

MY Bharat Launches Viksit Vibrant Village Program 2026 to Strengthen Youth Engagement in Border Villages of Himachal Pradesh, Uttarakhand and Ladakh

500 Youth MY Bharat Volunteers from Across India to Begin a Week-long Immersive Engagement in Border Villages

Five Themes of Nation First Challenge to Anchor Youth Engagement Across 100 Border Villages

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The Department of Youth Affairs, Ministry of Youth Affairs & Sports, through Mera Yuva Bharat (MY Bharat), commenced the first phase of the Viksit Vibrant Village Program (VVVP) 2026, a pioneering youth-led initiative aimed at strengthening grassroots engagement, fostering national integration, and promoting sustainable development in India's border villages. The programme, which will be implemented in two phases.



A total of 500 MY Bharat volunteers, selected through a nationwide online quiz competition that witnessed participation from over 3 lakh youth, have been chosen to take part in the programme. Volunteers representing all States and Union Territories are being deployed in two phases across identified border villages in Ladakh, Himachal Pradesh, and Uttarakhand. During Phase-I, 250 volunteers are participating in immersive engagements across 43 villages, while the remaining 250 volunteers will join Phase-II activities in 50 villages later this month.

The programme provides a unique opportunity for young citizens to reside in border villages and engage directly with local communities. Through interactions with village residents, Panchayati Raj Institutions, local administration, and security personnel, participants will gain firsthand exposure to the socio-

economic realities, cultural heritage, developmental aspirations, and strategic significance of India's frontier regions.

The seven-day immersion programme has been structured around thematic areas including border awareness, cultural exchange, community living, governance, socio-economic assessment, village development planning, volunteerism, and national integration. Volunteers will undertake household surveys, participate in Gram Sabha activities, contribute to cleanliness and environmental campaigns, and assist in identifying developmental opportunities within villages.



A significant component of the programme is the promotion of the Nation First Challenge, a nationwide campaign encouraging responsible citizenship and sustainable lifestyle practices. MY Bharat volunteers will actively advocate five key themes of the campaign: adoption of Swadeshi products, healthy cooking practices, public transport usage and fuel conservation, promotion of natural farming, and vocal support for local tourism. Through community outreach and awareness activities, participants will encourage local communities to embrace these nation-centric and environmentally responsible practices.

The programme is being implemented in collaboration with the Ministry of Home Affairs and the Indo-Tibetan Border Police (ITBP) and is aligned with the vision of building a Viksit Bharat @2047 through active youth participation in nation-building initiatives.

Extensive preparations have been undertaken at national, state, and district levels to ensure the successful implementation of the programme. Coordination mechanisms involving MY Bharat, ITBP, State Governments, District Administrations, and local stakeholders have been established. Dedicated control rooms, nodal officers, village action plans, participant orientation sessions, and logistical arrangements have been put in place to facilitate smooth execution.

The Viksit Vibrant Village Program 2026 reflects the Government of India's commitment to empowering young citizens as active partners in nation-building while strengthening the social, cultural, and developmental linkages between India's youth and its vibrant border villages.

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