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Leveraging the My Bharat Portal for Transforming Youth into Changemakers

Chetan Vishwakarma ¹, Abhishek Upadhyay ², Amandeep Singh ³, Chhotu Kumar Rai ⁴,
Abhishek Diwan ⁵, Shivam Kumar Singh ⁶

1,2,3,4,5,6 B.Tech, CSE,SSIPMT Raipur

Peer Review Information	Abstract
<i>Submission: 21 Feb 2025 Revision: 25 March 2025 Acceptance: 30 April 2025</i>	The My Bharat Portal (Mera Yuva Bharat), launched by the Government of India on October 31, 2023, is a revolutionary digital platform aimed at empowering youth aged 15 to 29. As India holds the distinction of having the world's largest youth population, this initiative plays a crucial role in harnessing their energy and potential for nation-building. The portal serves as a centralized interface connecting young individuals with diverse volunteering opportunities, skill development programs, and community engagement activities. It is strategically aligned with India's long-term developmental vision, Viksit Bharat @2047, and integrates seamlessly with other national initiatives like Digital India, Skill India, and Swachh Bharat Abhiyan. Through features like personalized dashboards, real-time event tracking, skill certification, and recognition systems, the portal not only promotes civic responsibility but also contributes to personal growth and leadership development among youth. This research paper analyzes how the portal enables youth to evolve into changemakers by fostering structured participation, digital access, and inclusive development. It also highlights the impact of the portal through case studies, evaluates its current limitations, and proposes strategic recommendations for expanding its outreach and effectiveness across the country. Overall, the My Bharat Portal stands as a transformative step in redefining youth engagement in India.

INTRODUCTION

Youth are the driving force of any nation's progress, serving as catalysts for innovation, growth, and societal change. In India, where over 365 million individuals fall within the 15–29 age group, this segment holds immense potential. However, whether this vast population becomes a demographic dividend or a burden depends largely on the opportunities and support systems available to channel their energy effectively. Recognizing the urgency to engage this powerful demographic, the Government of India launched

the My Bharat Portal (Mera Yuva Bharat) on October 31, 2023. The portal is envisioned as a dynamic, digital-first platform designed to foster youth-led development in alignment with the national vision of "Viksit Bharat @2047". Its core objective is to transform Indian youth into active citizens who are capable of contributing meaningfully to the country's socio-economic transformation.

Through a unified interface, the portal provides access to volunteering opportunities, skill

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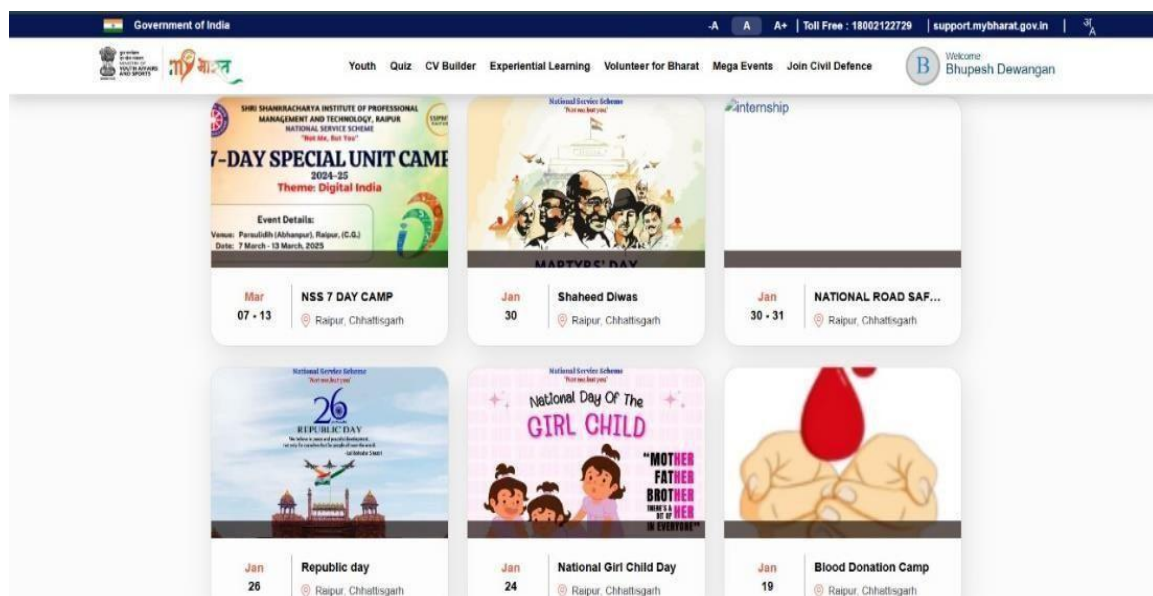
development programs, leadership training, and community initiatives.

By making participation structured, transparent, and measurable, the portal empowers youth to become informed changemakers. It also ensures inclusivity by reaching individuals across rural and urban landscapes. Thus, the My Bharat Portal represents a bold step towards building a prosperous, inclusive, and self-reliant India led by its youth.

OBJECTIVE

The primary objective of this research is to analyze the My Bharat Portal as a transformative tool for youth engagement in India. The study begins by examining the structural framework and key features of the portal, including its user interface,

volunteer mapping, skill development modules, and real-time monitoring capabilities. It further seeks to evaluate the portal's impact on youth development by assessing how it enhances civic participation, leadership, and employability. Through documented case studies, the research highlights successful initiatives led by volunteers that demonstrate the portal's effectiveness in driving real-world change. Additionally, the study identifies existing challenges such as digital access, language barriers, technical glitches, and limited awareness that hinder broader outreach. Based on these findings, the paper aims to propose actionable recommendations to improve platform accessibility, increase youth engagement, and ensure the portal's long-term scalability and integration with national development-programs.



LITERATURE REVIEW

Globally, digital platforms such as U-Report by UNICEF and Volunteer Match in the United States have successfully demonstrated how technology can facilitate large-scale youth activism, volunteerism, and civic participation.

These platforms offer real-time polling, instant feedback, access to opportunities, and youth-led advocacy tools that empower young people to engage directly with policy, community development, and social causes. Studies have shown that digital platforms not only increase accessibility but also foster sustained engagement when backed by structured learning and recognition systems.

In the Indian context, youth engagement has traditionally been organized through programs like the National Service Scheme (NSS), Nehru Yuva Kendra Sangathan (NYKS), and various community-based NGOs. While these initiatives have had meaningful local impact, they have often lacked central coordination and a tech-enabled infrastructure, leading to fragmented outcomes and limited scalability.

The My Bharat Portal (Mera Yuva Bharat), launched in 2023, emerges as a first-of-its-kind national platform that bridges this gap by offering a unified, digital ecosystem for youth participation. It builds on foundational efforts such as YuWaah India, a collaborative platform by UNICEF India for youth empowerment, and aligns closely with national programs like Swachh Bharat Abhiyan, Digital India, Atmanirbhar Bharat, and Skill India. These alignments reflect a broader government agenda to integrate youth development with India's economic and social transformation goals.

METHODOLOGY

Mixed-Method Approach: This study utilizes a mixed-method approach to comprehensively examine the My Bharat Portal's effectiveness in transforming youth into changemakers. By integrating both quantitative and qualitative methods, the research captures a well-rounded perspective on user experience, engagement, and impact.

This dual strategy ensures that numerical data supports anecdotal evidence, providing a balanced understanding of both the measurable success of the platform and the real-world experiences of its users.

Quantitative Data Collection: Quantitative data was collected from multiple credible sources including government portals, official Ministry of Youth Affairs and Sports reports, and widely-read media publications. Metrics such as the number of registered users, types of events conducted, volunteer participation rates, and geographic distribution were examined. These figures provide insight into the scale of adoption, regional reach, and the growth trajectory of the platform since its launch, making it possible to assess its outreach and coverage.

Qualitative Research: To gather in-depth user experiences, structured interviews and feedback sessions were held with active users of the portal, including NSS volunteers, college students, and youth coordinators.

The qualitative approach offered insights into user motivations, challenges in

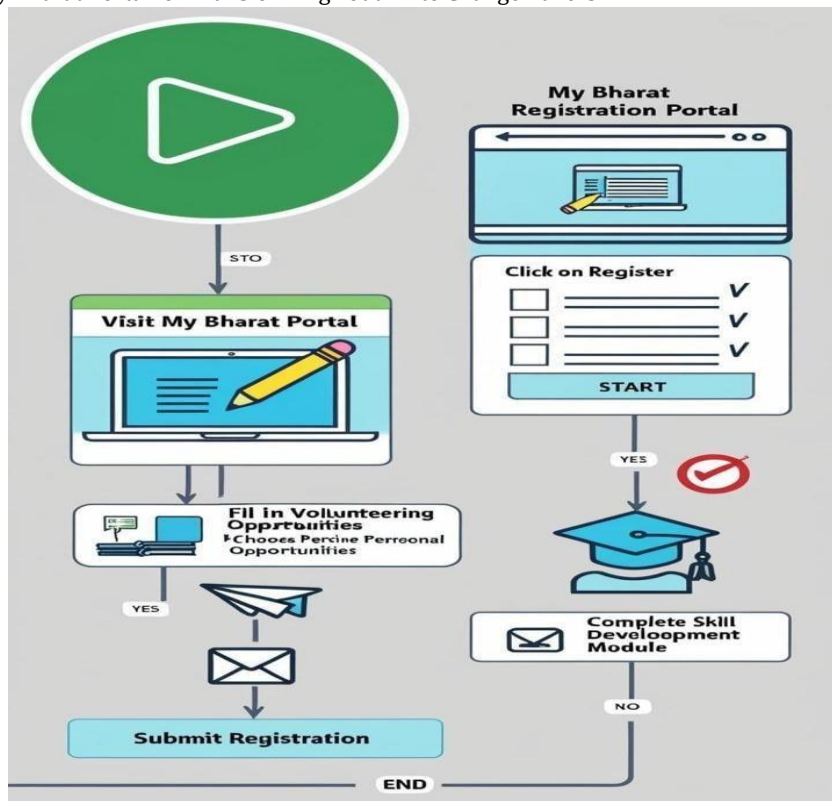
Navigating the platform, perceptions of value, and overall satisfaction. These narratives helped understand the human side of portal usage, complementing the statistical data with context-rich, real-world perspectives that reflect the portal's social impact.

Case Study Analysis: Case studies were used to document specific, community-level initiatives organized through the portal.

These included digital literacy drives, tree plantation events, and health awareness campaigns. Each case study was evaluated based on volunteer participation, execution quality, local engagement, and measurable outcomes. This method helped uncover tangible success stories and identify practical barriers, making it easier to measure the platform's ability to deliver real-world transformation at the grassroots level.

Comparative Benchmarking: A comparative framework was developed to benchmark the My Bharat Portal against successful global youth engagement platforms like UNICEF's U-Report and Volunteer Match in the USA.

The comparison focused on accessibility, digital tools, user retention strategies, and impact measurement systems. This helped identify best practices and areas for improvement, offering a broader perspective on how My Bharat aligns with or diverges from international standards of youth empowerment and digital volunteerism.



Features of the My Bharat Portal

The My Bharat Portal is a comprehensive digital platform designed to facilitate structured and inclusive youth engagement across India. One of its standout features is Volunteer Mapping, which allows users to discover volunteering opportunities across various domains such as health, education, environment, disaster response, and community welfare. These opportunities are geo-tagged and sorted by region and interest, ensuring localized participation and relevance. The portal also includes a robust Skill Development component through an integrated Learning Management System (LMS). Here, youth can access free online courses covering essential

topics like digital literacy, public speaking, entrepreneurship, financial literacy, and leadership. This helps bridge the gap between civic engagement and career preparedness. Each user receives a personalized Youth Dashboard that tracks volunteer hours, badges earned, skill achievements, and participation history. This gamified system boosts motivation and fosters long-term engagement.

On the administrative side, the platform offers Real-time Analytics, enabling policymakers and institutions to monitor trends, participation rates, and impact assessments across different regions. Finally, the Recognition System incentivizes active users by awarding digital badges,





certificates, and public acknowledgment. Top performers are recognized on national days and during key campaigns, making the platform not just functional, but also aspirational for India's youth.

FINDING AND ANALYSIS

The launch of the My Bharat Portal has led to a remarkable surge in youth engagement across the country. Data from various districts reveal that volunteer registrations have more than doubled, especially in areas previously underrepresented in national programs. The portal's user-friendly interface, geo-location filtering, and centralized accessibility have empowered youth in rural and semi-urban regions to participate alongside their urban counterparts. This has played a pivotal role in democratizing access to civic opportunities and reducing socio-economic and geographical disparities.

One significant example includes a Digital Literacy Campaign in Uttar Pradesh, where over 12,000 villagers were trained in digital awareness, online safety, and mobile banking. This initiative was led by NSS volunteers and fully coordinated through the My Bharat Portal, showcasing the platform's ability to mobilize large-scale, impactful events. In Maharashtra, a state-wide plantation drive witnessed the planting of 7,000+ saplings in just three days with the help of more than 500 youth volunteers, again coordinated via the portal. Moreover, real-time analytics available to administrators help monitor engagement trends, identify participation gaps, and guide policy-making for resource allocation. These tools make the portal not only a hub for volunteering but also

a valuable instrument for data-driven governance and youth-centric planning.

Regional Impact Comparison

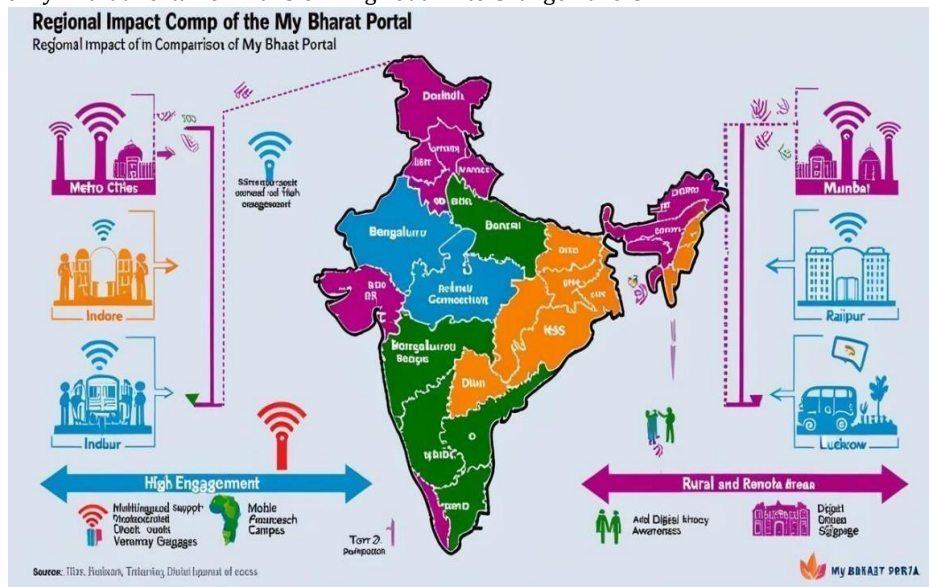
The regional impact comparison of the My Bharat Portal is crucial in understanding the diverse levels of engagement across different parts of India. The platform has shown varying degrees of adoption in metro cities, Tier-2 towns, and rural areas, highlighting regional disparities in awareness, digital access, and institutional support.

Metro areas such as Delhi, Bengaluru, and Mumbai have demonstrated high engagement due to better digital infrastructure, internet penetration, and educational outreach. Tier-2 cities like Indore, Raipur, and Lucknow have shown moderate participation, often influenced by active NSS units and college networks. However, rural regions and remote districts still lag behind, primarily due to limited internet access, lack of awareness, and lower digital literacy.

This section aims to analyze the reasons behind higher or lower participation in specific states and zones.

It also explores regional case studies to identify success models that can be replicated in underperforming areas. Factors such as local leadership, language availability, state government support, and youth-driven NGOs are evaluated.

Recommendations are provided to bridge the gap by enhancing regional outreach, offering multilingual support, and deploying offline strategies like mobile camps or community centers to boost rural and Tier-2 participation levels.



CHALLENGES

While the My Bharat Portal has made significant strides in engaging India's youth, several challenges hinder its universal adoption and effectiveness. A major obstacle is the digital divide, particularly in remote and economically disadvantaged areas where access to smartphones, stable internet, and digital literacy remains limited. This gap prevents many youth from fully utilizing the platform. Language barriers also pose a constraint, as the portal currently supports only English and Hindi, making it less accessible to non-Hindi speaking regions and tribal communities. Furthermore, lack of awareness about the portal's offerings persists, especially among marginalized and rural populations who remain uninformed about how to register, participate, or benefit. Additionally, the absence of a robust offline support system restricts outreach to digitally excluded youth. Without broader language options, awareness campaigns, and offline alternatives, the platform digital environments.

risks excluding large segments of its target demographic, limiting its transformative potential nationwide.

RECOMMENDATIONS

To address these challenges and enhance the portal's reach and effectiveness, several measures can be implemented. First, introducing multilingual interfaces would make the portal more inclusive and easier to navigate for users from different linguistic backgrounds. Second, developing USSD and SMS-based registration and reporting systems could help bridge the digital divide by enabling offline access. Third, strategic partnerships with NGOs, schools, colleges, and local governments can help raise awareness and drive mass participation. Fourth, incorporating gamification elements such as leaderboards, badges, and point systems can further boost engagement, especially among younger users who are accustomed to interactive



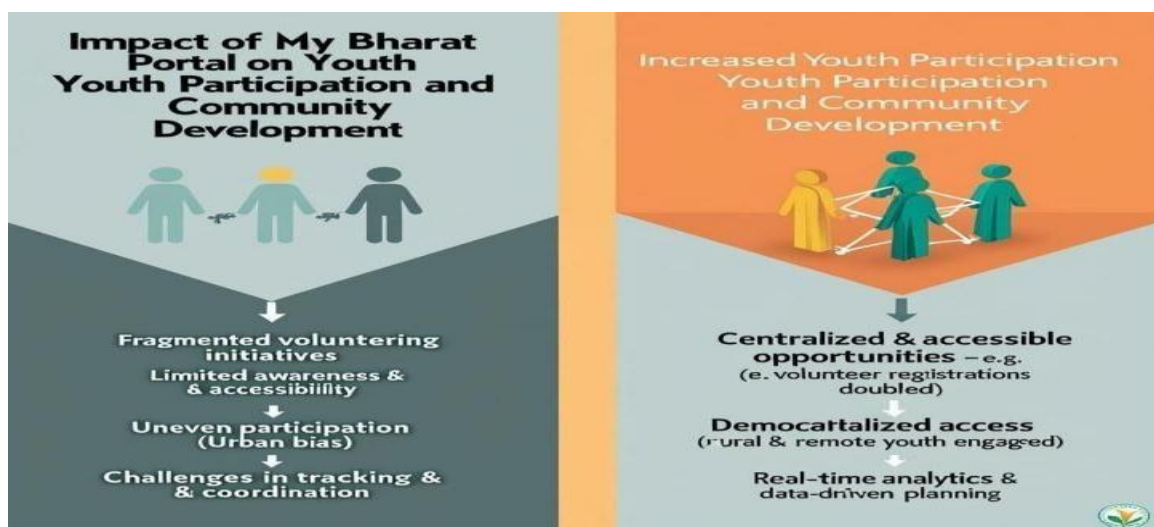
CONCLUSION

The My Bharat Portal represents a transformative initiative that bridges the gap between India's youth and nation-building efforts through a unified, accessible, and data-driven digital platform. Since its launch, the portal has significantly increased youth participation in civic activities, enabling millions to engage in community service, skill development, and leadership programs. From digital literacy drives to environmental campaigns, the portal has played a pivotal role in organizing and tracking high-impact volunteer efforts nationwide.

The results clearly indicate enhanced youth engagement, especially from Tier-2 and Tier-3 cities, fostering inclusivity and breaking socio-

economic barriers. Volunteers have reported improved digital skills, a stronger sense of responsibility, and greater community involvement. Real-time analytics and a gamified experience further motivate continuous participation.

In conclusion, My Bharat is not just a platform—it is a movement to cultivate active citizenship. With continued enhancements in language support, offline accessibility, and awareness campaigns, it has the potential to become the world's largest youth-powered civic ecosystem. If scaled effectively, it can help India unlock the full potential of its youth and fulfill the vision of Viksit Bharat @2047—a future where young citizens are not just participants, but leaders of national progress and transformation.



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