

No. 5-1(17)/2008-PD

Dated \_\_\_\_\_

From

संयुक्त सचिव (प्रशासन)  
Joint Secretary (Admn.)

To

सी.एस.आई.आर. की सभी राष्ट्रीय प्रयोगशालाओं/संस्थानों/मुख्यालय/एककों के निदेशक/प्रधान  
The Directors/Heads of all CSIR National Labs./Instts./Hqrs./Units

विषय : मेरा युवा भारत (MY भारत) के संबंध में।

Sub : Mera Yuva Bharat (MY Bharat) – reg.

महोदय/Sir / महोदया/Madam,

मुझे, उपरोक्त विषय पर माननीय मंत्री, सूचना एवं प्रसारण और युवा कार्यक्रम व खेल मंत्रालय, भारत सरकार के दिनांक 13.12.2023 के अर्धशासकीय पत्र सं० K-20/5/2023-MY BHARAT/3371 को आपकी जानकारी, मार्गदर्शन और अनुपालन के लिए अग्रेषित करने का निदेश हुआ है।

इसके अलावा, सक्षम प्राधिकारी, सीएसआईआर ने डॉ. अभिषेक कुमार, प्रधान वैज्ञानिक, केंद्रीय योजना निदेशालय, सीएसआईआर मुख्यालय को MY भारत प्लेटफॉर्म के लिए नोडल अधिकारी नामित किया है।

I am directed to forward herewith D.O. letter No. K-20/5/2023-MY BHARAT/3371 dated 13.12.2023 from Hon'ble Minister for Information & Broadcasting and Youth Affairs & Sports Ministry, Government of India on the above-mentioned subject for your information, guidance and compliance.

Further, the Competent Authority, CSIR has nominated Dr. Abhishek Kumar, Principal Scientist, CPD, CSIR Hqrs as Nodal Officer for MY Bharat Platform.

भवदीय / Yours faithfully,



(एम. अरुण मणिकण्ड भारति / M Arun Manikanda Bharathi)

अवर सचिव (नीति प्रभाग) / Under Secretary (PD)

संलग्न/Encl. : यथोपरि/As above

प्रतिलिपि/Copy to:

- डॉ. अभिषेक कुमार, प्रधान वैज्ञानिक, MY भारत प्लेटफॉर्म के नोडल अधिकारी -आवश्यक कार्यवाही हेतु /  
Dr. Abhishek Kumar, Principal Scientist, Nodal Officer for MY Bharat Platform – for necessary action.
- सी.एस.आई.आर. वेबसाइट /CSIR Website
- कार्यालय प्रति/Office copy.

अनुराग सिंह ठाकुर  
ANURAG SINGH THAKUR



मंत्री  
सूचना एवं प्रसारण और  
युवा कार्यक्रम व खेल  
भारत सरकार

MINISTER  
INFORMATION & BROADCASTING AND  
YOUTH AFFAIRS & SPORTS  
GOVERNMENT OF INDIA

D.O. No. K-20/5/2023-MY BHARAT/3371

13 DEC 2023

**Respected Dr. Jitendra Singh Ji,**

As you may be aware an overarching enabling mechanism-Mera Yuva Bharat (MY Bharat) powered by technology, for youth development and youth led development has been established under the Department of Youth Affairs.

MY Bharat was launched by Hon'ble Prime Minister of India during the culminating event of Azadi Ka Amrit Mahotsav at Kartavya Path, New Delhi, on National Unity Day, i.e., 31.10.2023. A digital platform for MY Bharat <https://www.mybharat.gov.in/> was also launched by the Hon'ble Prime Minister. This digital platform proposes to connect youth with volunteering programs in different sectors. This would enable youth to engage with the community to participate in developmental tasks and also develop leadership skills.

The issue of departmental initiatives for volunteering that could be taken up under the MY Bharat digital platform, was discussed in a meeting chaired by Hon'ble Minister for Education, Shri Dharmendra Pradhan Ji, with other Ministers and senior officers from various Ministries on 8<sup>th</sup> December 2023. A presentation was made during the meeting, and is enclosed herewith. It was discussed in the meeting that many Departments have considerable scope for running programs that can engage volunteers. Such programs would allow youth to participate in initiatives that benefit the local communities and can help improve the abilities of youth at the same time. Hence, you are requested to kindly instruct your Departments to:

- (1) Identify programs to engage youth in activities beneficial to the community relevant to your sector;
- (2) Develop outreach strategies to disseminate information about the potential of the MY Bharat platform among stakeholders so that maximum numbers of youth can utilise the services of the platform;
- (3) Develop promotional material for volunteers and Department officials for executing such programs.

(Contd...P/2)



: 2 :

For running such Departmental volunteering programs, the following would be made available to each Department on the MY Bharat digital platform:

- (i) A dedicated web page to list campaign theme for volunteering.
- (ii) The web page would list activities that could be taken up by volunteers.
- (iii) Page to have downloadable creatives as drawn up by Ministry concerned.
- (iv) Facility to generate events on different activities would be available.
- (v) Facility to upload photos and media on given page would be available.

You are requested to kindly give your valuable inputs on the above, at the earliest. You are also requested to nominate a Nodal Officer for the MY Bharat Platform from your Departments and intimate the same to us. For further details, Shri Pankaj Dhamija, Under Secretary, MY Bharat may be contacted at email - [pankaj.dhamija1@gov.in](mailto:pankaj.dhamija1@gov.in) ; mobile - 9910104606.

With regards,

Yours sincerely

(Anurag Singh Thakur)

**Dr. Jitendra Singh,**

Hon'ble Minister of State (IC) of Science & Technology,  
Hon'ble Minister of State in the Prime Minister's Office,  
Hon'ble Minister of State for Personnel, Public Grievances and  
Pensions, Atomic Energy and Space.

South Block,  
New Delhi-110011.



सत्यमेव जयते

युवा कार्यक्रम एवं खेल मंत्रालय

DEPARTMENT OF  
YOUTH AFFAIRS

Mera Yuva Bharat (MY Bharat)



समर्थ युवा सशक्त भारत



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SPORTS  
Government of India



# Mera Yuva Bharat (MY Bharat)

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Mera Yuva Bharat (MY Bharat) is an autonomous body set up by the Ministry of Youth Affairs and Sports, Government of India, to work as robust digital foundation for youth development in India. With its mission deeply rooted in the vision of a developed and empowered nation, MY Bharat provides a comprehensive digital platform catering to the multifaceted needs of the youth.



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## Mera Yuva Bharat (MY Bharat) sets up a 'phygital' ecosystem

It aims to combine physical activities with opportunities to connect youth digitally (<https://mybharat.gov.in>) and empower young individuals to become catalysts for community transformation.

- Phygital ecosystem
- Connects youth digitally
- Opportunities for physical activities

## Establishing a new contemporary technology-led digital platform for youth:

- To volunteer for work that matches the interests of youth
- To foster a sense of being a part of community and engage with social causes
- To participate in and organize events on different themes
- To connect with mentors and like minded peers using profile pages, participation in events and experiential learning program
- To develop leadership skills



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## Volunteering to help others and local community

By working in a real life situation on purely voluntary basis, youth can learn how to work in a team, to engage with people and contribute to the local community.

### Objectives:

- **Practical Learning:** Real-world application of knowledge.
- **Community Engagement:** Fosters social ties and involvement.
- **Civic Responsibility:** Encourages active participation in community affairs.
- **Diverse Connections:** Facilitates networking with peers and mentors.
- **Collaborative Projects:** Enables teamwork on impactful initiatives.
- **Youth-Centric Governance:** Gives young people platform for active social participation.



## **Each Ministry to have a separate web page for campaign as conceived by them**

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1. Web page would list campaign theme for volunteering.
2. Web page would list activities possible for volunteers.
3. Ministry to identify Nodal officers for the campaign.
4. Page to have downloadable creatives as drawn up by Ministry
5. Facility to generate events on different activities would be available.
6. Facility to upload photos and media on Department page would be available.



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# Ministry of Women and Child Development

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## Suggested Activities by Ministry:

1. Build Poshan Vatika for Anganwadis.
2. Donate toys/other items for Anganwadis.
3. Adopt an anganwadi.
4. Intensive Campaign in Poshan Pakhwada.
5. To help in creches for working mothers.



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# Organisation Profile Page

figma.com/proto/eHAIqmRKIAYQNdPZZIq6J5/Public-Profile?page-id=0%3A1&type=design&node-id=375-16017&viewport=8810%2C-12150%... Relaunch to update

Public Profile Log in or create account Options

National Youth Festival Experiential Learning Events Self Learning AS



## Uttar Pradesh Police

13 Jul, 2023 Approved

- Dashboard
- Experiential Learning
- My Bharat Structure
- Organizational Users
- Add Sub Users


### About Organization

**Organization Summary**

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s

Address	State
Police Headquarters Rg, Gomti Nagar	Uttar Pradesh
District	Pincode
Lucknow	939392

### About

 **Bhajani Ram Meena**  
Designation



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# Event Microsite

mybharat.gov.in/pages/events

Government of India Skip to Main Content | -A A A+ | English



National Youth Festival

Experiential Learning

Events

Login

Get Started

Upcoming

Ongoing

NYF'24



Thematic

Jan Jan  
01 - 02

DELHI NYF

EAST DELHI, DELHI

Thematic Competition..



Image Unavailable

Thematic

Jan Jan  
01 - 02

DELHI NYF 3

EAST DELHI, DELHI

Thematic Competition..



Dec Dec  
23 - 24

DYF

SOUTH DELHI, DELHI

Poster Making



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# Youth-Police Joint Learning Programme

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- **Introduction:** Adopted for implementation in Police Departments in 20 states of the country.
- **Implementation Agency:** The project is being implemented through field organisations of Ministry of Youth Affairs and Sports, Government of India in collaboration with the Police Departments of all States/UTs. For students, the programme is open for all colleges/institutions recognized by the UGC, irrespective of their enrolment with NSS. For non-students, they must be matriculates and complete Adhaar-based KYC via My Bharat platform.
- **Objective of Programme:** To apprise youth about police-related work and deploy them in police-related tasks. Also to improve the cognitive and people skills of youth.



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# Youth Police Experiential Learning Programme

## 20 States/UT Onboarded for Police Experiential Learning Program

Ladakh UT	Gujarat ✓	J&K	Karnataka
Rajasthan ✓	Odisha	Assam	Punjab
Uttarakhand ✓	Madhya Pradesh	Mizoram	Andaman & Nicobar
Uttar Pradesh ✓	Tripura	Haryana	Chhattisgarh
Maharashtra ✓	Chandigarh UT	Telangana	Goa

✓ Indicates that program has begun



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# Event Participation— National Youth Festival

**Introduction:** The National Youth Festival (NYF) in India is celebrated to commemorate the birth anniversary of youth icon Swami Vivekananda during National Youth Week, 12 to 16 January every year. It is organized by Ministry of Youth Affairs and Sports, Government of India in collaboration with one of the State Governments, by encouraging youth to take part in different competitive events.

**Role of MY Bharat in NYF:** MY Bharat's 'phygital' ecosystem is providing accessibility to youth and stakeholders of National Youth Festival in the following ways:

- Registration of State/District Nodal Officers for 27th National Youth Festival (NYF) ongoing.
- Defined competitive events on portal including both cultural and life skill components.
- Nodal Officers empowered to create and manage these events directly on the portal.
- Facilitation for uploading event-related photographs by Nodal Officers, including images of participants and winners.
- Active participant engagement encouraged.

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THANK YOU

