

MY Bharat Platform

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Why in news?

Mera Yuva Bharat (MY Bharat), with the platform crossing over 2 crore registrations: Ministry of Youth Affairs and Sports.

- MY Bharat It is an <u>autonomous body</u> that has been set up by the Government of India and registered as society under Societies Registration Act XXI of 1860.
- Aim To provide an over-arching institutional mechanism powered by technology for youth development and youth-led development.
- Launched on 31st October 2023, on National Unity Day.
- Nodal Ministry Ministry of Youth Affairs and Sports.
- It is evolved into one of India's *largest youth-centric* digital ecosystems.
- Beneficiaries Youth in the age group of <u>15-29 years</u>, in line with the definition of 'Youth' in the National Youth Policy, but for some initiatives, also includes the adolescents age-group of <u>10-19 years</u>.

Key Features & Objectives

- It serves as a one-stop digital solution for youth **aged 15-29**, providing them with various opportunities.
- **Volunteering opportunities** Creating opportunities for volunteers, allows them in various national programs, enabling them to contribute to civic and community action.
- Profile & networking Registered users can create public profiles to showcase their skills and activities, and connect with peers, mentors, and partner organizations.
- Rural-urban connect It connects young citizens from both rural and urban India, empowering them to learn and serve.
- Career empowerment It provides resources for career development, including resume-building tools and guidance on career pathways.

- Access to national campaigns It allows youth to actively participate in and contribute to major national campaigns and initiatives, such as <u>Viksit Bharat Young Leaders Dialogue</u>, <u>Viksit Bharat Yuva Connect</u>, etc.
- 'Phygital Platform' It (physical + digital) comprising physical activity along with an opportunity to connect digitally.

References

- 1. PIB | MY Bharat Platform
- 2. DIC | MY Bharat Platform

