

## E-Gaming Federation furthers commitment to Responsible Play, launches 'Asli Gamer' campaign

*~ Onboards Indian cricketer Shubman Gill and rapper, and hip-hop artist Naezy to promote and encourage the adoption of responsible gaming practices*

**National, 12 January 2023:** E-Gaming Federation (EGF), an organization representing top online skill gaming operators in India, launched '[Asli Gamer](#)' campaign to promote responsible gaming practices among players. Reiterating EGF's commitment to player protection and responsible play, the thought-provoking campaign outlines the promising standards of responsible gaming aiming to educate players and protect them from any adverse consequences of online gaming.

**Sameer Barde, CEO, E-Gaming Federation,** said *"Player protection and Responsible gaming have been at the core of EGFs self-regulatory standard for the past 4 years. For industry, we have always emphasized the importance of enabling and facilitating responsible gaming for the players and platforms that promote fair and transparent play. Our certified operators already implement our Code of Conduct meeting requirements that require features like daily monthly limits, self-exclusion, assisting vulnerable players, protecting player data, ensuring secure payments, and maintaining responsible marketing complying amongst other things",* Whilst Industry continues to do its best, at the end of the day, responsible gaming also comes down to the individual. The 'Asli Gamer' campaign is our proactive approach to empower players with the knowledge and tools to ensure responsible gaming is top of mind for them. As the next step, we will also organize an awareness drive focused on the five principles of EGF's 'Responsible Play' model."

Featuring rapper, and **hip-hop artist Naezy** along with ace **Indian cricketer Shubman Gill**, the contemporary rap song of the campaign urges players to respect the game, play for fun, maintain balance, set a limit, and self-exclude when going overboard. Encouraging players to '[Become Asli Gamer](#)', the campaign will reach out to the Indian gaming community and inspire them to take self-assessments and adopt healthy gaming practices. After completing the self-assessment players will also get an 'Asli Gamer' badge. Follow the link to watch 'Asli Gamer' rap song.

<https://www.youtube.com/watch?v=TiIns9mwloo>

**Indian Cricketer, Shubman Gill added,** *"Like it is important to conform to fair play practices on the cricket pitch, it is equally essential to adhere to responsible gaming behavior while playing online games. I am delighted to be a part of EGF's 'Asli Gamer' campaign which aims to bring players together and promote dialogue for a secure gaming environment."*

**Naved Shaikh a.k.a Naezy, composer of the rap song shares,** *"The online gaming industry in India has witnessed exponential growth and I firmly believe that advocating safer play will contribute to the best player experience. I am proud to be a part of this landmark effort by EGF that will establish an effective nationwide code of responsible gaming principles. I hope the campaign will strengthen the responsible gaming commitment of Indian players and enable them to make a difference."*

MeiTY has recently proposed amendments to the IT intermediary rules 2021 to regulate the online gaming sector. Keeping consumer protection and responsible gaming at the core, the draft guidelines are great from a consumer perspective and aim to safeguard players against potential harm.

**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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**For more information, please contact:**

Niharika Sneha: [niharikasneha@egf.org.in](mailto:niharikasneha@egf.org.in) | + 91 88008 61353