



स्वातंत्र्याचा अमृत महोत्सव



प्रो. (डॉ.) सदानंद भोसले

एम्.ए., पीएच.डी.

संचालक (अतिरिक्त कार्यभार)

सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)

राष्ट्रीय सेवा योजना

गणेशखिंड, पुणे - ४११ ००७



कार्यालय क्र. : ०२०-२५६२२६८८/८९

: ०२०-२५६२२६९०/९१

: ०२०-२५६२२६९२

: ०२०-२५६९७३४९

संदर्भ : रासेयो/२०२५-२६/३८

दि. २७/०५/२०२५

प्रति,

मा.प्राचार्य/संचालक,

रासेयो संलग्नित सर्व महाविद्यालये परिसंस्था,

पुणे, अहिल्यानगर व नाशिक जिल्हा,

सावित्रीबाई फुले पुणे विद्यापीठ.

विषय : My Bharat पोर्टलद्वारे प्रधानमंत्री भारतीय जनऔषधी परियोजनेद्वारे जिल्हास्तरीय जनऔषधी केंद्रामध्ये रासेयो स्वयंसेवकांकरिता अनुभवात्मक शिक्षण कार्यक्रमाबाबत...

महोदय,

मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचलनालय, भारत सरकार, पुणे यांच्या पत्रानुसार आणि युवा व्यवहार आणि क्रीडा मंत्रालय, रासेयो, नवी दिल्ली, भारत सरकार यांच्या निर्देशानुसार रासेयो स्वयंसेवकांकरिता My Bharat पोर्टलद्वारे प्रधानमंत्री भारतीय जनऔषधी परियोजनेद्वारे जिल्हास्तरीय जनऔषधी केंद्रामध्ये अनुभवात्मक शिक्षण कार्यक्रम राबविण्यात येत आहे.

तरी आपल्या महाविद्यालयातील रासेयो स्वयंसेवकांना या उपक्रमामध्ये सहभागी होण्याकरिता सुचित करण्यात यावे. तसेच आपल्या माहिती व उचित कार्यवाहीकरिता सोबत जोडलेल्या पत्राचे अवलोकन करावे. कळावे, ही विनंती.

संचालक
राष्ट्रीय सेवा योजना

सोबत : मा. क्षेत्रीय संचालक, क्षेत्रीय संचलनालय, भारत सरकार, पुणे यांचे पत्र

To
NSS Program Coordinators
in Maharashtra & Goa
District Coordinators
in Maharashtra

Sir/Madam,

With reference to the mail received from Directorate of NSS & NSS Section, Ministry of Youth affairs and Sports New Delhi, the Pradhan Mantri Bhartiya Janaushadhi Pariyojana ELP is to be conducted in 600 districts across the nation. A total 1200 ELP are created on MY Bharat Portal by the Jan Aushadhi Kendra under which NSS volunteers have to be engaged to provide practical exposure to youth on the working of Jan Aushadhi Kendra and the system of Generic Medicines and its value to the public.

In this regard, all universities in Maharashtra & Goa are requested to disseminate the necessary information to the NSS Program Officers and NSS units for encouraging maximum NSS Volunteers / students to apply for ELP -participate in the Jan Aushadhi ELP program. All Universities are requested to kindly personally coordinate with NSS units for maximum participation

Apply on: MY Bharat at [Experiential Learning | MYBharat](#) for Maharashtra & Goa state - **Application Deadline: 28th May 2025**

SOP Video of application process: <https://youtu.be/sRkqjRB6Qc>

Duration: 15 days (between 1st–30th June 2025)

Location: Address of Jan Aushadhi Kendras in the respective districts

- **Activities:** Support in inventory, record-keeping, and customer service
- **Skills gained:** Communication, problem-solving, organizational skills

Certification upon successful completion

Please find attached SOP, PPT and OM.

AJAY B SHINDE
Regional Director (Maharashtra & Goa)
Regional Directorate of N.S.S.
Government of India, Ministry of Youth Affairs & Sports
A Block, College of Agriculture Campus,
Shivaji Nagar, Pune- 411005

Re: MY Bharat:- Experiential Learning Program (ELP) in Jan Aushadhi Kendras (JAKs) - reg**SK**

Salil Kumar <salilkumar@ord.gov.in>

Wed, 30 Apr 2025 6:57:07 PM +0530 •

To "mybharat" <my.bharat@gov.in>, "Raghvendra Singh" <raghvendra.singh@mybharat.gov.in>

Cc "Subrata Hazra" <subrata.hazra@nic.in>, "nykssection" <nyks-section@gov.in>, "specialprogramme.nyks" <specialprogramme.nyks@gmail.com>, "pacnss" <pacnss@gmail.com>, "Nss Section" <nss-section-doya@gov.in>, "Ravi Kumar Srinivasan" <ravik.srinivasan@gov.in>, "rohit.kalra" <rohit.kalra@gov.in>

☺ ☐☐ **2 Attachment(s)** • Download as Zip • Add To >



OM dated 30.4.2025.pdf
117.3 KB • 🔒



List of JAKs for My Bharatxlsx
180.1 KB • 🔒

++

Thanks and Regards

Salil Kumar, IOFS
Director, MYBharat
M/o Youth Affairs
New Delhi

2/3/25, attachment or
5/5/25
ms. Srinivasi

From: "mybharat" <my.bharat@gov.in>

To: "Subrata Hazra" <subrata.hazra@nic.in>, "nykssection" <nyks-section@gov.in>, "specialprogramme nyks" <specialprogramme.nyks@gmail.com>, "pacnss" <pacnss@gmail.com>, "Nss Section" <nss-section-doya@gov.in>

Cc: "Ravi Kumar Srinivasan" <ravik.srinivasan@gov.in>, "Salil Kumar" <salilkumar@ord.gov.in>, "rohit kalra" <rohit.kalra@gov.in>, "Shri Nitesh Kumar Mishra" <js-youth@gov.in>

Sent: Wednesday, April 30, 2025 4:41:40 PM**Subject:** MY Bharat:- Experiential Learning Program (ELP) in Jan Aushadhi Kendras (JAKs) -reg

Sir,

Please see the attached OM dated 30.04.2025 on the subject cited above for further necessary action.

Regards,

MY Bharat Section
Ministry of Youth Affairs & Sports

If approved, we may forward the same to Dte. of NSS for info. & n.a.
Sy
8/5/25 *SO(NSS)*

J-17011/218/2025-MY BHARAT
Government of India
Ministry of Youth Affairs and Sports
Department of Youth Affairs
(MY Bharat Section)

Shastri Bhawan, New Delhi,
Dated the 30th April 2025

OFFICE MEMORANDUM

Subject: Experiential Learning Program at Jan Aushadhi Kendras at district level by Pradhanmantri Bhartiya Jan Aushadhi Pariyojana –reg.

The undersigned is directed to intimate that an Experiential Learning Program is planned to be conducted in various Jan Aushadhi Kendras at the district level by Pradhanmantri Bhartiya Jan Aushadhi Pariyojana.

2. In this regard, it is informed that Jan Aushadhi has been onboarded as a MY Bharat Organisation on MY Bharat Portal, and a hierarchy of **1200+** Jan Aushadhi Kendras has been created, Further Kendra are being added. MY Bharat shall be imparting training to their Marketing Officers to guide Jan Aushadhi Kendras to join MY Bharat and create ELPs.

4. In view of the above, it is requested that necessary directions may be issued to field functionaries of NYKS and NSS to get involved in the project and provide necessary handholding, including onboarding and complete ELP process to the store managers of these Jan Aushadhi Kendras. It may be noted that many of the store managers may not be technical persons, hence, dedicated guidance and monitoring of the ELP will be required by the field functionaries.

5. This is to note that the project is of prime importance and is being monitored directly by the O/o HMYAS. Hence, it is further requested that directions may be given to the field functionaries of NYKS and NSS to spread the information and facilitate for participation of youth in this program.

6. Shri Rohit Kalra, AD, MY Bharat(9467614516) is the point of contact in this regard.

7. This is issued with the approval of the Competent Authority.

Encl. List of Jan Aushadhi Kendras as on 30.04.2025

Digitally signed by
S. Ravi Kumar
Date: 30-04-2025
16:16:45 (S Ravi Kumar)
Under Secretary to the Govt. of India

To:

- 1 Ms. Vandita Pandey, Director (NSS), Deptt. Of Youth Affairs
- 2 Shri Subrata Hazra, Deputy Secretary (NYKS), Deptt. Of Youth Affairs.

Copy to:

1. PPS to Secretary (YA)
2. PPS to JS(YA)

Draft Standard Operating Procedure (SOP)

for

Experiential Learning Program (ELP) in Jan Aushadhi Kendras (JAKs) in

Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)

on MY Bharat

This draft SOP suggests the operational framework, responsibilities, reporting protocols, and coordination mechanisms for the successful implementation of ELP in Jan Aushadhi Kendras.

1. Process Flow (*MY Bharat Organization creation and Kendra Onboarding*)

1.1. Creation of a Micro PMU team at head office consisting of members from MY

Bharat and Jan Aushadhi Kendra. This team will ensure:

1.1.1. Seamless coordination and oversight of the program.

1.1.2. **Daily Assessment and Coordination Meetings** to be held via Video Conference (VC) with key stakeholders.

1.1.3. **Daily Reporting to Senior Leadership** from both MY Bharat and PMBJP regarding progress, bottlenecks, and interventions.

Micro-PMU	
MY Bharat Team Members	Jan Aushadhi Team Members
1) Shivani Pandita: 6005230260 2) Raghvendra Raj Singh: 9971268646 3) 2 other members (NSS / NYKS) may be included later	<i>To be entered by Jan Aushadhi</i>

1.2. Onboarding of Jan Aushadhi as a MY Bharat Organization (MBO) by Micro-PMU team **by 22nd April 2025** after Jan Aushadhi provides following details:

1.2.1. Nodal Officer for Registration of Jan Aushadhi as a MY Bharat Organization.

1.2.2. Details of 2 Sub Users for handling Jan Aushadhi MBO on MY Bharat Portal.

1.3. Training of Jan Aushadhi Sub Users on MY Bharat to operate the MY Bharat portal. The training shall be imparted by MY Bharat team.

1.4. Initial creation of 1200 Kendras as Units on Jan Aushadhi MBO via Excel Upload by Jan Aushadhi Sub Users.

1.4.1. Sharing of list of 1200 Kendras along with contact details with the MY Bharat Team. List should include:

1.4.1.1. Name of Kendra

1.4.1.2. Contact Details (Kendra Contact Person Name, Mobile, Email, Address of the Kendra)

1.5. Jan Aushadhi Sub Users will connect with individual kendras and Jan Aushadhi Nodal (state/district) for signing up as a MBO User in Jan Aushadhi on MY Bharat. DoYA officers at district level will be supporting them at district level. **Latest by 10th May 2025**

1.6. Guiding and following up with onboarded Kendras for creation of Experiential Learning Programs. DoYA officers at district level will be supporting them at district level in this activity. **Latest by 15th May 2025**

1.7. **ELP Application Process** (*Youth and Kendra*)

1.7.1. Application by Youth in JAK ELPs. **16th to 25th May**

1.7.2. Shortlisting of Youth Applications by JAKs. **26th to 30th May**

1.7.3. Reporting of shortlisted Youth Applicant to Kendra and Starting of ELP.

(1st June 2025)

1.7.4. Creation and Assignment of Tasks by Kendra to selected applicants.

1.7.5. Continuation of training and work for 15 days.

1.7.6. Submission of the report by the youth on MY Bharat Portal as per pre-defined format.

1.7.7. Acceptance and Evaluation of the report by Jan Aushadhi Kendra.

1.7.8. Generation of the e-Certificate on MY Bharat.

2. Training Support by MY Bharat

2.1. Training of Jan Aushadhi Nodal and Sub Users by MY Bharat Team for MY Bharat Portal

2.1.1. Creation of MY Bharat Organization (MBO)

2.1.2. Creation of Kendras as Units in Jan Aushadhi MBO

2.1.3. Online Reports with the MBO on MY Bharat Portal

2.2. Group level Online Training of Jan AusdhadiKendras by MY Bharat Team.

2.2.1. Joining Jan Aushadhi MBO as Kendras

2.2.2. Experiential Learning Program Creation and Subsequent Process Flow

2.3. Field Level one-on-one Training and Follow up by district level DoYA officials

2.3.1. Joining Jan Aushadhi MBO as Kendras.

2.3.2. Experiential Learning Program Creation and Subsequent Process Flow

2.4. District Level Youth Engagement by District DoYA Officials.

2.4.1. Leading District level Youth ELP Application Drive and ensuring sufficient youth Applications.

2.4.2. Follow up with Kendra and Jan AushadhiNodals (State and District) about ELP Progress.

3. Monitoring

3.1. Monitoring and Assessment of Progress of ELPs by Micro PMU.

Aspects to be monitored are:

3.1.1. Onboarding of 1200 Jan Aushadhi Kendras

3.1.2. ELP Creation by Kendras

3.1.3. Youth Applications in ELP created by Kendra

3.1.4. ELP Process completion by Youth

3.1.5. ELP Process completion by Kendras

3.1.6. ELP e-Certification generation

3.2. Coordination with district level Nodals and officials from Jan Aushadhi and DoYA as per the reports, and to get a field level feedback report.

3.3. Creation and sharing of Excel based Daily, and Weekly Reports as per data from MY Bharat Portal.

3.3.1. This report will be shared with DoYA and Jan Aushadhi Leadership by MY Bharat Team (Micro-PMU).

3.4. Creation of digital imprint of the JAK ELP Excel Reports in Jan Aushadhi MBO, for real time auto-reporting by MY Bharat Team.

4. **Media and Outreach** *(for inviting Youth Applications on JAK ELPs created on MY Bharat Portal.)*

4.1. Three videos will be made for promotions by MY Bharat Media Team, with inputs from by Jan Aushadhi **by 10th May 2024**

4.1.1. Promotional Video of JAK ELPs

4.1.2. ELP process Explanatory Video (for Youth)

4.1.3. ELP process Explanatory Video (for Kendra)

4.2. Publishing IEC Materials (*Digital Banners & Posters, Social Media Content on MY Bharat*)

4.3. Field Outreach to potential applicants by DoYA Officials in Districts

4.4. **Outreach by SMS, Email and IVRS** (*by MY Bharat Team*) 15 May onwards

4.4.1. Creation of text and IVR script Templates for Youth and JAK Kendras.

4.4.2. Daily Email, SMS and IVR to pilot JAKs who have not created ELPs.

4.4.3. Social Media Engagement for Youth Via MY Bharat and JAK Social media channels.

4.4.4. Email, SMS and IVR Campaigns in JAK ELP Districts to MY Bharat registered Youth, for informing about JAK ELP.

4.5. Creation of Testimonials by Youth and Submission via MY Bharat Portal

(Text, Audio, Video) **June 2025**



युवा कार्यक्रम
एवं खेल मंत्रालय
MINISTRY OF
YOUTH AFFAIRS
AND SPORTS



Youth Engagement as Jan Aushadhi Mitras

About the Program

- **Engagement of MY Bharat volunteers** at Jan Aushadhi Kendras by creating **Experiential learning programs (ELP)** through MY Bharat portal.
- **Onboarding of Jan Aushadhi kendra on MY Bharat portal** and creating the programs for Youth engagement.
- Providing **practical exposure to youth on the working of Jan Aushadhi Kendra** and the system of Generic Medicines and its value to public.

Objective of the Program

- To give opportunity to MY Bharat volunteers with **practical exposure to operation and business model of Jan Aushadhi Kendras.**
- Awareness in Youth about **affordable health care solution** and role played by generic medicines
- To understand **Supply chain management** for Jan Aushadhi Kendra
- To disseminate information about Suvidha Sanitary Pad Scheme under the Jan Aushadhi Kendra
- To disseminate information about Health Checkup in their local communities
- To **build a network of youth ambassadors who can actively promote the benefits of generic medicines**



Proposed methodology of the Program



- Onboarding **Jan Aushadhi as an MY Bharat Organisation (MBO)** on portal
- Onboarding of **1200 Kendras in 600 districts** as units under MBO (as per details from CEO Jan Aushadhi)
 - 4/5 Kendras in Metro districts
 - 2 Kendras in Category 'B' districts
 - 1 Kendra in small districts
- Creation of **1200 ELP by Registration via MY Bharat portal. ELP will be created by Jan Aushadhi kendra as per detailed SOP. Master trainer will be provided by MY Bharat.**
- Youth reporting to the centre on decided date (**duration of the program – 15 Days**)
 - Training/familiarization by Kendra Manager – 2 days
 - Experiential learning – 13 days
- Submission of **report in MY Bharat portal** by Youth on the ELP created by Jan Aushadhi Kendras. (As per reporting format provided by DoYA)
- Acceptance and completion by the concerned Jan Aushadhi Kendra.
- Generation of the **E-certificates on MY Bharat Portal.**

Timelines for the Program

S.No	Particulars	Timeline
1	Finalisation of Concept note and SOP by MY Bharat, sharing the same with Jan Aushadhi with list of contact persons of DoYA for identified districts	By 20 th April
2	Onboarding of Jan Aushadhi as MY Bharat Organisation (MBO)	22nd April
3	Approval of Concept note and SOP by Jan Aushadhi, circulation to field units	23rd April
4	Issuing of SOP and directions to Jan Aushadhi State Managers by Jan Aushadhi to coordinate with concerned DoYA contact persons to facilitate onboarding of the identified Kendras	24th April
5	Meeting of Jan Aushadhi State Managers in presence of MY Bharat personnel to discuss SOP and course of Action	25th April
6	Completion of Onboarding of Jan Aushadhi Kendras on Jan Aushadhi MY Bharat Organisation (MBO)	By 10 th May
7	ELP Creation of 1200 ELP by Onboarded Kendras	By 15 th May
8	Application window	16 th to 25 th May
9	Screening of application and selection of 4-5 Youth by each store	26 th to 30 th May
10	Experiential learning program	Jun-25

Benefits to Jan Aushadhi Kendras

- **Human Resource Support:** Assist during high footfall periods.
- **Community Outreach:** Local awareness on medicine affordability and health.
- **Digital & Admin Support:** Data entry, documentation, patient records.
- **Patient Experience:** Reduced wait times, volunteer assistance.
- **Feedback & Innovation:** Volunteers gather insights to improve services

Benefits to Youth

- Practical **exposure to youth on the working of Jan Aushadhi Kendra Community**
- Learning on **inventory management and basis record keeping.**
- Instill **business discipline and customer handling**
- Understand the **importance of health care**
- Provide **feedback for improvements** in the system