



E-Gaming Federation and Maharashtra Health Services Join Forces for Public Awareness Campaign

Skill gaming industry body signs MoU with Commissionerate of Health Services, Government of Maharashtra to promote awareness and responsible gaming behaviour

National, 6th February 2024: The **E-Gaming Federation (EGF)**, India's foremost skill-gaming industry body signed a **Memorandum of Understanding (MoU)** with the **Commissionerate of Health Services, Government of Maharashtra** to promote Responsible Gaming in the state. Reiterating EGF's commitment to player protection and responsible play, **the 360-degree campaign** will create awareness around **responsible gaming practices** to foster a safer gaming environment for the players.

The landmark agreement outlines collaborative efforts of EGF and the Maharashtra Government in implementing comprehensive initiatives to address and educate youth in making well-informed decisions while playing online.

Maharashtra has been one of the most progressive states in the country which has embraced technology and innovation and set an example for others to follow. The state is in the top three online gaming states in India with two online gaming unicorn startups based in Mumbai. Maharashtra Deputy Chief Minister Devendra Fadnavis, in December 2022, also noted the need for a social outreach campaign to empower players with the knowledge and tools to instill responsible gaming behavior.

Announcing the MoU, **Shri. Dheeraj Kumar, Commissioner, Health Services & MD NHM** said, *"India's online gaming industry is experiencing rapid growth, with Maharashtra leading the charge in cultivating a dynamic digital environment. By embracing technology and innovation, our state serves as a beacon for others to emulate. The collaborative effort between the Maharashtra government and EGF represents a crucial stride in combating the risks linked to irresponsible gaming. Our foremost objective is to advocate for responsible behaviour, raising awareness and offering support services like counselling to aid individuals, prioritizing the well-being of our citizens."*

Anuraag Saxena, CEO, EGF said, *"We are proud to be a part of this important campaign with Maharashtra government. The campaign exemplifies our commitment to encouraging a healthy gaming environment for all. EGF has always emphasized the importance of enabling responsible gaming for the players and platforms that promote safe and transparent play. This campaign is a crucial step in our ongoing efforts to support and promote dialogue for a secure gaming environment."*

EGF is the first Federation to encourage responsible gameplay and has created responsible gaming initiatives and best practices for the industry. The Federation has always led by example and set a benchmark for responsible gaming within the industry. This first-of-a-kind partnership with the Maharashtra government reinforces EGF's pioneer commitment to the gaming sector.

EGF is the unified voice of the online skill gaming sector in India, representing the views of an overwhelming majority. The Federation counts the top 5 Gaming Developers and Operators in India, including a Unicorn amongst its members.

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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