

GOVERNMENT OF INDIA  
MINISTRY OF YOUTH AFFAIRS & SPORTS  
(DEPARTMENT OF YOUTH AFFAIRS)  
**RAJYA SABHA**  
**UNSTARRED QUESTION NO-1425**  
ANSWERED ON- 11/12/2025

**MY BHARAT REGISTRATIONS**

1425. DR. ANIL SUKHDEORAO BONDE:

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

- (a) the manner in which Mera Yuva Bharat evolved since its launch on 31st October 2023;
- (b) the key outcomes achieved after crossing two crore youth registrations;
- (c) the manner in which MY Bharat has strengthened the link between youth, governance and grassroots engagement;
- (d) the steps taken to ensure participation from rural and urban regions;
- (e) how the phygital model ensures that online registration translates into real-world impact;
- (f) the measures being taken to increase institutional partnerships, including universities, NGOs and corporate entities; and
- (g) the role played by new interactive modules such as quizzes and essays in increasing engagement?

**ANSWER**

THE MINISTER OF YOUTH AFFAIRS & SPORTS

(DR. MANSUKH MANDAVIYA)

(a) Mera Yuva Bharat was launched on 31 October 2023 on National Unity Day at Kartavya Path, New Delhi. It is designed as a physical + digital platform for hosting various youth development activities. Platform enables the creation of youth profile, participation in various volunteering and learning activities connect with other youth etc. Several volunteer engagement programs and Experiential Learning Programs (ELPs) are hosted on the platform. The platform provides web space to other Ministries, Departments, Organizations, Industries, Youth clubs etc. for conducting various engagement programs. More than 2.05 crore youth have registered on the platform till November 2025.

An MoU has been signed with Digital India Corporation for development of MY Bharat 2.0, including AI tools, Smart CV Builder, mentorship and experiential learning

modules. On 1<sup>st</sup> October 2025, the MY Bharat mobile app was launched with AI chatbots, multilingual support, voice-assisted navigation and Smart CV Builder. The platform has onboarded 50,000+ partners including Ministries, State Departments, Urban Local Bodies(ULBs), Community Based Organizations(CBOs) and youth clubs, has supported disaster response training through Aapda Mitra and Civil Defence Volunteers, integrated with platforms such as Har Ghar Tiranga, Meri Life and NCS, and offers multilingual access. Platform has also enabled registration of Indian Diaspora Youth residing outside the country.

(b) After crossing two crore registrations in late October 2025, the platform is expanding network effects. Over 1.31 lakh volunteering opportunities were generated, and more than 16,000 youth clubs and 10,000+ educational institutions became part of the network. Participation supported programmes including Viksit Bharat Run wherein 150 Runs were organized across 92 countries, National Flag Quiz which saw 1 Lakh+ Participation and 20 winners were selected to Visit Siachen Base Camp, Nasha Mukta Yuva with participation of 1.5 Lakh youth across 2000 location and Sardar@150 activities. Under Viksit Bharat Young Leaders Dialogue (VBYLD) 2026, district and state level activities are being held, including declamation, story writing, painting, folk arts and innovation exhibitions. Innovation competitions such as Design for Bharat and Hack for Social Cause are progressing from state-level rounds to national mentoring and final showcases. Digital quizzes and essay competitions on Constitution Day, Audit Diwas, Ayurveda, National Sports Day, Sardar@150 and other themes have received high participation.

(c) MY Bharat has strengthened the link between youth, governance and grassroots engagement by hosting government and district activities digitally, enabling registration and issuing verified digital certificates. Experiential Learning Programmes place youth in district and state assignments, including health awareness drives, postal outreach and road safety support. 1.31 Lakh Volunteer Opportunities are posted by departments and institutions for community service, education support, environmental activities, fitness events and national celebrations. Registration, attendance, reporting and certification are managed through the platform. Youth clubs, schools and colleges use the system for mobilisation and uploading outcomes, leading to organised participation at local level.

(d) To ensure participation from rural and urban regions, MY Bharat has District MY Bharat Kendras as local contact points. These help youth with registration and link them to activities. MY Bharat has 54% users from rural areas. Awareness campaigns are run in educational institutions, public spaces and youth clubs. Digital outreach uses location-based filters to

show district and state-specific programmes. Social media is used for announcements and reminders.

(e) The phygital model ensures that online registration leads to physical participation. After registering, youth receive location-based opportunities. Volunteering Opportunities listed by officials and partners include activities such as community clean-ups, literacy drives, environment campaigns and event support. Youth apply online and complete the work physically, and their attendance and contribution are verified digitally. Experiential Learning Programmes follow the same process: assignments are accessed digitally and carried out on-ground with departments. So far 22,188 ELPs have been created on the platform. For larger events and competitions, participants register through the portal or app, and attendance, certificates and achievements are recorded digitally.

(f) Institutional partnerships are being expanded through structured outreach. Higher-education institutions are engaged through workshops, orientations and support for onboarding. NGOs participate in programmes such as Nasha Mukh Yuva, community health and road safety, and their activities are digitized for youth participation. Engagement with industry bodies such as FICCI, CII and PHDCCI connects the platform with companies offering mentorship, internships, innovation challenges and youth programmes.

(g) New interactive modules such as quizzes and essays have widened participation. Quizzes on themes including National Flag, Constitution Day, Audit Diwas, Ayurveda, sports and national icons enable easy participation as well as knowledge dissemination. Essay competitions such as the Viksit Bharat Young Leaders Dialogue (VBYLD) essay challenge, National Online Essay Writing Competition and Sardar@150 essay event encourage reflective engagement. Till November 2025, platform hosted 19 quizzes with 50 Lakh+ participants and 3 essay competitions with more than 1.1 lakh entries.

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