

GOVERNMENT OF INDIA
MINISTRY OF YOUTH AFFAIRS AND SPORTS

RAJYA SABHA
UNSTARRED QUESTION NO. 1117
ANSWERED ON 13/02/2025

Status of Viksit Bharat Ambassador-Yuva Connect initiative

1117. Shri Sujeet Kumar:

Will the Minister of YOUTH AFFAIRS AND SPORTS be pleased to state:

- (a) the key performance indicators that measure the success of the "Viksit Bharat Ambassador-Yuva Connect" initiative in promoting youth leadership and civic engagement in educational institutions;
- (b) the manner in which Government plans to leverage the Mera Yuva Bharat portal for youth-led development, ensuring equitable access for rural and underprivileged students;
- (c) the methodologies being employed to instill values like national identity, civic responsibility and critical thinking, and how the impact is tracked;
- (d) whether any provisions have been made to scale the initiative through partnerships with private, international and non-governmental organizations; and
- (e) if so, the details thereof?

ANSWER

THE MINISTER OF YOUTH AFFAIRS AND SPORTS

(DR. MANSUKH MANDAVIYA)

(a) The Viksit Bharat Ambassador – Yuva Connect programme, launched on September 19, 2024, is aimed at fostering youth engagement and leadership in the developmental transformation of India by conducting the programmes in Educational Institutions. It is also aimed to guide the youth about their responsibility towards achieving the goal of Viksit Bharat.

Total 15 programmes have been conducted with the participation of 12,960 students. These programmes were graced by the presence of Hon'ble Union Ministers, Youth Icons and Sports personalities.

As part of the programme, various activities such as sapling plantation under 'Ek Ped Maa Ke Naam' campaign, showing video on Viksit Bharat, sharing of success stories by Youth Icons, a presentation on Viksit Bharat followed by Question-and-Answer round with students were organized to instil values like civic responsibility, encouraging critical thinking and also to empower youth to participate in nation building activities.

(b) The Government envisions the MY Bharat portal as a catalyst for youth-led development by:

- **Centralized Opportunity Hub:** MY Bharat serves as a central platform connecting youth with diverse opportunities for holistic development and nation-building, contributing to the Visit Bharat @2047 vision. This includes access to volunteering opportunities, experiential learning programs (ELPs), and the Viksit Bharat Young Leaders Dialogue, a national platform for youth to share ideas.
- **Encouraging Community Engagement:** MY Bharat offers various volunteering opportunities through partnerships with government departments, knowledge institutions, and other stakeholders. These initiatives promote community involvement, encouraging youth participation in social initiatives and contributing to their communities. This fosters civic responsibility and empowers young people as agents of change.
- **Ensuring Equitable Access:** MY Bharat aims to ensure equitable access for rural and underprivileged students by:
 - **Providing multilingual support:** The portal's availability in multiple languages expands its reach to a wider audience, including those from diverse linguistic backgrounds.
 - **Democratizing Opportunities:** All opportunities offered through MY Bharat are accessible to any registered youth, regardless of location or socio-economic background, levelling the playing field.

(c) MY Bharat employs several methodologies to encourage civic responsibility, critical thinking and sense of national identity among youth:

- **Experiential Learning Programs (ELPs):** ELPs, such as those focusing on road safety, helping patients in hospitals to access health services, cybersecurity, provide practical opportunities for youth to develop critical thinking, leadership, and problem-solving skills.
- **Community Engagement Initiatives:** Participation in community projects and social initiatives fosters a sense of responsibility towards society and encourages contribution to nation-building activities.
- **Viksit Bharat Young Leaders Dialogue:** This reimagined National Youth Festival provides a platform for youth to present innovative solutions for Viksit Bharat. It allows young leaders to engage with policymakers, national and global icons, and contribute to shaping the nation's future.
- **Padyatras:** MY Bharat volunteers organize padyatras (foot marches) to celebrate national heroes, instilling national identity among youth and the wider public.
- **Each youth registered on the platform is given a unique profile page** to list their educational qualifications, interests and work experience.

(d) & (e) Yes, Sir. MY Bharat is actively expanding its partnerships with organizations who can offer youth engagement programs across various sectors.
