

GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP
RAJYA SABHA
UNSTARRED QUESTION NO. 2077
ANSWERED ON 20.12.2023

DIGITAL SKILLS TO RURAL YOUTH

2077. Shri B. Lingaiah Yadav:

Will the Minister of SKILL DEVELOPMENT AND ENTREPRENEURSHIP be pleased to state:-

- (a) whether Government has signed agreements and made partnership to take digital skills to the grassroots, thus building talent pool capacities and seamlessly connecting students, youth and micro-entrepreneurs across the country;
- (b) whether the partnership will help in training of 500,000 budding and existing entrepreneurs in digital marketing skills by Meta platforms like Facebook, WhatsApp and Instagram in seven regional languages; and
- (c) if so, the details thereof/present status thereof and funds sanctioned/spent till now language wise?

ANSWER

THE MINISTER OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP
(SHRI DHARMENDRA PRADHAN)

(a) to (b) Yes, Sir. To promote Digital Skills amongst all the learners across the country, Ministry of Education through its autonomous bodies such as All India Council for Technical Education (AICTE) has entered into Memorandum of Understanding (MoU) with leading technology companies to drive skilling and future readiness for the students. The partnerships cover wide areas such as project-based assignments, courses in Animation, Visual Effects, Gaming and Comics (AVGC), online teaching materials, familiarization with digital tools and platforms that will be pursued on a best-efforts basis across colleges to cover students of the higher education institutions in India including but not limited to Engineering colleges, Degree colleges and Polytechnics for expanding digital skills.

The Directorate General of Training (DGT) under Ministry of Skill Development & Entrepreneurship (MSDE) is implementing the Craftsmen Training Scheme (CTS) in Industrial Training Institutes (ITIs) across the country. Under this scheme, Essential Digital Skills are taught under the subject of Employability Skills that are mandatory for trainees under all trades. DGT has signed MoU with IT Tech companies like IBM, CISCO, Future Skill Rights Network (erstwhile Quest Alliance), Amazon Web Services (AWS) and Microsoft under which technical and professional skills with respect to new age technologies which includes courses on topics like Artificial Intelligence (AI), Big Data Analytics (BDA), Blockchain, Cloud Computing,

Cyber security, Internet of Things (IoT), Web, Mobile Development and Marketing, Machine Learning, etc. is being provided to trainees through Bharatskills, a Central Repository for skills, to make the trainees industry ready.

National Institute for Entrepreneurship and Small Business Development (NIESBUD), an Autonomous Institute under the administrative control of Ministry of Skill Development and Entrepreneurship (MSDE) as of now has signed an Memorandum of Understanding (MoU) with Meta on 4th September, 2023 to support the Indian entrepreneurial ecosystem. The aim of the MoU is to provide aspiring and current small business owners with the necessary tools, knowledge, and resources to thrive in today's dynamic market environment. The partnership will help in training budding and existing entrepreneurs in digital marketing skills by Meta platforms like Facebook, WhatsApp and Instagram in seven regional languages.

Indian Institute of Entrepreneurship (IIE), Guwahati, an Autonomous Institute under the administrative control of Ministry of Skill Development and Entrepreneurship (MSDE) has partnered with reputed institutions and colleges to take digital skill to rural youth and is assisting in building talent pool capacities and seamlessly connecting students, youth and micro-entrepreneurs across North Eastern Region of India.

(c) Under the partnership of Ministry of Education with leading technology companies and NIESBUD with Meta, there are no financial obligations. Under the partnership of NIESBUD with Meta, the Meta platforms like Facebook, WhatsApp, and Instagram have provided inputs for participants on Digital Marketing in seven regional languages.
