

AGENCY AND ENGAGEMENT

# MY Bharat / District Youth Affairs

WHAT THIS INSTITUTION IS

The district-level institution for youth affairs in India is the MY Bharat Kendra — known until 2025 as the Nehru Yuva Kendra (NYK) — under the Ministry of Youth Affairs and Sports. With over 620 Kendras across India, this is the only dedicated youth institution at the district level. From May 2025, the network operates under MY Bharat (Mera Yuva Bharat), an autonomous body established by the Union Cabinet in October 2023, with programmes aligned to the "Viksit Bharat @2047" vision. Registrations, volunteering, event creation, and reporting now run through the MY Bharat portal ([mybharat.gov.in](http://mybharat.gov.in)). The core function remains channelling rural and non-student youth through youth clubs, volunteer activities, skill camps, sports, and national integration programmes. If you are a young person looking for volunteer opportunities, camps, or a connection to government youth programmes, the MY Bharat Kendra (NYK) is your starting point.

WHY THIS MATTERS TO YOU

If you want to join a youth club, volunteer for government campaigns, attend skill or entrepreneurship camps, or register on the MY Bharat platform, the NYK is the district-level office that organises and connects these activities.

GOVERNANCE

LAW / POLICY	SCOPE
National Youth Policy, 2014	Framework for youth development programmes
Nehru Yuva Kendra Sangathan (NYKS) Society Rules and Guidelines	Governing rules for NYK operations
MY Bharat Autonomous Body Notification, 2023	Established MY Bharat; NYKS functions integrated May 2025
Khelo India Programme Guidelines	Grassroots sports talent identification and development

- **Centre:** Ministry of Youth Affairs and Sports → NYKS Headquarters (Delhi, headed by Director General)
- **Region:** Six Regional Directorates — Delhi, Guwahati (Assam), Bangalore (Karnataka), Bhubaneswar (Odisha), Jaipur (Rajasthan), Lucknow (Uttar Pradesh) — between State and HQ in the four-tier structure
- **State:** State Directors / State Liaison Officers
- **District:** Deputy Director (DD) or District Youth Officer (DYO) heads the Kendra
- **Institutional oversight:** NYK Advisory Committee per NYKS Society rules — District Magistrate as Patron, DD/DYO as Member Secretary, district-level officers (education, health, social welfare, sports), representatives of affiliated youth clubs, and local NGO partners; reviews annual programme plan, club-grant utilisation, and MY Bharat district performance
- **Field:** MY Bharat Youth Clubs (registered and activated through the MY Bharat portal) — village or block-level groups of 15-30 young people registered with the Kendra
- **Funding:** 100% central (Ministry of Youth Affairs and Sports)



## KEY POSITIONS

POSITION	RESPONSIBILITY
Deputy Director (DD) / District Youth Officer (DYO)	Head (and often the only full-time staff) of the Kendra
National Youth Volunteers (NYVs)	Young people aged 18-29 (as on 1 April of selection year), on stipend of Rs 5,000/month; placements made through MY Bharat-affiliated Youth Clubs; not every Kendra has NYVs
Youth club leaders and members	Village and block-level youth registered with MY Bharat Youth Clubs affiliated to the Kendra
MY Bharat volunteers	Young people registered on the MY Bharat portal linked to Kendra activities

## MANDATED SERVICES

- Register, train, and support youth clubs across the district; maintain a register of active clubs with membership details
- Organise National Integration Camps and Youth Festivals
- Conduct skill development and entrepreneurship awareness camps (introductory level, 3-7 days)
- Mobilise youth for government campaigns: Swachh Bharat, tree planting, voter awareness (SVEEP), blood donation, disaster relief
- Drive MY Bharat ([mybharat.gov.in](http://mybharat.gov.in)) registrations and link volunteers to local programmes
- Organise district-level sports events, Fit India activities, and Khelo India grassroots engagement
- Provide activity-based youth-club support: sports-material distribution at Rs 6,000 per eligible active club, Swachhata Hi Seva reimbursement up to Rs 3,000 per programme, and seed money of Rs 15,000 per district for the Ek Ped Maa Ke Naam campaign
- Implements district-level activities under the MY Bharat Annual Action Plan (AAP), organised around four thematic focus areas (national service, sports & culture, leadership, civic engagement). Specific programmes include Yuva Utsav, Yuva Connect, Swachhata Hi Seva, Ek Ped Maa Ke Naam, district sports meets, and Future Leaders Bootcamp; full programme list in MY Bharat AAP 2025-26
- Observe a minimum of 25 Days of national and international importance each year

## LINKED SCHEMES

- **MY Bharat** – youth engagement platform, volunteering, digital certificates, national camps for all youth aged 15-29
- **National Youth Volunteer Programme** – stipend-based placements for youth aged 18-29
- **Khelo India** – grassroots sports talent identification and development
- **Pradhan Mantri Kaushal Vikas Yojana (PMKVY) / Skill India** – Kendra mobilises youth for skill training (does not run training centres)
- **SVEEP** – voter awareness drives conducted through MY Bharat Youth Clubs
- **NPYAD (National Programme for Youth and Adolescent Development)** – central-sector umbrella covering Youth Leadership & Personality Development, National Integration, Adventure, and Adolescent Development (including Life Skills); delivered through NYKS / MY Bharat Kendras
- **National Young Leaders Programme (NYLP)** – central-sector scheme to develop youth leadership; NYKS / MY Bharat Kendras implement the Neighbourhood Youth Parliament (NYP) component at block and village level. Recent youth-leadership initiatives such as the Viksit Bharat Young Leaders Dialogue (VBYLD) run through the MY Bharat portal



## HOW TO LOCATE

**Portal:** nyks.nic.in – lists district Kendras with DD/DYO names and contact numbers; mybharat.gov.in for activities by district

**Direct portals:** Kendra addresses: nyks.nic.in/compile/kenadd1.aspx. State/Zonal addresses: nyks.nic.in/compile/zdaddress.aspx. Regional Directors list: nyks.nic.in/Regional%20Directors%20of%20NYKS.pdf.

**Also:** Ask at the District Collectorate or District Sports Officer's office; search "[district name] Nehru Yuva Kendra" or "[district name] MY Bharat Kendra"

## KEY FACILITIES

The NYK office may be a government building, rented space, or a room in another government office such as a collectorate or sports complex. Equipment typically includes a computer, printer, and event materials (banners, sound system, sports equipment). There is no standardised infrastructure norm.

## WHAT A FUNCTIONING NYK LOOKS LIKE

- The Kendra office is open during working hours with the DD/DYO present
- Registered youth clubs have met in the last 6 months with documented attendance
- Programmes conducted in the last 6 months have dates, locations, participant numbers, and photos
- MY Bharat registration count from the district shows active enrolment
- Youth clubs registered with the NYK are active and have met in the last 6 months
- Evidence of youth participation in Gram Sabha or ward meetings is documented

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# D. District Governance, Welfare, and Engagement

## GRIEVANCE REDRESSAL

**During service delivery.** The first point of contact is the Deputy Director (DD) / District Youth Officer (DYO) of the Kendra. National Youth Volunteers (NYVs) are a parallel front-line responder.

**After service.** Escalation is to the State Director / State Liaison Officer of NYKS and then NYKS Headquarters in Delhi. The MY Bharat autonomous body (from May 2025 onward) also has a grievance route.

**External.** Ministry of Youth Affairs and Sports runs Centralised Public Grievance Redress and Monitoring System (CPGRAMS) (pgportal.gov.in) for central complaints. The MY Bharat portal at mybharat.gov.in has a dedicated grievance and feedback module. The NYKS Headquarters Vigilance wing functions under guidance of the Central Vigilance Commission and receives written complaints on corruption, misconduct, or misuse of official powers, as well as Youth Club grievances. HQ Vigilance line: 011-23442812. Current officer details are listed at nyks.nic.in/contactus/Vigilance.html. For youth-club grant issues and SVEEP-linked activities, the state Election Commission has convergence jurisdiction. Khelo India disputes go through kheloindia.gov.in.