



KAMARAJ IAS ACADEMY
Only IAS Academy by Grandson of "Perunthalaivar Kamarajar"

“Badhna Hai Toh Yahan Judna Hai” Launched to Accelerate India’s Digital Skilling Movement

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The Government of India has launched a major nationwide awareness campaign titled “**Badhna Hai Toh Yahan Judna Hai**” to deepen and accelerate the country’s digital skilling ecosystem through the Skill India Digital Hub (SIDH). The initiative was unveiled by Jayant Chaudhary, Minister of State (Independent Charge) for Skill Development & Entrepreneurship and Minister of State for Education, at the sidelines of the India AI Impact Summit 2026 in New Delhi.

Objectives of the Campaign

Expand access & participation in SIDH — India’s integrated digital platform for skilling, employment, and lifelong learning — which has already registered over 1.5 crore users.

Raise awareness about digital skilling opportunities and invite citizens to engage in upskilling and reskilling initiatives.

Promote digital literacy, employment readiness, and future-ready skills needed in the age of artificial intelligence (AI), automation, and digital innovation.

Key Features and Outreach

The campaign has rostered legendary actor Amitabh Bachchan as its brand ambassador to strengthen visibility and participation nationwide.

SIDH is a mobile-first, AI-enabled platform integrating multiple government skilling initiatives into a unified digital interface that:

Offers industry-aligned courses and personalised learning paths.

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Provides features such as Aadhaar-based eKYC registration, digitally verified credentials, and QR-code digital CVs.

Is available in over 21 Indian languages to ensure inclusive access.

The campaign will be disseminated through digital platforms, social media, mobile ecosystems, and QR-enabled touchpoints to simplify registration and participation.

Additional Facts:

Skill India Mission: Launched in 2015 to train millions of Indians in various vocational and technological skills to improve employability.

Digital Public Infrastructure (DPI): Frameworks like India Stack (including Aadhaar, UPI, eKYC) provide foundational digital building blocks that enable large-scale services like SIDH.

AI Impact Summit: A national platform that brings together government, industry, and academia to discuss AI's role in India's socio-economic growth (2026 being a key edition).

National Skill Development Corporation (NSDC): SIDH is operated under NSDC, which works to promote skill development by catalysing the creation of large-scale, quality vocational training institutions.