



MY Bharat to Open Registrations for District-Level Competitions under 'Nasha Mukh Yuva for Viksit Bharat' Campaign

Three-tier nationwide competition to culminate at the National Youth Summit in New Delhi

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As India advances towards the vision of Viksit Bharat @2047, empowering young people to become architects of social transformation remains central to the nation's journey. Reinforcing the Hon'ble Prime Minister's clarion call to make the fight against substance abuse a Jan Andolan, the Ministry of Youth Affairs & Sports (MYAS), through Mera Yuva Bharat (MY Bharat), has launched the next phase of the nationwide 'Nasha Mukh Yuva for Viksit Bharat' campaign with District-Level Competitions commencing from 13th July 2026. Through the power of creativity, culture and community leadership, the initiative seeks to inspire youth to lead the movement for a Nasha Mukh Bharat while contributing to the vision of Viksit Bharat @2047.

Taking this vision forward through a structured nationwide platform, the competitions will be conducted in a three-tier format, beginning at the District Level, followed by the State Level, and culminating at the National Level. Registrations will begin on 13th July 2026, following which competitions will be conducted at the district level from 24th to 27th July 2026, with the top three entries selected in each category. District winners will compete at the State-Level selection rounds from 30th July to 6th August 2026. State Champions will thereafter be invited to New Delhi for the National Finale on 12th and 13th August 2026, where outstanding young talent from across the country will showcase their creativity on a national stage at the National Youth Summit.

At the heart of this campaign is the power of youth-led creative expression. MY Bharat will organise district-level competitions across five creative categories - Dance, Music, Reel & Short Film, Nukkad Natak and Slam Poetry. By blending culture, storytelling, music and digital creativity, the competitions provide a unique platform for young people to inspire their communities, influence their peers and spread the message of a drug-free India.

Ensuring broad and inclusive participation, the competitions are open to youth aged 15 to 29 years, welcoming both individual and group entries. Participants may submit their creations in Hindi, English or any regional language, ensuring that every young voice, irrespective of geography or language, has an opportunity to become part of this national movement.

To facilitate seamless participation, registrations for the District Round will open from 13th July 2026 on the MY Bharat Portal (mybharat.gov.in). Youth can register and upload their creative entries through the portal, where submissions will serve as the first stage of the competition.

The Ministry of Youth Affairs & Sports through MY Bharat encourages Yuva Shakti across the country to to seize this opportunity to use their creativity as a force for social change, contribute to the vision of a Nasha Mukht Bharat, and align their energy and aspirations with the national mission of Viksit Bharat during Amrit Kaal.

Pawan Singh Faujdar

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