

GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP
RAJYA SABHA
UNSTARRED QUESTION NO - 518
ANSWERED ON – 04/02/2026

AI BASED ENGINEERING

518. SHRI KARTIKEYA SHARMA:

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

- (a) whether the Ministry has any framework for recognition of content creation skills, prompt Engineering, AI based development, gaming, streaming under the National Skills Qualification Framework (NSQF), if so, details thereof;
- (b) if not, whether Government is planning to bring such framework for recognition of the above skills;
- (c) whether the Ministry plans to bring in courses for content creation, video editing, AI generated content, Prompt Engineering, etc, if so, details thereof; and
- (d) what steps have been taken by the Ministry to promote entrepreneurship avenues for content creators, AI developers, Prompt Engineers, Video Editors, details of such schemes?

ANSWER

THE MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP

(SHRI JAYANT CHAUDHARY)

(a) & (b) The Government has notified a comprehensive framework for recognition and development of Artificial Intelligence and emerging digital skills under the National Skills Qualification Framework (NSQF). The National Skills Qualification Framework (NSQF) is an outcome-based national framework that enables recognition of skills acquired through formal, non-formal and informal learning and provides nationally recognised qualifications across sectors and levels.

In this context, the National Council of Vocational Education and Training (NCVET), under the Ministry of Skill Development and Entrepreneurship (MSDE), has developed a comprehensive report titled **“National Programme on Artificial Intelligence (NPAI) and Skilling Framework”**, which outlines the national framework and guidelines for skilling in Artificial Intelligence and related emerging technologies across sectors. The framework was notified by MSDE on 23.06.2023.

The NPAI Skilling Framework provides a structured approach for identification, development and NSQF alignment of qualifications in core AI, data science and cross-sectoral applications of AI, including emerging domains such as generative AI, digital content creation, gaming, streaming and other technology-driven roles. The framework serves as a foundational document for developing standardized courses and curricula aligned with industry and academic requirements.

(c) National Council of Vocational Education and Training (NCVET), is actively facilitating the development of NSQF-aligned qualifications in emerging domains such as Artificial Intelligence, digital content creation, generative AI, digital marketing, multimedia production and allied areas. Several NSQF-aligned qualifications have been newly developed, which include, inter alia, the following:

- i. Fundamentals of Digital Creativity with AI
- ii. AI-Driven Digital Content and Marketing Associate
- iii. Design Fundamentals with AI using Adobe
- iv. Essentials of Generative AI Content Creation using Adobe
- v. Concepts of Digital Marketing using Adobe
- vi. Art of Social Media Content Creation using Adobe
- vii. Fundamentals of Multichannel Content Marketing using Adobe
- viii. Principles of Image Editing using Adobe
- ix. Graphics Design with Adobe Illustrator
- x. Fundamentals of Document Design using Adobe
- xi. Fundamentals of Multimedia Content Creation using Adobe
- xii. AI Digital Content Creation for Viksit Bharat

These qualifications have been designed across multiple NSQF levels and in the form of short-term courses, micro-credentials and long-term programmes, enabling their integration at school, ITI and higher education levels.

(d) The Ministry of Skill Development and Entrepreneurship (MSDE) through its autonomous organizations, namely National Institute for Entrepreneurship and Small Business Development (NIESBUD) and Indian Institute of Entrepreneurship (IIE) has taken various initiatives to promote entrepreneurship development amongst all sections of the society across the country.

As a key intervention, Entrepreneurship Awareness Programmes (EAP) are an integral component embedded in all entrepreneurship and skilling initiatives. EAPs are specifically designed to create awareness among participants about the concept of entrepreneurship, available schemes, opportunities, and the benefits of moving from wage employment to self-employment or enterprise creation. These sessions help in building confidence, exposing participants to success stories, and guiding them towards accessing finance, markets, and government support systems.
