

Launch of Nasha Mukh Bharat Abhiyaan National Competition

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The Ministry of Social Justice and Empowerment, Government of India, is proud to announce the launch of a three-tier national competition under the Nasha Mukh Bharat Abhiyaan (NMBA) to commemorate its 5th anniversary. This initiative, aimed at fostering a drug-free India, will engage youth, students, and community members in raising awareness about the ill effects of substance abuse. The competition will culminate in a high-level event at Bharat Mandapam, New Delhi, graced by the Hon'ble Prime Minister and the Hon'ble Minister of Social Justice and Empowerment.

Launched on August 15, 2020, the Nasha Mukh Bharat Abhiyaan has been a cornerstone in India's fight against drug abuse, reaching over 20.63 crore individuals, including 6.29 crore youth and 4.14 crore women, across 5.71 lakh educational institutions. As NMBA enters its sixth year, the Ministry is organizing a nationwide competition to harness the energy and creativity of youth to promote a drug-free society.

The competition seeks to engage youth (aged 15–29 years), students, NMBA Master Volunteers, and NSS/NCC/MyBharat Volunteers in spreading awareness about substance abuse prevention through a structured three-tier process: an online quiz, essay writing, and elocution/group discussion. The initiative aims to identify and nurture young advocates for a drug-free India, culminating in a platform to interact with dignitaries at the national event.

The three-tier competition will be hosted on the MyGov platform, with the following details:

- 1. Tier 1: Online Quiz (District Level) Timeline:** September 25, 2025 – October 24, 2025. **Selection:** Top 3,500 participants will be selected based on accuracy and time of quiz completion (randomization for ties) and will advance to Tier 2.
- 2. Tier 2: Essay Writing (State/UT Level) Timeline:** October 27, 2025 – November 07, 2025. **Selection:** State/UT NMBA Committees will evaluate essays for originality, clarity, and relevance, selecting 5–7 participants per state/UT for Tier 3. Winners will also be felicitated at state-level events.
- 3. Tier 3: Elocution/Group Discussion (National Level) Objective:** Identify top 20 participants (across all genders, including transgender persons) for recognition at the national event. **Venue:** Bharat Mandapam, New Delhi. **Timeline:** November 2025. **Selection:** A national panel will evaluate participants based on articulation, content depth, and leadership potential, with the top 20 presenting group PPTs at the high-level event.

Certificates will be provided to all participants and winners in district and state level competitions will be felicitated in district/ state level events. 200–250 National Level participants will be invited to the high-level event in New Delhi, with opportunities to interact with dignitaries, including the Hon'ble Prime Minister and Minister of Social Justice and Empowerment. The top 20 will be recognized with awards and a platform to present group PPTs.

The Ministry invites youth, students, and volunteers across India to participate in this transformative initiative. The online quiz will commence on September 25, 2025, on the MyGov platform. Citizens are encouraged to visit the MyGov website to register and join the movement for a Nasha Mukh Bharat.

For further details, contact the NMBA helpline (14446) or visit the MyGov platform.

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