



ज्ञान-विज्ञान विमुक्तये

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विश्वविद्यालय अनुदान आयोग  
University Grants Commission

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**Subject: MY Bharat Portal – Experiential Learning Programs**

**आदरणीय महोदया/महोदय,**

As you may know, the Department of Youth Affairs, Government of India, is working in accordance with the National Education Policy 2020 to create an ecosystem that facilitates experiential learning for youth across various sectors. A new technology platform introduced by the Department, called the Mera Yuva Bharat Portal (<https://mybharat.gov.in>), is designed to establish an institutional mechanism for experiential learning. The portal provides students with a wide range of opportunities to engage in real-world projects within both private and public sector organizations. Such experiences enable them to understand challenges faced during practical application of theory learned in colleges. Each registered youth receives a personalized profile page that digitally records their achievements and project credentials, which may be converted into educational credit points depending on the policies of their respective academic institutions.


Attached are two brief concept notes that outline youth engagement with businesses and public sector hospitals. The engagement with hospitals is just one example of the types of opportunities available on the portal. In the past five months, over 22,000 young people have participated in various experiential learning programs through MY Bharat. A survey of students who participated in these programs has shown an overwhelmingly positive response. Students reports that their involvement in real-world projects helped them improve their communication skills, learn about survey methods, and understand how to work within structured organizations. It has also enabled them to be cognizant on future scenarios and career opportunities.

For any responses or queries regarding this initiative, please contact Shri Devendra Vyas, Deputy Director of MY Bharat, at the following mobile number: 9655281514 and email: [Devendra.vyas@mybharat.gov.in](mailto:Devendra.vyas@mybharat.gov.in). A toll-free number is also available on the portal for further inquiries.

All Higher Education Institutions (HEIs) are encouraged to consider the experiential learning programs available on the MY Bharat Portal for awarding academic credits to their students.

सादर,

भवदीय,

  
(मनिष जोशी)

संलग्नक: उपरोक्तानुसार

सेवा में,

सभी विश्वविद्यालयों के कुलपति।

सभी महाविद्यालयों के प्राचार्य।

## Concept note for ELP in the Business sector

The MY Bharat portal is a networking application that connects youth to learning opportunities in various private and public sector organisations that offer youth engagement programs. There are 1.65 crore youth registered on the portal as of now.

### **Key Features of MY Bharat:**

1. **Experiential Learning Programs (ELP):** Provides youth with the chance to gain practical experience through field-based projects so as to enable them to build communication skills, learn teamwork, understand how to work in an organisational setting and to observe professionals at work.
2. **Volunteer for Bharat:** A platform connecting youth to short-term community volunteer opportunities, encouraging active participation in nation-building.
3. **MY Bharat Organizations (MBOs):** A dedicated space for government bodies, NGOs, knowledge institutions, and businesses to list opportunities, improving outreach and engagement with youth.
4. **Public Profiles:** Youth can create personalized, searchable profiles highlighting their achievements and interests, fostering networking and collaboration.
5. **CV Builder:** A customizable tool designed to help youth create professional and impactful resumes with various templates to suit their career aspirations.
6. **Mega Events:** Facilitates collaboration among multiple MBOs to organize large-scale youth events and activities, providing a platform for collective youth engagement

**Experiential Learning Programs (ELP)** - Experiential learning programs (ELP) range from 2-3 months. The main aim of ELP is "Learning by doing." Through this portal, youth have the opportunity to work in various organizations, gaining valuable insight into their operations, administration, and related activities. My Bharat's ELP currently partners with organizations like hospitals (both Government and private sector hospitals), urban local bodies, and more. We are now onboarding businesses through industry associations like CII (Confederation of Indian Industry), APEDA (Agricultural and Processed Food Products Export Development Authority), FICCI etc.

### **Engaging Indian Youth in Business through Experiential Learning Programs (ELPs)**

**Objective:** To design and implement long-term, business-focused learning opportunities for youth, which aim to:

1. Facilitate youth to gain hands-on experience in real-world situations and learn by Doing.
2. Foster the ability to work effectively with others, to participate in goal setting and to achieve shared goals.
3. Instill the value of a systematic and disciplined approach to tasks, improving problem-solving and decision-making abilities.
4. Enhance soft skills such as adaptability, leadership, communication, and time management, preparing youth for diverse career paths.

## Concept note for ELP in the Business sector

### **Indicative Experiential Learning Programs (ELPs):**

1. **Business Operations** – Youth engage with business teams to observe and participate in daily operations, understanding real-world business functions. By Engaging youth to study, understand, and provide feedback, organisations can also gain fresh insights.
2. **Customer interaction:** To orient youth in basic retail operations, such as customer assistance, queue management, and enhancing customer relations and collection of Customer feedback.
3. **Office Management/Administration:** youth use digital tools like Microsoft Office and coordinate administrative functions, learning systematic work habits and adaptability.
4. **Logistics Management:** Involving youth in logistics activities, such as inventory tracking and supply chain coordination, helping them understand the industry's processes and practices.
5. **Branding & Digital Marketing:** Engage youth in co-creating business branding and marketing strategies. Participants will learn how to communicate with the customers, key marketing concepts, and conduct market research to elevate the business's visibility.

The above are only indicative in nature. Business entities have the flexibility to tailor ELPs based on their needs, allowing youth to gain relevant practical experience by adhering to the "Learning by Doing" concept.

### **Benefits for Industry Organizations on My Bharat Portal:**

- Upon onboarding to the My Bharat portal, business entities will receive a dedicated webpage showcasing their organization. This page will include your logo, banner, and a customizable "About Us" section.
- Certification will be awarded to organizations upon successful onboarding to the My Bharat portal. Additionally, certifications will be provided to all youths who participate in the ELPs that will be reflected on the profile page of youth.
- Business organisations will be able to establish communication with a larger pool of youth who could be contacted for future projects.

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## CONCEPT NOTE ON EXPERIENTIAL LEARNING PROGRAMS IN HEALTH SECTOR

### Experiential Learning Activities

Volunteers associated with MY Bharat engage in various activities to support the successful implementation of health programs. These activities include:

- i **Assisting patients and Hospital Administration with Paperwork related to hospital admission and OPD processes:** Volunteers collaborate with hospital administrators and help patients to complete the paperwork and any other assistance patients may require.
- ii **Assisting Patients in Creating Ayushman Bharat Health Account (ABHA) Numbers:** Volunteers will guide patients through the process of setting up their ABHA accounts, ensuring seamless access to health services.
- iii **Facilitating Patient Enrolment in PM-JAY Scheme:** Volunteers assist patients in enrolling for the **Pradhan Mantri Jan Arogya Yojana (PM-JAY)**, a health insurance flagship scheme.
- iv **Helping Patients Complete PM-JAY Formalities:** Volunteers guide patients through the necessary paperwork and formalities required for PM-JAY enrolment.

#### a) Deployment Locations

- 1) Volunteers are deployed at empanelled hospitals on-boarded onto MY Bharat.
- 2) The distribution of volunteer to be decided by Hospital in consultation with DYO's/NSS officers based on the patient footfall and bed capacity of the hospital.

#### b) Process of Selection of Volunteers -

The following steps outline the process for selecting and deploying volunteers:

1. **Onboarding Empanelled Hospitals on MYBharat Platform:** Youth Affairs Department will onboard Hospitals on MYBharat.
2. **Creating Experiential Learning Opportunities:** Every Hospitals will create specific experiential opportunities on MY Bharat portal specifying the period. A minimum 2-month period is suggested.
3. **Online KYC (Aadhar-Based):** To apply for Hospital volunteering opportunities, interested youth must undergo online Know Your Customer (KYC) verification using their Aadhar credentials. This will be facilitated by MY Bharat portal.
4. **Volunteer Selection and Deployment:** NHA /Hospital will review applications, filter candidates, and select suitable volunteers. Once selected, volunteers will be deployed to the identified hospitals. The District Youth Officer (NYKS), Programme Officer(NSS) and Nodal Officer of Hospital/NHA DYO's can handhold the Hospital as per need.

#### c) Deployment of Volunteers -

The deployment process involves the following steps:

1. **Basic Training:** Hospital provides basic training to volunteers, covering essential aspects of hospital processes, of specific health schemes and relevant mobile applications.
2. **Reporting to Point of Contact:** Selected volunteers will report to the designated Point of Contact at their assigned hospitals.

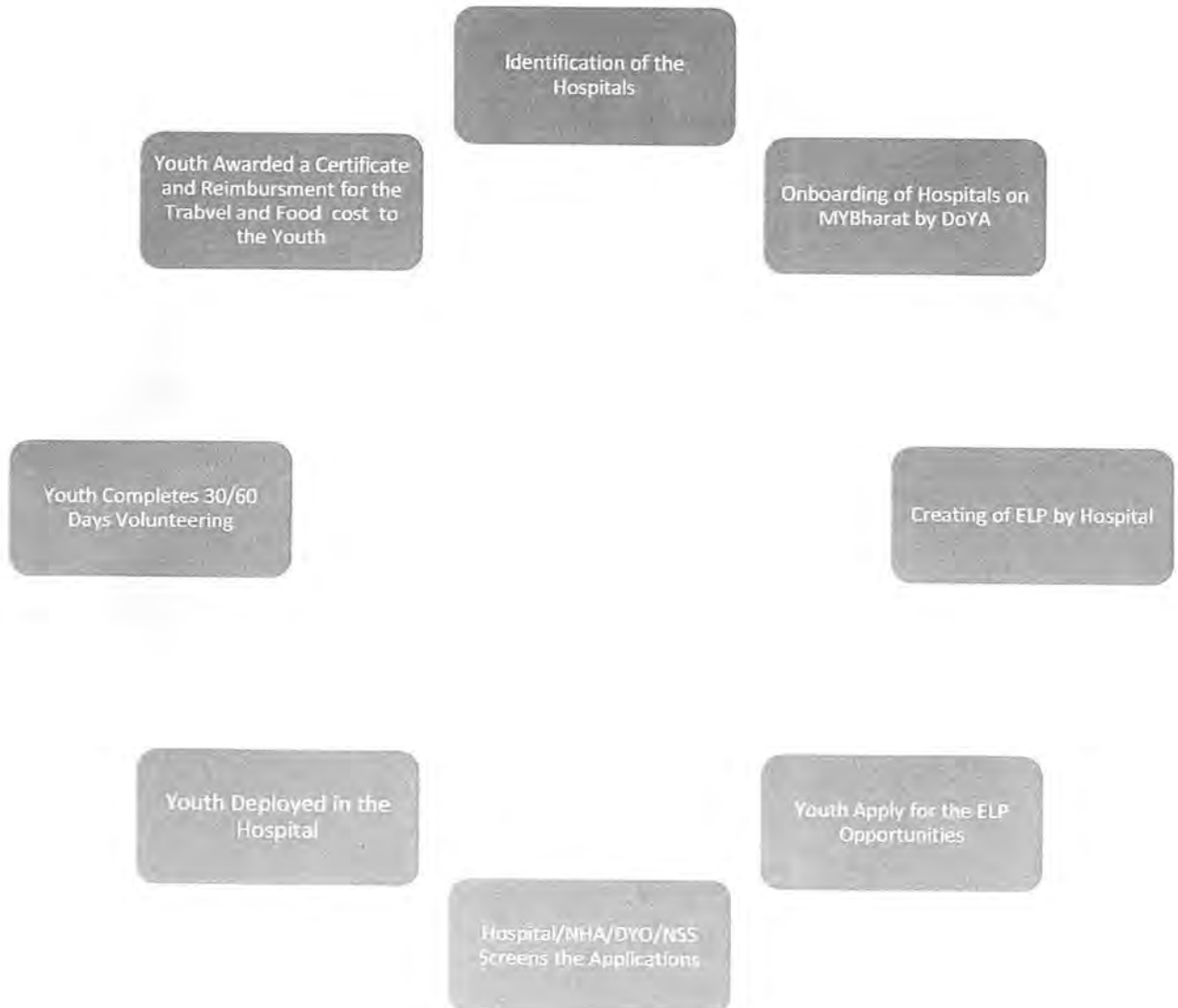
## CONCEPT NOTE ON EXPERIENTIAL LEARNING PROGRAMS IN HEALTH SECTOR

3. **Task Assignment:** Hospitals will assign tasks related to the identified volunteering activities. Volunteers will participate only in non-medical tasks.
4. **Attendance Tracking:** Every Volunteer may be given a MYBharat diary and pen to record their tasks and experience. This is to be verified by concerned officer daily.
5. **Time** – Youth may be deployed for 4 hours daily -09:00 AM to 01:00 PM or 02:00 PM to 06:00 PM or as per the mutual convenience of the Hospital and Volunteer.

### d) Eligibility and Reimbursement of Costs -

- Any Youth between the ages of 18 to 29 can apply for this opportunity.
- Reimbursement of Travel and Food Cost to the Volunteers – Hospitals may reimburse travel costs to volunteers as per their discretion and fund availability.

### e) Overall Workflow of the Programme-



## CONCEPT NOTE ON EXPERIENTIAL LEARNING PROGRAMS IN HEALTH SECTOR

### 6. Expected Outcomes-

- a) **Volunteers improve their soft skills:** Volunteers learn about working in formal hospital organisations; learn how to communicate effectively with patients and with hospital staff; assist in data entry and hospital related tasks. They also learn the basics of administering first aid and about different health initiatives.
- b) **Improved efficiency:** Volunteer assistance can alleviate burdens on hospital staff, leading to smoother patient onboarding and appointment management.
- c) **Enhanced awareness:** Volunteers can act as ambassadors for healthcare initiatives, raising awareness and addressing questions among beneficiaries.
- d) **Positive social impact:** By providing valuable support, volunteers can contribute to creating a more accessible and efficient healthcare eco-system in India.

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