



Union Minister Shri Jayant Chaudhary Launches Nationwide Campaign “Badhna Hai Toh Yahan Judna Hai” to Accelerate India’s Digital Skilling Movement Through SIDH

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In a major push to deepen India’s digital skilling ecosystem and accelerate progress toward a Viksit Bharat, **Shri Jayant Chaudhary, Minister of State (I/C) for Skill Development and Entrepreneurship and Minister of State for Education, Government of India**, launched a nationwide awareness campaign titled “**Badhna Hai Toh Yahan Judna Hai**” on the sidelines of the India AI Impact Summit 2026.

As part of its nationwide outreach, the campaign brings on board legendary actor **Amitabh Bachchan**, whose enduring popularity and wide public appeal are expected to further strengthen awareness and participation in **Skill India Digital Hub (SIDH)**, India’s integrated digital platform for skilling, employment, and lifelong learning.

The campaign aims to further expand access to SIDH, which has already onboarded more than 1.5 crore registered candidates, emerging as one of the country’s largest unified digital skilling platforms. As India moves rapidly toward a Viksit Bharat and navigates the transformative impact of artificial intelligence, automation, and digital innovation, SIDH is positioned as the central engine enabling citizens to upskill, reskill, and future-proof their careers.

Speaking at the launch, Shri Jayant Chaudhary said, “India’s digital strength has been globally recognized through transformative initiatives such as India Stack, and now the Skill India Digital Hub. These platforms have expanded access to public services and skill development at an unprecedented scale. SIDH exemplifies how digital public infrastructure can power lifelong learning and create real economic opportunity, especially in an era defined by AI and automation. Through ‘Badhna Hai Toh Yahan Judna Hai’ campaign, we are inviting every Indian to connect with this ecosystem and take the next step in their growth journey.”

Built as a mobile-first, AI-enabled platform, SIDH integrates multiple government skilling initiatives, offers industry-aligned and future-ready courses, and provides personalized recommendations based on learner interests and career goals. The platform also features an LMS-enabled central learning hub, digitally verified credentials, QR-code-enabled personalized digital CVs, Aadhaar-based eKYC registration, OTP-enabled mobile access, and availability in more than 21 Indian languages, ensuring inclusion and ease of access at scale.

SIDH caters to a diverse user base — from students exploring career pathways to graduates entering the workforce, from working professionals upgrading their skills to aspiring entrepreneurs seeking structured support. By consolidating fragmented skilling and employment resources into one platform, SIDH removes barriers of access, information, language, and credibility, democratizing opportunity at scale.

The “Badhna Hai Toh Yahan Judna Hai” campaign will be rolled out across digital platforms, social media channels, app ecosystems, and QR-enabled touchpoints to enable seamless and instant registration. The campaign visuals highlight India’s diversity — youth, women, professionals, entrepreneurs, and differently-abled citizens — underscoring the message that growth and opportunity belong to everyone.

Anchored in the vision of Lifelong Learning for Prosperity — for anyone, anytime, anywhere — SIDH represents the Government’s commitment to building a future-ready workforce and strengthening India’s position as a global skill capital.

The advertisement features a man in a dark blue kurta with a red and white patterned pocket square, holding a smartphone. The phone screen displays the Skill India Digital Hub (SIDH) app interface, which includes a 'Skill India Digital Hub' header, a '2.3' rating, a '1.7' rating, and a '22' rating. The background is a solid blue color. At the top, there are logos for Skill India, the Ministry of Skill Development & Entrepreneurship, and the Government of India. The text 'बढ़ना है, तो यहाँ जुड़ना है।' is prominently displayed in white on a blue background. Below this, the text 'Skill India Digital Hub (सिद्ध)' is written in orange. The main headline 'पर आज ही पंजीकरण करें और पाएँ —' is in white. A list of bullet points follows: 'सभी सरकारी कौशल योजनाएँ एक ही मंच पर', 'अपनी रुचि के अनुसार कोर्स के सुझाव', 'AI-powered स्मार्ट रिकमेंडेशन', 'ट्रेनिंग और एप्रेंटिसशिप के अनेक अवसर', and '21+ भारतीय भाषाओं में उपलब्ध'. At the bottom, there is a QR code and the website 'www.skillindiadigital.gov.in'. The text 'आज ही Skill India Digital Hub (SIDH) ऐप पर पंजीकरण करें।' is written in white at the bottom of the image.

बढ़ना है,
तो यहाँ जुड़ना है।

Skill India Digital Hub (सिद्ध)
पर आज ही पंजीकरण करें और पाएँ —

- सभी सरकारी कौशल योजनाएँ एक ही मंच पर
- अपनी रुचि के अनुसार कोर्स के सुझाव
- AI-powered स्मार्ट रिकमेंडेशन
- ट्रेनिंग और एप्रेंटिसशिप के अनेक अवसर
- 21+ भारतीय भाषाओं में उपलब्ध

www.skillindiadigital.gov.in

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