

Notice Regarding Dissemination of Artificial Intelligence Skilling Programme (Ministry of Information & Broadcasting – Google/YouTube Collaboration).

With reference to the D.O. letter dated 02.02.2026 received from the Ministry of Information & Broadcasting, Government of India, regarding a nationwide AI Skilling Programme being implemented in collaboration with Google/YouTube under the WAVES initiative.

The programme aims to democratize access to high-quality training in Artificial Intelligence for students, creators, developers, and media professionals across the country. Scholarships are being offered for premium courses free of cost to eligible candidates. The initiative is expected to enhance employability, digital competencies, and industry readiness of students and young professionals.

Therefore, you are requested to kindly circulate the information to all concerned under your administrative control for publicity among students, faculty members and stakeholders so that maximum participation from the State can be ensured. Eligible candidates may register directly through the portal: <https://aiskillhouse.iict.org/>. For more information/details, please visit the website provided.

संजय जाजू, भा.प्र.से.
सचिव
SANJAY JAJU, I.A.S.
Secretary

O/o Comm. & Secy.
(Ind. & Comm. and IPRL&C)
CFMS No. 838
Dated 04-02-26

D.O. No. M-35020/6/2026-NCoE/AVGC/WAVES



संघीय गणतंत्र
WAVES
WORLD AUDIO VISUAL &
ENTERTAINMENT SUMMIT
Comm. and with us

भारत सरकार
सूचना एवं प्रसारण मंत्रालय
शास्त्री भवन, नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
SHASTRI BHAWAN, NEW DELHI-110001

2nd February 2026



Dear Chief Secretary,

The Ministry of Information & Broadcasting is actively working to scale skilling initiatives across the country to support the rapid growth of the Media and Entertainment (M&E) sector. Building upon our partnerships at World Audio Visual & Entertainment Summit 2025, the Ministry has collaborated with Google/YouTube to conduct a nation-wide AI Skilling Program.

2. The objective of this initiative is to democratize access to high-quality training in Artificial Intelligence for creators, developers and media professionals across India. We recognize that the vibrancy of India's creative economy lies in the States and Union Territories. Therefore, we wish to extend the benefits of this program to media professionals in your State/UT.

AI
C.S.
03/02/26

3. Under this collaboration, scholarships are offered for premium courses that typically command a fee, making them available free of cost to candidates. The curriculum is designed to enhance employability and industry readiness through two key tracks:

1. **Foundational AI & Prompting:** Participants will learn to utilize Generative AI tools for creative ideation, storytelling, and content development. This includes the "Google AI Essentials" and "Prompting Essentials" certifications.
2. **Generative AI Leader (GAIL):** Geared towards professionals, this pathway covers the business value of GenAI and responsible implementation, preparing learners for industry-recognized certification.

IPRL

4. Completion of the foundational courses (Phase I) will open pathways to Phase II, where participants will receive hands-on training on advanced tools like Vertex AI, Gemini, and Google Cloud, specifically tailored for media workflows.

CC: Mr. K. Aggarwal
Comm. & Secy.
(I&C and IPRL)

5. To ensure that the students and creators in your State/UT can avail this opportunity, I request you to give wide publicity about this initiative. A brochure with details of the course is enclosed. Interested candidates can register for the course through <https://aiskillhouse.ict.org/>.

6. I look forward to your support in this endeavor to make our talent future-ready.

Sincerely,

Encl.: As above

With regards,

Yours sincerely,

K. Mahend Pandurang, IAS
DG/PR

Int up

(Sanjay Jaju)

Chief Secretaries of States

AD (Admin)
6/2/26

J.P. (H)