

GOVERNMENT OF INDIA
MINISTRY OF EDUCATION
DEPARTMENT OF HIGHER EDUCATION

LOK SABHA

UNSTARRED QUESTION NO. 3799
ANSWERED ON 24.03.2025

Pradhan Mantri Yuva Udyamita Vikas Abhiyan (PM-YUVA) Yojana-2.0

3799. Shri Vishweshwar Hegde Kageri:

Will the Minister of EDUCATION be pleased to state:

- (a) the measures being taken under the Pradhan Mantri Yuva Udyamita Vikas Abhiyan Yojana-2.0 scheme to ensure that the young authors selected for this initiative are adequately supported in terms of resources and mentorship;
- (b) whether the Government plans to further encourage the publication of books in regional languages as part of the national mission to promote Indian languages across the country; and
- (c) the efforts are being made to ensure that the books released under PM YUVA 2.0 are available in multiple languages, to make them more accessible to diverse readers?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF EDUCATION

(DR. SUKANTA MAJUMDAR)

(a) The National Education Policy 2020 focuses on empowering young minds and fostering a learning ecosystem that prepares young readers and learners for future leadership roles. As part of this initiative, the PM YUVA 2.0 scheme, launched on 2nd October 2022, was designed to support young authors to develop their writing skills. The scheme consists of two main programs: Scholarship and Mentorship. Under the scholarship program, each selected author received a consolidated amount of Rs. 50,000 per month for six months, totaling Rs. 3 lakhs. Additionally, upon the successful publication of their books at the conclusion of the Mentorship Program, authors are entitled to a 10% royalty. The mentorship aspect pairs each author with a dedicated mentor who possesses extensive academic and language expertise, guiding them for a period of six months. During this period, seven online Master Classes were organised for the selected candidates, featuring distinguished authors, academicians, and scholars. Moreover, authors had the opportunity to enhance their knowledge and refine their skills through participation in various international events, including Literary Festivals, Book Fairs, and Cultural Exchange Programmes.

(b) The primary goal of the PM-YUVA Scheme is to encourage original writing in all official Indian languages. Under PM-YUVA 1.0, 73 books were published in 21 Indian languages and English, while under PM-YUVA 2.0, 41 books were published in 16 Indian languages and English.

(c) The scheme aims to create a pool of authors, proficient in both Indian languages and English to nurture them as cultural ambassadors to represent Indian literature at national and international platforms. The books published under PM-YUVA 2.0 are promoted through various channels, including advertisements in magazines and newspapers, as well as the National Book Trust, India's newsletter and magazine. Simultaneously, they are showcased across several social media platforms. These books are also exhibited and sold at book fairs, mobile book exhibitions, and both national and international literary events.
