

## Mera Yuva Bharat (MY Bharat)

(Ministry of Youth Affairs and Sports)

October 19, 2023

*“The Cabinet decision on establishing Mera Yuva Bharat will go a long way in furthering youth-led development and giving wings to the aspirations of our talented Yuva Shakti.”*

- [Prime Minister Narendra Modi](#)

In a momentous decision on October 11, 2023, the Union Cabinet, chaired by Prime Minister Narendra Modi, gave its approval for the establishment of an autonomous body known as "**Mera Yuva Bharat (MY Bharat)**." This body is envisioned as a pivotal, technology-driven facilitator for youth development and youth-led development, with the overarching goal of providing equitable opportunities to empower the youth in realizing their aspirations and contributing to the creation of a "*Viksit Bharat*" (developed India), across the entire spectrum of the Government.<sup>1</sup>



 Cabinet Decisions: **11 October 2023**

## MERA YUVA BHARAT

**Cabinet approves establishment of an autonomous body Mera Yuva Bharat (MY Bharat)**

- ◆ It will serve as an overarching enabling mechanism powered by technology for youth development

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- ◆ It seeks to harness the immense youth energy for nation-building by enabling youth to act as Yuva Setu between the Government and the citizens

Mera Yuva Bharat (MY Bharat), an autonomous body will benefit the youth in the age group of 15-29 years, in line with the definition of ‘Youth’ in the National Youth Policy. In the case of programme components specifically meant for adolescents, the beneficiaries will be in the age-group of 10-19 years. Mera Yuva Bharat (MY Bharat) will help set the focus of the

<sup>1</sup> <https://www.pib.gov.in/PressReleaseDetail.aspx?PRID=1966584>

Government on **youth-led development** and **make the Youth “active drivers” of development** and not merely “passive recipients”.

Mera Yuva Bharat (MY Bharat) will be a '**Phygital Platform**' comprising physical activity along with an opportunity to connect digitally. It will be launched on October 31, 2023 on National Unity Day.<sup>2</sup>

### Need for Such Body:

- **Role of youth in Amrit Kaal:** India’s youth are to play a critical role in defining the future of the nation - especially at the pivotal juncture of India’s 75 years of independence, as the country embarks on a paradigm-shifting development journey over the next 25 years of building an Amrit Bharat by 2047.
- **Establishing a framework for bringing youth from diverse areas under a single platform:** Vision 2047 requires a framework that can bring rural youth, urban youth and Rurban youth on a single platform. The existing schemes of the Government were designed and launched at different points in time over the last 50 years with the then prevailing understanding of the needs of rural youth in our society. The dynamic shifts in the urban-rural landscape have necessitated a re-evaluation of these approaches. It is imperative to create a framework that unites rural, urban, and rurban youth on a common platform. Mera Yuva Bharat will help to create such a framework.
- **Establishing a new contemporary technology-led platform to engage with the present-day youth:** In today's fast-paced world, characterized by rapid communication, the prevalence of social media, and the emergence of new digital tools and cutting-edge technologies, a technology-driven platform can connect youth to programmes that can help them improve their capabilities and also connect them with community activities.
- **Ensuring accessibility by creating a phygital ecosystem:** The Mera Yuva Bharat platform will create a phygital ecosystem 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 ecosystem that connects millions of young people in a network seamlessly.

### Objectives:

The primary objective of Mera Yuva Bharat (MY Bharat) is to make it a whole of Government platform dedicated to the advancement of the youth. Within this novel framework, youth will be endowed with resources and provided access to opportunities, thereby transforming them into catalysts of community progress and national development by acting as the **Yuva Setu** between the Government and the citizens. The core aspiration of this initiative is to channel the substantial energy of the youth towards the overarching objective of nation-building.

### Deliverables:

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<sup>2</sup> [https://x.com/PIB\\_India/status/1712055217058123822?s=20](https://x.com/PIB_India/status/1712055217058123822?s=20)

- **Leadership Development** in the Youth
  - Improve the leadership skills through experiential learning by shifting from isolated physical interaction to programmatic skills
  - Investing in youth to make them social innovators, and leaders in the communities
- **Better alignment** between the aspirations of the youth and the community needs
- **Enhanced efficiency** through Convergence of existing programmes
- Act as a **one-stop shop** for young people and Ministries
- Create a **centralized youth database**
- **Improved two-way communication** to connect youth government initiatives and activities of other stakeholder that engage with youth
- Ensuring accessibility by creating a **Phyigital ecosystem**

**Focusing on Youth-led development**

**Mera Yuva Bharat (MY Bharat)**  
To be established as an autonomous body

**MY Bharat would lead to**

- Leadership Development in the Youth
- Better alignment between youth aspirations and community needs
- Enhanced efficiency through convergence of existing programmes
- Create a centralised youth database
- Ensuring accessibility by creating a physical ecosystem

**It will**

- Create a framework that unites rural, urban, and rurban youth on a common platform
- Establish a technology-led platform for the Government to engage with the youth
- Increase the Youth outreach efforts of the Department of Youth Affairs

Cabinet decisions

### References:

- Press Release on [Cabinet approves establishment of an autonomous body Mera Yuva Bharat](#) dated October 11, 2023.
- PIB Press Release on [Mera Yuva Bharat \(MY Bharat\) to focus on Youth led development](#) dated October 11, 2023.

### Twitter links:

- <https://x.com/narendramodi/status/1712115923442864198?s=20>
- [https://x.com/PIB\\_India/status/1712055217058123822?s=20](https://x.com/PIB_India/status/1712055217058123822?s=20)
- <https://x.com/YASMinistry/status/1713811290064609553?s=20>
- <https://x.com/YASMinistry/status/1712699097818501626?s=20>

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