

## **What is Mera Yuva Bharat (MY Bharat)**

- **Mera Yuva Bharat (MY Bharat)** is the proposed name for an autonomous body that is being set up by the Government of India with a view to providing an over-arching institutional mechanism powered by technology for youth development and youth-led development. This mechanism would provide equitable access to opportunities for youth to actualise their aspirations and build an Amrit Bharat by 2047.
- **Vision 2047 requires a framework that can bring rural youth, urban youth and Rurban youth under a single platform.** With fast urbanisation, vast changes in the social landscape, increasingly the boundaries between urban and rural have become much less distinct. Whatever their location, youth have similar aspirations and they need opportunities to realise those dreams. It is imperative to create a framework that unites rural, urban, and rurban youth on a common platform. Mera Yuva Bharat would help to create such a framework.
- **There is a need to establish a new contemporary technology led platform for the Government to engage with the present-day youth** - In today's fast-paced world, characterized by rapid communication, the prevalence of social media, the emergence of new digital tools and cutting-edge technologies, a technology driven platform can connect youth to programs that can help them improve their capabilities and also connect them with community activities. Accordingly, the technology platform would enable youth to generate their individual profiles listing their skill-sets and activities. A certificate for such activities as have been conducted on the platform could be generated. At the same time, the platform would allow youth to network with each other and also potential mentors.
- **Ensuring accessibility by creating a phygital ecosystem** – The Mera Yuva Bharat platform will create such a phygital eco-system and empower young individuals to become catalysts for community transformation. They would act as "Yuva Setu," linking the government with its citizens. Recently, a web portal of the Department of Youth Affairs, [yuva.gov.in](http://yuva.gov.in), hosted a nation-wide program called “Meri Maati Mera Desh” in which 50 million young people participated and helped to plant 23 million saplings to create Amrit Vatikas pan-India. Mera Yuva Bharat would help to create and sustain such a phygital eco-system that connects millions of young people in a network seamlessly.
- **In all these ways, the setting up of Mera Yuva Bharat would lead to:**
  - i. Leadership Development in the Youth:
    - a. Improve the leadership skills through experiential learning by shifting from isolated physical interaction to programmatic learning. Sustained community engagement programs with local businesses, government departments, local self-government bodies would help develop their leadership skills and provide practical exposure to supplement classroom based learning.

- b. Investing more in youth to make them social innovators, leaders in the communities.
  - c. Setting the focus of the Government on Youth Led development and to make the Youth “active drivers” of development and not merely “passive recipients”
- ii. Better alignment between youth aspirations and community needs.
- iii. Enhanced efficiency through Convergence of existing programs.
- iv. Act as a one stop shop for young people and Ministries.
- v. Create a centralized youth data base.
- vi. Improved two-way communication between youth and stakeholders that conduct activities to engage with youth.