

## MIB ROLLS OUT FREE OF COST AI SKILLING COURSES

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Ministry of Information and Broadcasting (MIB) is offering scholarships for premium courses of AI skilling program.

MIB actively works to scale skilling initiatives across the country to support the rapid growth of Media and Entertainment (M&E) sector. Building upon partnerships at World Audio Visual & Entertainment Summit 2025, the Ministry has collaborated with Google/YouTube to conduct a nationwide AI Skilling Program.

Under this collaboration premium courses available free of cost to candidates. The curriculum is designed to enhance employability and industry readiness through two key tracks, those are: **Foundation 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, and **Generative AI Leader (GAIL)**: Geared towards professionals, this pathway covers the business value of GenAI and responsible implementation, preparing learners for industry – recognized certification.

The objective of this initiative is to democratize access to high- quality training in Artificial Intelligence for creators, developers and media professionals across India. The vibrancy of India’s creative economy lies in the States and Union Territories. Therefore, the benefits of this program are extended to media professionals in all State/UT.

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.

Interested candidates can register for the course through <https://aiskillhouse.iict.org/>.

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Department of Information & Publicity,

Government of Goa,

Udyog Bhavan, Third Floor,

Near Azad Maidan,

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