K gamers** joined the initiative post its launch in January 2023. In a first of its kind, the initiative reached out to the Indian gaming community and inspired players to take self-assessments and adopt healthy gaming habits. While **233517 online gamers** have joined the Asli Gamer community, almost **175000 players** have downloaded ‘Asli Gamer’ badge - a symbolic pledge to be responsible. The badge can be shared across social media.

Featuring Indian cricketer Shubman Gill, India’s youngest T20 centurion and rapper Naezy, the campaign inspires and motivates players to become **“Asli Gamer”**. Reiterating EGF’s commitment to player protection and responsible gaming, the initiative talks to players across platforms in their language through a rap and urges them adopt responsible gaming principles in a colloquial tone while bringing purpose and intent together. The rap urges players to respect the game, play for fun, maintain balance, set a limit, and self-exclude when going overboard. While the ‘Asli Gamer’ rap received **2.5 million views on YouTube**, the campaign took over the social media and attracted recognized content creators like **Avneet Kaur, Hina Khan, Ritwik Dhanjani, and Rohit Suchanti** among others taking up the **‘Asli Gamer’ hook step challenge**.

Over **220 content creators** – both macro and micro helped in creating buzz with the **#AsliGamerChallenge**. In addition, specific creative interventions like 750 Live streaming sessions were organized with the gaming community to nudge them to adopt healthy gaming practices. The Asli gamer website was equipped with resources and tools like self-assessment tests that help identify current gaming behavior and steps needed to improve, if at all.

Poonam Kaul, Brand Evangelist, E-Gaming Federation, said *“We take immense pride in the great positive response the ‘Asli Gamer’ campaign has received with over 200K gamers joining the landmark/ pioneering initiative. Asli Gamer was designed as a proactive approach to empower and enable players with the knowledge and tools to instill responsible gaming behavior. We are thrilled that we were able to connect with the Indian gaming community and encourage them to embrace and foster healthy gaming practices. At EGF, we have always emphasized on promoting responsible gaming and prioritizing player health and Asli Gamer initiative is a great start to drive the behavior change.”*

The campaign aimed to educate the players and create awareness focused on the five principles of **EGF’s ‘Responsible Play’ model** including:

- Fix and control your daily and monthly deposit limit
- Play for entertainment, and not as a way of making money
- If losing, never chase losses in order to recoup money
- Self-exclude and stop playing if feeling stressed
- Keep a balance between game time and other activities

To join ‘Asli Gamer’ family, click here: [Bano Asli Gamer](#)

About 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 favourable 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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