

**GOVERNMENT OF INDIA
MINISTRY OF YOUTH AFFAIRS & SPORTS**

**LOK SABHA
UNSTARRED QUESTION NO. †3464
TO BE ANSWERED ON 11.08.2025**

Seva Se Seekhen Campaign

†3464. Shri Kanwar Singh Tanwar:

Shri Alok Sharma:

Smt. Himadri Singh:

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

- (a) the objectives of the 'Seva Se Seekhen - Learn by doing' campaign;**
- (b) the progress made so far under the said campaign;**
- (c) the number of youth volunteers working at Jan Aushadhi Centres across the country;**
- (d) whether the Government has any plan to increase awareness towards generic medicine and promote public health literacy; and**
- (e) if so, the details thereof?**

ANSWER

**THE MINISTER OF YOUTH AFFAIRS & SPORTS
(DR. MANSUKH MANDAVIYA)**

(a) & (b) The "Seva Se Seekhen – Learn by Doing" campaign under MY Bharat aims to involve youth in public service through hands-on learning. It empowers young people while helping public service institutions. In the health sector, this includes activities such as:

- Helping patients access healthcare services**
- Supporting OPD operations**

- **Managing ‘May I Help You’ desks**
- **Assisting with health insurance paperwork**
- **Helping with ABHA app registration**
- **Data entry and record management, among other tasks**

This health-focused Experiential Learning Programme (ELP) began on 17th September 2024 and so far, 551 ELPs have been conducted (from 17th Sept 2024 to 31st May 2025), and 95 more are currently ongoing, with a total of 6,444 participants.

(c) 2,405 youth volunteers participated in ELPs at Jan Aushadhi Kendras across India till July 2025.

(d) & (e) To increase awareness about generic medicines and improve public health literacy, youth volunteers are being engaged through ELPs at Jan Aushadhi Kendras. The goal is to use peer-to-peer interaction to spread health awareness in local communities by expanding the initiative to Tier 2 and Tier 3 cities by involving pharmacy students.

As part of a broader effort, generic medicines are being promoted through the Pradhan Mantri Bhartiya Janaushadhi Pariyojana, under which affordable generic medicines are made available through Jan Aushadhi Kendras nationwide. Awareness is being raised through various outreach activities, media campaigns, and celebration of Jan Aushadhi Diwas on 7th March.

Central hospitals and doctors under government schemes have been advised to prescribe medicines by generic names, and states are also being encouraged to follow this in public health services.
