MY Bharat's ‘Viksit Bharat Yuva Samvad: Know Your Vote’ Campaign Concludes, Reaches Over 1 Lakh Youth Through 536 Programmes Across 31 States/UTs

Campaign promoted electoral awareness, informed voting and responsible democratic participation through direct interactions and discussions

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The nationwide **‘Viksit Bharat Yuva Samvad: Know Your Vote’** campaign, organised by the Ministry of Youth Affairs and Sports through Mera Yuva Bharat (MY Bharat), concluded on Thursday with 536 Yuva Samvads conducted across 31 States and Union Territories, reaching 100,493 young people and involving 536 Youth Icons. The campaign brought discussions on electoral awareness to colleges and educational institutions across the country, encouraging young people, particularly first-time voters, to understand their voting rights and electoral procedures and participate responsibly in democracy.



Conducted from 26.10.2026 to 05.11.2026, the campaign aimed to reach 500 universities, colleges and institutions across the country. On the concluding day, 123 Yuva Samvads were organised across 28 States/UTs, with the participation of 22,588 youth and 123 Youth Icons.



The campaign witnessed participation by Governors, Union Ministers, State Ministers, Members of Parliament and other public representatives. Governor of Punjab and Administrator of Chandigarh Shri Gulab Chand Kataria and Governor of Nagaland Shri Nand Kishore Yadav attended programmes in Chandigarh and Dimapur, respectively. In Delhi, Union Minister of State (Independent Charge) Shri Arjun Ram Meghwal and Lieutenant Governor Shri Taranjit Singh Sandhu interacted with students. Members of Parliament, including Shri Chaudhary Dharambir Singh, Shri Pradan Baruah, Shri Ranjit Dutta, Smt. Rupkumari Choudhary and Shri Mahesh Kashyap, also participated in programmes across different States.



Sports personalities and Youth Icons from the sporting community also participated in programmes across several States, sharing their experiences and encouraging youth participation in sports. In Punjab, international rugby player Ms. Amandeep Kaur spoke about her sporting journey and the role of sports in building discipline and confidence, while rowing Sports Icon Shri Kulwinder Singh interacted with students in Moga. In Rajasthan, Sports Icon Ms. Bhumika Shukla interacted with young participants in Jaipur, while programmes in Uttar Pradesh highlighted cycling and initiatives such as Khelo India.



The Yuva Samvads provided young participants with opportunities to seek clarity on electoral procedures, discuss voting rights and civic responsibilities, and interact directly with public representatives and Youth Icons. The sessions also emphasised verifying information through authentic sources and exercising critical judgement. Quizzes, question-and-answer sessions, the Loktantrik Pledge and registration on the MY Bharat portal formed part of the campaign activities.



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