YOJANA SUMMARY

YOUTH & SPORTS

"The world is the great gymnasium where we come to make ourselves strong."- Swami Vivekananda

- India has one of the youngest populations in the world with <u>27.2 per cent of the nation's population belonging to 15-29 years age- group</u>. A demographic dividend of this magnitude has the capability to uplift the nation and raise living standards for all.

- The youth of the nation will be a critical asset for the development; key for social & societal change; and driving force for economic development and technological innovation.

Key Initiatives

- **Swachh Bharat Abhiyan**
    - The Swachh Bharat initiative, is a citizen's movement. As part of Azadi ka Amrit Mahatosav, **Nehru Yuva Kendra Sangathan** (NYKS) under the guidance of Department of Youth Affairs, organised various activities of "*Swachh Bharat 2.0" programme*.
    - This programme was organised in 1.68 lakh villages by undertaking 2.22 lakh activities of waste collection and cleanliness drives.

- **Youth Volunteers**
    - The Ministry of Youth Affairs and Sports has had a large focus to engage youth volunteers for the **twin objective** of <u>personality building and nation building</u>.
    - The Ministry has launched a Capacity Building Training Programme for 14,000 Youth Volunteers of NYKS to enhance their life skills. These trained youth volunteers will play pivotal role in realising the **Panch Pran (five resolve)**.
        - Addressing the nation on the occasion of 76th Independence Day, PM Modi called on the nation to move forward with five pledges to fulfil the freedom fighters' dreams by the year 2047.
        - These pledges include: <u>Goal of Developed India; Remove any trace of colonial mindset; Take pride in our roots; Unity; Sense of duty among the citizens</u>.
    - Youth Volunteers played a significant role by successfully reaching out to 3.70 crore households and motivating around 9.38 crore citizens of India to hoist Tiranga on their homes.
        - This resulted in over 2 crore households voluntarily hoisting Tiranga in their houses during 13-15 August 2022.

- **FIT India**
    - Today, universities and educational institutions are upgrading their sports infrastructure, thereby enabling the youth to actively participate in the FIT India movement to lead a fit and healthy lifestyle on the lines of the inspirational slogan **'*Fitness Ka Dose, Aadha Ghanta Roz*'**.
    - With the aim of promoting physical fitness and endurance, and reducing carbon footprints, MoYAS celebrated **World Bicycle Day** on 3 June 2022 which has launched at the national level.
    - The Inaugural edition of the **FIT India Freedom Run** was organised to celebrate our 74th Independence Day. This virtual run, where people could run at a place and pace of their choice, witnessed over 7 crore people participating.

- **Sports, Education and Youth Development**

  o Identifying sporting talent at a young age is advantageous since children best suited for a particular sport can be trained from an early age. To this end, <u>more than 23 lakh school going children in the age group of 5-18 years have been assessed</u> using the ***Khelo India Mobile App***.

  o More than 82,000 physical education teachers have been trained to assess the sporting prowess of children.

  o One of the key pillars of the Khelo India Scheme is to make **quality sports infrastructure equitably accessible to the citizens.** To ensure the same, MoYAS has sanctioned 294 sports infrastructure projects across the country.

  o Various initiative have been taken under the Khelo India scheme including establishment of *district level Khelo India Centres*, *Khelo India State Centres of Excellence*, *organising annual Khelo India Games* (Youth Games, University Games, Winter Games, etc.), *community coaching development programmes* (e-Khelpathshala), promotion of women's participation in sports through *women sporting leagues* in various sporting disciplines, large-scale sports & fitness promotion events through the FIT India programme.

  o The scheme has a robust early- stage talent identification and development mechanism through which talented sportspersons in various sports disciplines are identified and supported.

  o To **ensure inclusivity** in the nation's sports development programme, <u>persons with disabilities are supported through the Khelo India scheme in addition, to promoting rural and indigenous games to re-energise the nation's centuries long culture and heritage</u>.

  o The **FIT India Quiz**, India's biggest quiz on sports and fitness for school going children with a prize money.

Way Forward

  o To enhance India's sporting success to multifold, states can be encouraged towards a "One State, One Sport" outlook where they are encouraged to prioritise one game (while not ignoring others) based on the available talent pool, natural interest, available infrastructure, etc.

  o It is important to organise games at local, district, state and national levels. The nation needs more leagues and competitions, at different levels on higher frequencies to increase participation and to provide necessary platform for young athletes to hone their skills and ultimately to enhance the sporting culture and ecosystem.

  o Our university system, when transformed, has tremendous potential to create a large talent pool for Olympic excellence and to bridge the gap between interest in sports and participation in the long-term.

> **26th NATIONAL YOUTH FESTIVAL HELD AT HUBBALI, KARNATAKA**
>
> - PM Modi inaugurated the **26th National Youth Festival** in Hubbali, Karnataka- on 12 January 2023. The programme was organised on **National Youth Day** which is celebrated on the birth anniversary of Swami Vivekananda.
>
> - The theme of the festival was ***'Viksit Yuva - Viksit Bharat'***.
>
> - The National Youth Festival is held every year to provide exposure to our talented youth at the national level, along with galvanising them towards nation- building.

NURTURING EXCELLENCE OF OUR YUVA SHAKTI

It is the youth who pave the way for a better world – Rig Veda

- With India's median age today being 29 years, we are witnessing a youth bulge. Under PM Modi's vision for India @2047, empowerment of youth is seen as an essential step to create an empowered future.

Statistics

- Today, India's demographic dividend constituting of working age population between 15-64 years stands at 80 crore (67%) of the total population.

- Years 2020- 2050, dubbed as the **'golden period'** of Indian economy, constitutes youth as a key demographic.

Era of the Techade

- India is the **3rd largest startup ecosystem** with one in every 10 global unicorns claimed by India.

- This is an exceptionally upward trend cloaked with *Startup India scheme* and efforts to pursue 'ease of doing business'.

- From almost 4,000 **globally filed patents** by India in 2014 to more than 15,000 in 2022, India has maxed out the innovation charts with scale and speed.

- India's rapidly advancing stand on **'Global Innovation Index'** is a witness to this transformation from 81st spot in 2015 to 40th spot in 2022.

- These policies and successes are based on India's rise to the competitive global standards and creating an enabling environment locally for the youth of the country. E.g., the access to market, a huge barrier for startups, has been easily addressed by the **GeM platform**.

- **Digital India** is a mission to connect India to its most remote location. The IoT revolution combined with IT has favoured a smooth transition of Indian markets into modern, vibrant and cutting-edge at global level and has significantly reduced the risk factors for new startups.

Job Creators

- India's multi-dimensional growth is mirrored in its becoming the **5th largest economy**, from 2 trillion-dollar economy in 2014 to 3 trillion-dollar economy in 2019; and with the goal to become the 3rd largest economy of the world by 2030/2031.

- To prioritise skill development and employability of youth, the Government has launched various schemes such as *Skill India Mission*, *MUDRA scheme*, *Digital India*, and *PM Kaushal Vikas Yojana*.

- **Codification of labour laws** was done to extend safety, unemployment and pension benefits to unorganised sector.

- The second largest employable sector of manufacturing industries are benefitting largely from cyclical benefits of **Production Linked Incentive (PLI) scheme.**

  o During 2021-22, the government allocated Rs 1.97 lakh crore to PLI scheme in order to pull Indian economy out of COVID-19 led deflation.

Access to Holistic Education

- **National Education Policy** (NEP) is changing India's education system. It focuses on new age skills and provides room for students to learn at their own pace.

- The new policy has prioritised efforts to boost literacy and numeracy achievements in primary schools while lowering dropout rates in middle and secondary schools.

- The adoption of a <u>multi-disciplinary approach, academic bank of credits, and multiple entry- exit options</u> make higher education more responsive and flexible.

- Additionally, the policy focuses on early childhood care, education in one's mother tongue, assessment and exam reform, teacher. training, and broad-based evaluation.

- Government has also tripled the number of operational or established All India Institute of Medical Sciences.

- The National Medical Commission established a new **National Medical Commission** (NMC) aimed at serving as the country's top medical education regulator. NMC has also brought transparency and accountability in medical education.

- **Eklavya Model Residential Schools** (EMRS) have been set up in tribal areas for talented Scheduled Tribe children to have high quality education.

Ease of Living-A New Reality

- Under *Swachh Bharat Mission*, more than 11 crore household toilets have been built, while under *Ujjwala Yojana*, provision of cooking gas to make the home smoke-free, has been given to over 10 crore families.

- *Deendayal Upadhyay Gram Jyoti Yojana* and *SAUBHAGYA scheme* ensured that over 99 per cent of Indian households today have electricity.

- After the success of Swachh Bharat Mission 1.0, more than 1.34 lakh villages have become **'Open Defecation Free (ODF) Plus'**, which means solid and liquid waste collection, treatment and reuse has started in these villages.

- When *Jal Jeevan Mission* was launched, only 3.23 crore (17%) of the country's rural households had tap water connections. Today, more than 10.75 crore (56%) rural households have assured clean tap water supply.

    o Under this, concerted efforts have been initiated to skill youths especially in rural areas so that they can work as mason, plumber, electrician, pump operator, motor mechanic, etc.

- Through *PM Awas Yojana*, over 3 crore houses have been constructed and these are not only providing shelter but the construction itself has skilled several communities and provided employment to youth.

- Connectivity has been ensured with schemes like *UDAN*, which has made flying not only accessible and affordable but has also provided much needed exposure and opportunities to youth.

- *FIT India movement* was launched in Aug' 2019 to reinvigorate the mindset of youth to keep themselves fit.

- Another major boost was with the revival of grassroots sports culture among the youth through *Khelo India programme*. Through this programme, talented youth are identified at various levels and provided with annual financial assistance of Rs 5 lakh per annum for 8 years.

Conclusion

- Swami Vivekananda had aptly said, '<u>Give me hundred energetic youngsters and I shall transform India</u>'. It is the youth of the country who can enable India to realise its full potential and dreams.

- In 2047, when India will be celebrating 100 years of its independence, contribution of today's youth will be the key factor in making India become not only the 3rd largest economy but truly a developed nation.

FIT INDIA: TOWARDS A HEALTHY FUTURE

- A holistic education integrates physical education and sports with the educational curriculum (*SDG 4*: *Ensure inclusive and quality education for all and promote lifelong learning*).

- Students learn the fundamental principles of sports, such as teamwork, fair play, respect for the rules and for others, cooperation, discipline, and tolerance, through participating in sports and physical activities outside of the classroom.

NEP 2020 and Physical Activity

- The significance of sports-integrated education in building social peace, increasing productivity, and developing human capital is highlighted in the National Education Policy (NEP) 2020.

- NEP 2020 also emphasises about sports-integration in pedagogical approaches that utilise physical activities including indigenous sports.

- Keeping in mind the aforementioned recommendations, the **National Curriculum Framework for School Education** (NCFSE), which is currently being developed, will be incorporating sports, fitness and other aspects into the school curriculum.

Launching FIT India

- The FIT India movement aims to bring about behavioural changes and move towards a more physically active lifestyle.

- The goals and objectives of FIT India movement are:
  o To promote fitness as easy, fun and free.
  o To spread awareness on fitness and various physical activities through focused campaigns.
  o To encourage indigenous sports.
  o To make fitness reach every school, college/university, panchayat/village, etc.
  o To create a platform for citizens of India to share information, drive awareness and encourage sharing of personal fitness stories.

Various Initiatives to Strengthen The Impact And Spread Awareness of FIT India

- **Samagra Shiksha Scheme**: Under the scheme, sports grant on an annual basis has been provided to all government schools.
  o Furthermore, an additional sports grant of up to Rs 25,000 has been made available to schools if at least two students from that school win a medal at the National level in the Khelo India school games.

- **FIT India School Movement**: The FIT India Mission encourages schools to organise a FIT India School Week in month of November/December.

- **FIT India School Week**: In order to raise fitness awareness among children and also their parents, teachers, and school personnel, FIT India School Week was launched in 2019.

- **FIT India Quiz**: The FIT India Quiz was introduced in 2021 with the goal of strengthening its presence in schools and spreading the FIT India message to school children.

- **FIT India Freedom Run 3.0**: The Ministry of Youth Affairs and Sports announced the commencement of FIT INDIA FREEDOM RUN 3.0. To make it a movement of the people, the Department of Sports has created a rating system based on the resources offered in the FIT India Schools.
  o All schools have been urged to take part by the Department of School Education and Literacy in order to receive a FIT India 3- or 5-Star grade.

- **FIT India Mobile App** - To raise awareness

- **Football for Schools Programme**: The ambitious FIFA-UNESCO programme, *Football for Schools (F4S)* aims to help students around the world with their education, development, and empowerment. By integrating football-related activities into the educational system, it aims to increase access to football for both boys and girls around the world.
  - o The F4S Programme seeks to guarantee that football is available to all students, regardless of their background.
  - o An MoU was signed by the All India Football Federation, the Ministry of Education, and FIFA in order to implement the Football for Schools programme for students in India.

Conclusion

- When kids learn and play, communities advance and nations thrive. Sports is a means of promoting lifelong learning, developing character and leadership qualities in young kids, the future architects of our country.

YOUTH & HEALTH

- Youth face a lot of health issues because of their physiological state, behaviours, diet, work and other factors, many of which are related to their behavioural habits.
- Some of the health issues are:
  - o **Mental Health**: Clinical depression has been one of the leading causes of illness and disability among young adults and adolescents, followed by suicide.
  - o **Alcohol and Drugs; Tobacco Use**
  - o **Physical Inactivity**: It has been estimated that only 20% of young adults are known to exercise adequately or be involved in sports activities which are for longer than 30 minutes per day and five days a week.
    - ▪ India has been ranked 8th among countries with the lowest physical activity globally
  - o **Diabetes and Hypertension**: Diabetes is becoming potentially epidemic, with one in every 10-adult having diabetes. One in every five adults in India have hypertension.
  - o **Other Health Problems**: These include injuries in the form of accidents, self-harm, workplace accidents and so on. The violence in the form of interpersonal violence, domestic violence, workplace violence, bullying/ragging, sexual violence and so on can take place.

Improving Health

- There are three secrets of healthy life: balanced diet, regular physical activity and sufficient sleep.
- The Ayushman Bharat programme with health and wellness centre component has focus on nirogi- or preventing illness by adoption of healthier lifestyle.
- **FIT India initiative** is aimed at increasing exercise habits of people including youth.

Government Initiatives Which Aim At Healthier Youth

- **Rashtriya Kishor Swasthya Karyakram (RKSK)**
  - o The programme's main strength is the health promotion approach and reaching the adolescents in their own environment which includes their communities or families or schools.
- **Adolescent Friendly Health Clinics (AFHC)**
  - o It includes all health issues from sexual and reproductive health to injuries, violence, substance abuse, nutrition etc.

- o The components of AFHC are acceptable, equitable, accessible, appropriate, comprehensive.

- **Peer Education Programme**

  - o The selected peer educators have to ensure that the adolescents benefit from RKSK. The peer educators are called 'Saathiya'.

  - o Four peer educators (2 boys and 2 girls) are selected per village/1000 population/ASHA habitation to reach out to adolescents.

- **Menstrual Hygiene Scheme**

  - o For promotion of menstrual hygiene in adolescents.

- **Health and Wellness Centres (HWCs) under Ayushman Bharat Programme**

  - o The HWCs promote a comprehensive health approach by preventive and promotive interventions.

Way forward: Making Health of Youth a Mass Movement

- This requires optimal utilisation of every possible avenue for improving health of this age group.

- It requires <u>interventions at schools, colleges and workplaces amongst other</u>. There is no structured and focused programme to promote health among college students.

- The workplace health has to be promoted by installing weighing scales in bathroom, exercise time and equipment in large offices as well as encouraging healthy food in cafeteria menu.

ENABLERS FOR EMPLOYMENT

"*The efficiency of government departments has increased due to the efforts of our Karmayogis*" – PM Modi

Draft National Youth Policy

- The Ministry of Youth Affairs & Sports (MoYAS) released a **Draft National Youth Policy** (NYP) in April 2022 with a 10-year vision for youth development, aligning with the Sustainable Development Goals (SDGs).

- **Five focus areas of the policy** - Education; employment & entrepreneurship; youth leadership & development; health, fitness & sports; and social justice.

- **Institutions involved in implementation of the policy**

  - o National Cadet Corps (NCC), National Service Scheme (NSS), and Nehru Yuva Kendra Sangathan (NYKS) are some organisations working towards this vision.

  - o Under the purview of MoYAS, the Rajiv Gandhi National Institute of Youth Development (RGNIYD) offers academic, training, and research programmers and serves as a Centre of Excellence for youth development in India.

Various Initiatives Taken By The Govt.

- The **'Swayam Prabha'** initiative by the Government is helping learners in remote areas to get access to quality educational programs 24x7 through a group of 22 DTH channels.

- 25 crore school-going children are being reached through **PM e-VIDYA**, an initiative to enable <u>multi- mode access to education</u> by unifying all efforts related to digital/online/ on-air education.

- To serve as a bridge between edtech businesses, academic institutions, and students, the Ministry of Education set up the **National Education Alliance for Technology (NEAT)**, which is being implemented by the All-India Council for Technical Education (AICTE).

- The government introduced the new National Education Policy in 2020 to make India a global education hub.

- A student can now take online courses from class 9 till post-graduation on the **SWAYAM portal** which is helping bridge the digital divide.

- To boost career opportunities for youth, the govt launched a recruitment drive for 10 lakh personnel through the **'Rozgar Mela'** in a mission mode.

- **Karmayogi Bharat technology platform** was launched and **'Karmayogi Prarambh'** was highlighted.
  - **Karmayogi Bharat** is a Special Purpose Vehicle (SPV) under the administrative control of the Department of Personnel and Training (DoPT) for capacity building of all government employees.
  - It operates the **iGOT** (Integrated Government Online Training) Karmayogi platform.
  - Karmayogi Prarambh is an online orientation course for all new appointees in various Govt departments.

- Along with the Rozgar mela, around 10 lakh apprenticeship opportunities will be available for the youth under the **Pradhan Mantri National Apprenticeship Mela** (PMNAM).
  - PMNAM is being organised nationwide as part of the Skill India Mission by the Ministry of Skill Development and Entrepreneurship (MSDE).

- The **'Agnipath' scheme** is a transformative reform implemented by the government to recruit 46,000 young people as 'Agniveers' for a four- year term.

- The Department for Promotion of Industry, and Internal Trade (DPIIT) has recognised 86,227 start-ups under the **Start-up India initiative.**

- The Confederation of Indian Industries (CII) and EY have estimated that India has the potential to attract $475 billion in foreign direct investment (FDI) over the next five years due to the government's focus on economic growth and reforms.

- To "**Cultivate One Million Children in India as Neoteric Innovators,**" more than 75 million students are actively participating in almost 10,000 **Atal Tinkering Labs** (ATL).

- India was placed 40th out of 132 nations in the World Intellectual Property Organisation's (WIPO) **2022 Global Innovation Index** (GII) rankings.

- The **'Make in India'** initiative is helping foster innovation, build world- class infrastructure, and make India a hub for manufacturing and design.

- By boosting Internet access, the **Digital India** programme has significantly improved the nation's online infrastructure.

- 5G services across the nation were launched in October 2022 to strengthen the domestic communication network.

Mission Karmayogi

- The Government of India's Capacity Building Commission (CBC) was set up on 1 April 2021 to radically improve the Human Resource Management practices in the Government through state-of-the-art infrastructure to augment the capacity of Civil Servants.

- The initiative is named as **National Programme for Civil Services Capacity Building** (NPCSCB) - **Mission Karmayogi**. It is the largest capacity-building program in the world which will eventually cover 1.5 crore Government officials across the center, states, and local bodies of India.

Conclusion

The challenges faced by the youth of India are being addressed by the Government on a mission mode. But the Government alone cannot solve all the issues; equal participation of the private and non-profit sectors is of paramount importance.

YOUTH FOR ENVIRONMENT SUSTAINABILITY

The hazards of climate change are the most considerable negative externalities that affect India's development - Finance Minister in her budget address (2022-23).

- Young people have unique needs and obligations when it comes to the environment. They have the power to make the most effective changes to the world.

- Engaging young people in environmental preservation has an impact on their views and behaviours directly, as well as on their families and other acquaintances.

Roles for Youth and The SDGs

- **Critical thinkers**- Youth can see and confront current power systems, obstacles to change, and inconsistencies and biases.

- **Change-makers**-Youth can mobilise others and take action. Globally, youth activism is increasing due to improved connectivity and access to social media.

- **Innovators-** Youth can provide fresh perspectives and unique solutions since they are most familiar with the issues they confront.

- **Communicators**- Young people can collaborate to spread the development agenda among their peers and communities locally as well as internationally.

- **Leaders**- Young people may influence change in their communities and nations when they are empowered with awareness of their rights and leadership abilities.

- Youth also play a crucial role in promoting the SDGs, particularly **SDG 15**, "*Life on Land*," which calls for the conservation and restoration of the planet's terrestrial ecosystems, forests, and biodiversity.

Mission LiFE

- During the COP26, held in Glasgow last year, PM Modi proposed the concept of **LiFE**.

- The idea promotes an environment conscious lifestyle that focuses on 'mindful and deliberate utilisation' instead of 'mindless and wasteful consumption'.

- The LIFE Movement seeks to encourage people to take little, everyday steps toward a more sustainable future by harnessing the strength of coordinated effort.

- The mission plans to create and nurture a global network of individuals, namely **Pro-Planet People' (P3)**, who will have a shared commitment to adopt and promote environment friendly lifestyles.

- Through the P3 community, the mission seeks to create an ecosystem that will reinforce and enable environment friendly behaviours to be self-sustainable.

- The mission envisions replacing the prevalent 'use-and- dispose' economy-governed by mindless and destructive consumption with a circular economy, which would be defined by mindful and deliberate utilisation.

- India is witnessing a magical growth and expansion of various applications of digital technologies, now reinforced by the power of artificial intelligence and cloud.

- A major part of such applications can be attributed to the youth who are not only <u>driving digital consumption but also digital innovation and development</u>. People born between 1980 and 2000 are called '***millennials***' and it is no secret that they are heavily integrated with technology.

- Being raised in a rapidly changing digital world, they are often referred to as "***digital natives***."

Success of The Indian Youth

- A phenomenal number of Internet-age companies are built by ambitious people under the age of 35. Even in the western countries, including the USA, Indian youth have reached to the leadership positions in a host of iconic IT companies.

- India currently boasts of <u>81 unicorn startups with a combined valuation of $274 billion</u>.

- Furthermore, <u>90 individuals among the founders of 500 US unicorns were born in India</u>.
  - Unicorns are startups with a valuation of one billion US dollars which is roughly Rs 8,000 crore.

Leaders of Content Creation

- YouTube, Instagram and Facebook are popular platforms which are being leveraged by today's youth to express themselves, deliver quality content and earn money.

- Even newer opportunities like gaming and game development are attracting the youth of today apart from the conventional programming jobs in the technology domain.

- One can easily imagine the quantum of demand that more than <u>one billion telecom subscribers</u> must be creating for digital content and related services in India.

- Couple this with the fact that an average Indian young smartphone subscriber's consumption duration is 4.7 hours a day.

The Gig Jobs

- Gig workers are independent contractors, online platform workers, contract firm workers, on-call workers, and temporary workers.

- The NITI Aayog says that in the year 2020-2021, an estimated 77 lakh individuals were working in the gig economy. It is predicted that this <u>gig workforce will grow to 2.35 crore (23.5 million) by 2029-2030</u>.

Science Education

- For the growth of the country and its youth, education is a crucial factor. The engineering colleges churn out over 15 lakh technology graduates every year.

- The Government continues to popularise **STEM** (Science, Technology, Engineering and Mathematics) education among the students in order to build a large base of skilled technology workforce.

Conclusion

- PM Modi has identified the 2020s as the **decade of technology (the Techade)**, the country is counting on its youth to make a strong contribution towards the growth of India's digital economy.

- A <u>tech-aware, tech-skilled and tech- confident</u> young population will ensure the demographic dividend that India is looking for, to secure a place among the top economies of the world.

- India, being the world's largest democracy, is embedded with the values of *Sarvodaya* and *Antyodaya*.

  o Sarvodaya is a compound word comprised of sarva (all) and udaya (rise/uplift) which means rise/upliftment of every citizen.

  o Antyodaya signifies the rise of the last person standing in the line.

- Sarvodaya and Antyodaya can be achieved through participatory governance, and the same is the backbone of democracy.

Need for Participatory Governance

Mere good governance is not enough; it has to be pro- people and pro-active. Good governance is putting people at the centre of the development process – PM Modi

- Participatory Governance is based on <u>citizens' involvement and voice in policy formulation, implementation and governance that impacts or influences them</u>.

- From the district to the national level, the participation of citizens acts as a **Feedback Loop** for respective governments to **formulate appropriate action-plans**.

- The Government is more **effective and makes better decisions** when the public access to the knowledge widely spread in society.

Steps Taken To Promote Participatory Governance

- To place people at the centre of development, govt launched *MyGov* in July 2014. MyGov is Government of India's citizen engagement platform.

- MyGov has not just aptly used technology to reach out to the masses but has also developed avenues through which citizens can be a part of this collaborative platform.

- MyGov has adopted multiple engagement methods like discussions, tasks, polls, surveys, blogs, talks, pledges, quizzes and on-ground activities by innovatively using the internet, mobile apps, IVRS, SMS and Outbound Dialling (OBD) technologies for reaching out to the citizens.

- MyGov facilitates participatory governance or Jan Bhagidari by:

  o **Information Dissemination**: MyGov helps to reach out to the beneficiaries and acts like a one-stop platform for citizens. For example, Covid-Helpdesk has assisted millions of citizens in acquiring the correct information, updating them with the latest news and downloading of vaccine certificates.

  o **Two-Way Communication**: MyGov facilitates two-way communication through social media engagement and innovative platforms. <u>Suggestions from citizens for Union Budget, Draft National Youth Policy, Draft Education Policy</u> and so on have been obtained for formulating inclusive and rooted policies.

  o **Transparency**: MyGov acts like a one- stop platform for filing nominations quickly and digitally; this increases trust and confidence amongst citizens. Transparency fosters accountability and provides information for citizens about what the Government is doing.

  o **Fact Check**: MyGov helps citizens to know about facts and government announcements.

  o **Infusing Collaborations**: MyGov enables citizen- citizen and government-citizen collaborations. Like-minded citizens can work together on 'ideas'. MyGov also acts as a great networking platform for individuals who want to bring a positive change.

LAUNCH OF 'STAY SAFE ONLINE' CAMPAIGN AND 'G20 DIGITAL INNOVATION ALLIANCE'

- As part of India's G20 presidency, the Minister for Electronics & Information Technology, Communications launched the "***Stay Safe Online***" campaign and the "***G20 Digital Innovation Alliance***" (G20-DIA).

    o MeitY, the Nodal Ministry for the G20 Digital Economy Working Group (DEWG).

- During India's G20 presidency, Meity will focus on **three priority areas**, namely, <u>Digital Public Infrastructure (DPI), Cyber Security, and Digital Skill Development</u>.

- **Stay Safe Online Campaign**

    o The objective of the 'Stay Safe Online Campaign' is to raise awareness among citizens to stay safe in the online world due to the widespread use of social media platforms and the rapid adoption of digital payments.

- **G20 Digital Innovation Alliance (G20-DIA)**

    o The objective of the G20-DIA is to identify, recognise, and enable the adoption of innovative and impactful digital technologies developed by startups, from G20 nations as well as the invited non- member nations, which can address the needs of humanity in the critically important sectors of Agri-tech, Health- tech, Ed-tech, Fin-tech, Secured Digital Infrastructure, and Circular Economy.

    o Startup products in the aforementioned six themes enabled through Digital Public Goods Infrastructure can create a global population-scale impact and reduce the digital divide and enable sustainable, and inclusive techno-socio-economic development.