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# Amrit Generation Campaign

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**Why is in news?** Meta and Ministry of Women and Child Development launch the Amrit Generation Campaign: Naye Bharat Ke Sapne

- Meta and Union Ministry for the Ministry of Women and Child Development (MWCD), launched the Amrit Generation campaign, an **initiative to empower and engage the youth of India** by **encouraging them to express their aspirations and dreams for the future**.
- The Amrit Generation campaign invites young people from across the country to **showcase their creativity and share their aspirations by creating Reels on Instagram and Facebook**, Participants are encouraged to explore their ambitions and what they aspire to become when they grow up, fostering a sense of community and inspiring others in the process.
- The Union Minister, Ministry of Women and Child Development, Government of India added, "Our youth are the architects of tomorrow's India. The Amrit Generation campaign aims to engage, inspire, and nurture their aspirations, ensuring that they have the support and encouragement they need to realize their dreams. We are delighted to partner with Meta India for this meaningful initiative."
- To participate in the Amrit Generation campaign, the participants simply need to create a reel on Instagram or Facebook showcasing their aspirations using the hashtag (#) Amrit Generation (duration of the reel needs to be specified).
- The campaign **begins on 8th June, 2023**.
- **Fifty entries from the campaign will be selected** and invited to New Delhi for a unique opportunity to interact with senior policymakers and industry leaders, providing valuable insights into their respective fields and offering guidance on how to achieve their dreams.
- The selected young Indians will also get an opportunity to visit the Meta office in Gurugram and learn from industry leaders and creators on leveraging the potential of a creator economy.

## About Meta:

- **Meta builds technologies** that help people connect, find communities, and grow businesses. When Facebook launched in 2004, it changed the way people connect.
- Apps like Messenger, Instagram and WhatsApp further empowered billions around the world.
- Now, Meta is moving beyond 2D screens toward immersive experiences like augmented and virtual reality to help build the next evolution in social technology.

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