



“Yuva Shakti is the Strength of Viksit Bharat”: Dr. Mansukh Mandaviya

MY Bharat's Points, Rewards and Recognition Mechanism to Turn Youth Participation into Recognition, Opportunity and Leadership

Posted On: 06 OCT 2026 3:53PM by PIB Delhi

The Ministry of Youth Affairs & Sports, through Mera Yuva Bharat (MY Bharat), is operationalising a Points, Rewards and Recognition (PRR) Mechanism on the MY Bharat Portal to recognise and encourage sustained participation of young people in volunteering, experiential learning, youth development initiatives and other nation-building activities.

Highlighting the importance of youth participation in the nation-building process, Union Minister for Youth Affairs & Sports Dr. Mansukh Mandaviya said, “Yuva Shakti is the strength of Viksit Bharat. Through MY Bharat's PRR mechanism, the Modi Government is turning youth participation into recognition, opportunity and leadership.”

The PRR mechanism introduces a structured, milestone-based system through which youth will receive recognition, rewards and opportunities based on the points accumulated through their engagement on the MY Bharat Portal. The initiative seeks to motivate young people to sustain their participation in volunteering, experiential learning, civic engagement and youth development activities, while encouraging them to strive towards higher milestones.

Under the mechanism, youth achieving 1,000 points will receive a formal MY Bharat Letter of Recognition, signed by the Director, MY Bharat Division. At the 2,500-point milestone, eligible participants will be recognised through the official MY Bharat social media handles, subject to a consent-based mechanism for publication of their name, photograph and MY Bharat ID.

Youth attaining 5,000 points will be featured in a dedicated MY Bharat Digital Hall of Fame on the MY Bharat Portal. The Hall of Fame will showcase the achiever's name, MY Bharat ID, photograph and a brief profile drawn from the public profile. A facility for other users to send messages to achievers may also be explored, subject to appropriate safeguards.

The mechanism provides progressively enhanced rewards at higher milestones. Youth achieving 7,500 points will receive the hardbound book Modi@20. Those reaching 10,000 points will be eligible to receive a signed hardbound copy of The Golden Road: How Ancient India Transformed the World by William Dalrymple, signed by the Hon'ble Minister

of State for Youth Affairs & Sports. At the 20,000-point milestone, eligible achievers will receive a signed hardbound copy of Treasures of India: From Antiquity to Modernity by DK, signed by the Hon'ble Union Minister of Youth Affairs & Sports.

The higher milestones under the PRR mechanism are designed to provide young achievers with opportunities for direct interaction with senior leadership. At the 50,000-point milestone, eligible youth will have an opportunity to meet the Hon'ble Minister of State for Youth Affairs & Sports during an upcoming edition of the Viksit Bharat Young Leaders Dialogue (VBYLD) or another suitable major youth engagement event. The eligible achievers will be identified from the Portal and their details verified by MY Bharat Headquarters.

At the highest proposed milestone of 1,00,000 points, eligible youth will have an opportunity to meet the Hon'ble Union Minister of Youth Affairs & Sports during an upcoming edition of VBYLD. The selected youth will be identified through the MY Bharat Portal and their details verified by MY Bharat Headquarters. The felicitation of youth achieving the 50,000 and 1,00,000-point milestones is proposed to commence from October 2027.

The PRR mechanism establishes a progressive pathway that begins with formal recognition and digital visibility and extends to tangible rewards and opportunities to engage with national youth leadership platforms. Through the initiative, MY Bharat seeks to create a sustained culture of participation, service and leadership among India's youth.

The initiative reinforces the vision of "Samarth Yuva, Viksit Bharat", recognising that active and empowered youth are central to India's journey towards a developed nation. By acknowledging individual contributions and creating opportunities for further engagement, the PRR mechanism seeks to inspire young citizens to continue their journey of leadership, community service and nation-building through MY Bharat.

Pawan Singh Faujdar

(Release ID: 2319567) Visitor Counter : 316

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