



Enrolment Open for IICT's National AI Skilling Programme for the Creative Sector

Ministry of I&B and IICT is offering 15,000 AI Skill Scholarships for Creative Talents

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The Ministry of Information & Broadcasting (MIB), in collaboration with the Indian Institute of Creative Technologies (IICT), had launched a national AI skilling initiative for the creative sector. Developed in partnership with Google and YouTube, the programme is providing 15,000 scholarships to equip emerging talent in media, entertainment, animation, gaming, and digital storytelling with industry-relevant AI skills. Interested candidates are encouraged to take advantage of this initiative and acquire AI skills that will enhance their careers in creative fields. Enrolment for programme is open.

The programme adopts a structured two-phase approach to ensure both foundational understanding and applied expertise:

Phase I: Foundation (Online)

This phase is designed to build core AI literacy at scale. 15,000 participants will receive scholarships for Google Career Certificates and Google Cloud's Gen AI learning paths. Google's Career Certificates program offers professional training designed by Google and the opportunity to connect with top employers, democratizing access to foundational AI concepts and responsible practices. Selected participants will undergo approximately 33 hours of online training covering generative AI fundamentals, prompting techniques, and responsible AI practices. The curriculum includes access to Google Career Certificates and Google Cloud's Generative AI learning pathways, enabling learners to acquire essential knowledge and problem-solving skills applicable to real-world scenarios.

Phase II: Specialisation (Hybrid)

Participants who complete the foundational stage will progress to advanced training focused on practical application. Delivered through a hybrid model, this phase includes project-based learning in storytelling, creative production, and the use of advanced AI tools. The curriculum, co-developed by IICT and YouTube, also incorporates platform best practices to enhance content reach and engagement. Learners will gain exposure to tools and platforms through guided modules such as Google Developers Codelabs.

The programme will also be supported through the “AI Skills House” platform, offering accessible and structured learning tracks, including generative AI applications, workflow automation, and decision-making tools. By combining technical proficiency with creative application, the initiative aims to build a skilled talent pool capable of driving innovation across India’s rapidly evolving media and digital landscape.

Aligned with the Government’s vision of strengthening India’s creative economy, the initiative is a significant institutional step towards integrating AI into mainstream content creation and production practices. The programme is designed as a selective, impact-focused skilling pathway, tailored specifically for high-potential talent across media, entertainment, animation, gaming, and digital storytelling.

IICT, as the designated implementation partner, is leading the nationwide rollout, including curriculum development, candidate outreach, and programme execution. IICT, in collaboration with Google and YouTube, has designed a curriculum that integrates advanced AI tools, creative workflows, and platform-level best practices, ensuring participants are equipped with production-ready, industry-relevant skills from the outset.

CEO, IICT, Dr. Vishwas Deoskar states that this initiative is structured to address a clear national requirement preparing creative professionals for practical, real-world application of AI across content creation, production, and distribution.

Click here for detailed information on the Program.

Interested candidates may click on the QR code below to apply now for the AI Skills House Program.



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