

MOST URGENT

GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI
ART, CULTURE & LANGUAGES DEPARTMENT
7TH LEVEL, C WING, DELHI SECRETARIAT, NEW DELHI-110002

F.13(155)/2025/ACL/PI-1 686-684

Dated: 08.06.2026

Minutes of Meeting held under the Chairmanship of Hon'ble Minister (ACL) on
04.06.2026 regarding review of the status of "TALENT HUNT PROGRAMME" in view
of low registration.

A meeting was held under the Chairmanship of the **Hon'ble Minister (Art, Culture & Languages)** on 04.06.2026 at 02:30 PM in his Conference Room at **8th Level, Delhi Secretariat, New Delhi-110002**, regarding launching of "Delhi Talent Hunt" scheme by the Delhi Government to discover and celebrate extraordinary talent of GNCTD of Delhi. As on 08.06.2026 only 7199 residents have registered for the above scheme and only 3261 live entries for voting done.

2. The list of participants is enclosed, at Annexure-A.
3. At the outset Hon'ble Minister, ACL welcomed all the participants and directed Secretary, ACL to brief in detail about the "Talent Hunt Scheme" being implemented by the **Art, Culture & Languages Department** and directed for massive registration of participants on the above scheme. As the number of registrations are too low. The Secretary apprised the participants about the objectives, scope, implementation strategy and expected outcomes of the scheme, with particular emphasis on identifying, nurturing and promoting talent among students and youth across Delhi through an inclusive and participatory framework.
4. The Hon'ble Minister emphasized the need for wider dissemination of information regarding the "Talent Hunt Programme" so as to ensure maximum participation from students and youth across Delhi. After detailed discussions and deliberations, the following directions / action points emerged for necessary compliance by the concerned agencies/organizations:

AGENDA ITEM NO.: 1

5. **Organization of Registration Camps and on induction programmes and announcement in school assembly held in schools and in Educational Institutions:** The agency engaged by DTTDC to assist the schools and colleges across Delhi to facilitate easy registration of interested participants under the Talent Hunt Programme. It was emphasized that such camps may be strategically planned and organized in a manner that ensures maximum outreach and convenience for students, thereby encouraging greater participation from educational institutions.

[Action:- Directorate of Education, Directorate of Higher Education, Universities in Delhi and Sur Aradhna Group engaged by DTTDC]

K. Mahesh
08/06/26 1

AGENDA ITEM NO. 2:

6. **Extensive Social Media Campaign for wider Outreach:** It was observed that low registration is due to weak Social Media Plan. In order to enhance awareness and increase participation in the "Talent Hunt Programme", educational institutions and DTTDC are directed to undertake an extensive and result-oriented social media campaign. The campaign shall be carried out through various digital platforms with suitable promotional content, creatives, videos and engagement strategies to effectively reach students, youth and the general public. The music clubs of universities, colleges, schools should also be tagged for better out reach of the program and Radio jingles must be in place.

[Action:- DTTDC, Sur Aradhna Group, VCs of Universities, Director of School Education, Principals of Colleges]

AGENDA ITEM NO. 3:

7. **Publicity through Hoardings and Banners:** Hon'ble Minister (ACL) directed that adequate publicity measures may be undertaken through installation/display of hoardings and banners at prominent locations, particularly near schools, colleges and educational institutions, to ensure greater visibility and awareness of the Talent Hunt Programme among the target audience.

[Action:- Directorate of Education, Directorate of Higher Education, Universities in Delhi, DTTDC, Sur Aradhna Group]

AGENDA ITEM NO. 4:

8. **Extension of Registration Timeline:** Keeping in view summer vacation in colleges, universities and schools, it was requested by participants that the registration timeline for the Talent Hunt Programme may be extended up to 31st July, 2026, so that more participants may be encouraged to enroll in the programme and interested participants may be caught during the orientation sessions itself.

[Action:- All VCs of Universities, Principals of Colleges, Educational Institutions, DTTDC, Sur Aradhna Group]

AGENDA ITEM NO. 5:

9. **Display of Talent Hunt Creatives in Metro and Buses:** The agency concerned was directed to explore and ensure display of Talent Hunt publicity creatives in **Delhi Metro trains/stations and public buses**, wherever feasible, in order to maximize visibility and public outreach across different parts of Delhi. This measure is expected to significantly enhance awareness and attract larger participation.

[Action:- DTTDC, Sur Aradhna Group]

AGENDA ITEM NO. 6:

10. **No language barrier in the Talent Hunt Programme:** In order to ensure wider outreach, equal opportunity and maximum participation from students and youth belonging to diverse linguistic backgrounds, participants may be permitted to showcase and perform their talent in

the language of their choice. Accordingly, all concerned agencies and institutions may ensure that no language-based restriction is imposed while conducting activities under the Talent Hunt Programme, thereby promoting inclusivity, cultural diversity and broader participation.

[Action:- Directorate of Education, Directorate of Higher Education, VCs of Universities in Delhi, Principals of Colleges and Sur Aradhna Group engaged by DTTDC]

AGENDA ITEM NO. 7:

11. **Participation through Universities and Cultural Groups:** It was emphasized that universities in Delhi may be requested to actively encourage colleges functioning under their jurisdiction to promote participation in the Talent Hunt Programme. Special emphasis may be laid on involving cultural societies, music clubs and other student groups to ensure wider engagement and enthusiastic participation of talented youth.

[Action:- Directorate of Higher Education, VCs of Universities in Delhi, Principals of Colleges and Sur Aradhna Group engaged by DTTDC]

AGENDA ITEM NO. 8:

12. IITs, Medical colleges, NIIT, IIIT NSOT, Jamia Millia, Hamdard University, IGNOU, Sanskrit University, NIOS must be involved in the Talent Hunt Scheme. E-mails and letters with details of Talent Hunt Scheme must be communicated. JS (ACL) to write individual e-mails and letter to the aforesaid institutions.

[Action: JS(ACL) MD, DTTDC]

AGENDA ITEM NO. 9:

13. **Media Plan to reach out to residents in the informal sector:** Anganwadi workers and DUSIB must be involved. Letter and e-mail with Talent Hunt Scheme be sent through e-mail and letter by JS (ACL).

[Action: CEO (DUSIB); Secy (WCD) & JS (ACL)]

AGENDA ITEM NO. 10:

14. **Participation of Delhi Government officials:** Letters and emails be sent with the details of the Talent Hunt Scheme to GAD to disseminate information about the scheme to the government employees to register their children in the age group of 16 years to 36 years and if they are below 36 years, the employees can also register themselves.

[Action: JS (ACL) & GAD]

AGENDA ITEM NO. 11:

15. **Communication be made through WhatsApp Group with schools, colleges and universities formed:** All literature on "Talent Hunt Scheme" regarding the scheme be posted on "WhatsApp group as formed on 04.06.2026.

[Action: JS (ACL)]

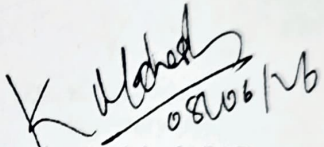
Kulahesh
3
08.06.26

AGENDA ITEM NO. 12:

16. **Appointment of BRAND AMBASSADOR for Talent Hunt Scheme:** This is be identified and approval of Hon'ble Minister (ACL) be obtained, at the earliest by MD, DTTDC.

[Action: MD, DTTDC]

The next meeting shall be held after two weeks under the Chairmanship of Hon'ble Minister (Culture), date, time and venue shall be communicated.


(Dr. K. Mahesh, IAS)
Secretary (ACL)
Mob. No.- 7011261860
E-mail:- secyart@nic.in

Copy for information to:

1. The Additional Chief Secretary, GAD, GNCT of Delhi.
2. The CEO, DUSIB, GNCT of Delhi.
3. The Vice Chancellor, Dr. B.R. Ambedkar University, Delhi
4. The Vice Chancellor, Delhi University to also serve the minutes of the meeting to Colleges.
5. The Vice Chancellor, Delhi Technological University, Delhi
6. The Vice Chancellor, Indira Gandhi Delhi Technical University for Woman
7. The Vice Chancellor, Jamia Hamdard University, Delhi
8. The Vice Chancellor, Jamia Milia Islamia University, Delhi.
9. The Vice Chancellor, Jawahar Lal Nehru University, Delhi
10. Vice Chancellor Netaji Subhas University of Technology
11. The Director, Directorate of Higher Education, GNCT of Delhi
12. The Director, Directorate of Training & Technical Education, GNCT of Delhi
13. The Managing Director, DTTDC, GNCT of Delhi
14. The Director, Directorate of Education, GNCT of Delhi
15. The Director (Education), NDMC, Delhi.
16. The Vice Chancellor, Delhi University.
17. The Commissioner, Kendriya Vidyalaya School, Delhi.
18. The Director, SCERT, Delhi.
19. The CEO, Delhi Cantonment Board, Delhi.
20. Director, Indian Institutes of Technology.
21. Director, National Institutes of Technology.
22. The Vice Chancellor, Guru Gobind Singh Indraprastha University, Delhi.
23. The Vice Chancellor, Delhi Skill and Entrepreneurship University, Delhi.
24. The Principal, College of Arts, GNCT of Delhi.
25. SA Group, Event Management Agency.

Copy also for information to:

1. Sh. Vikas Anand, IAS, Secretary to Hon'ble Chief Minister, GNCT of Delhi.
2. The SO to Chief Secretary, GNCT of Delhi.
3. The Secretary to Minister (ACL), GNCT of Delhi.
4. Joint Secretary (ACL), NODAL OFFICER for action and implementation.

K. Mahesh
08.06.26
(Dr. K. Mahesh, IAS)
Secretary (ACL)
Mob. No.- 7011261860
E-mail:- secyart@nic.in