

MY Bharat to Launch Nationwide 'Viksit Bharat Yuva Connect Programme' on the Theme 'Nasha Mukh Yuva for Viksit Bharat'

Youth Icons to lead awareness sessions, inspire youth to build a drug-free and Viksit Bharat during month long campaign

प्रविष्टि तिथि: 15 JUL 2026 4:01PM by PIB Delhi

In line with the vision of Prime Minister Shri Narendra Modi to build a *Viksit Bharat@2047* and a *Nasha Mukh Bharat*, the Ministry of Youth Affairs & Sports, Government of India, through MY Bharat, will organise the **Viksit Bharat Yuva Connect Programme (VBYP)** across universities and colleges from **16th July to 15th August 2026** under the special theme "**Nasha Mukh Yuva for Viksit Bharat.**"



The month-long nationwide initiative aims to connect young citizens with the vision of a developed India while creating awareness about the harmful effects of substance abuse. By combining civic engagement with anti-drug awareness, the programme seeks to empower youth to become ambassadors of a healthy, responsible and drug-free India.

The programme will engage students through interactive sessions, presentations, awareness activities and digital participation on the MY Bharat platform. It seeks to encourage young people to actively contribute towards nation-building by understanding that a drug-free society is fundamental to achieving the vision of *Viksit Bharat@2047*.

As part of the programme, distinguished **Youth Icons**, including State Champions of the Viksit Bharat Young Leaders Dialogue (VBULD), winners of the Viksit Bharat Youth Parliament, NSS Awardees, National Youth Awardees and other accomplished youth leaders, will visit educational institutions to

interact with students. They will share insights on India's developmental journey and highlight how substance abuse poses a serious challenge to individual aspirations, social well-being and national progress.

Participants will also view a specially curated awareness film featuring experiences of individuals and families affected by substance abuse, followed by the **Nasha Mukta Bharat Pledge**, reaffirming their commitment towards leading healthy lives and contributing to the nation's development. Wherever feasible, personal testimonials from Recovery Warriors, in collaboration with NGOs and spiritual organisations, will also be incorporated to strengthen the campaign's impact.

To promote greater youth participation, MY Bharat facilitation desks will be established at programme venues to enable on-the-spot registration on the MY Bharat Portal and familiarise participants with various youth development initiatives of the organisation. Extensive outreach through banners, standees and digital publicity will further amplify the campaign across the country.

The programme will primarily engage youth in the **15–25 years** age group from rural, urban and tribal communities. Participating institutions may subsequently establish **MY Bharat Chapters** to ensure sustained youth engagement and facilitate implementation of future MY Bharat initiatives. All registrations and programme-related activities will be carried out through the MY Bharat Portal.

The **Viksit Bharat Yuva Connect Programme** reflects MY Bharat's continued commitment to nurturing informed, responsible and socially conscious young citizens who will lead India's journey towards becoming a developed nation by 2047 while championing the cause of a drug-free society

Pawan Singh Faujdar

(रिलीज आईडी: 2284823) आगंतुक पटल : 954

इस विज्ञप्ति को इन भाषाओं में पढ़ें: Telugu , Urdu , Marathi , हिन्दी , Bengali-TR , Assamese , Gujarati , Tamil , Kannada , Malayalam