

# **Nasha Mukh Yuva for Viksit Bharat : 100 Weeks Nasha Mukh Yuva Abhiyan to Commence with Nationwide Rashtriya Sankalp Samaroh**

**Rashtriya Sankalp Samaroh to be organised across 300  
Educational Institutions by NSS from 18 September and 485  
MY Bharat units on 20 September**

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The Department of Youth Affairs, Ministry of Youth Affairs & Sports, through Mera Yuva Bharat (MY Bharat) and the National Service Scheme (NSS), is set to commence the 100 Weeks Nasha Mukh Yuva Abhiyan with the Rashtriya Sankalp Samaroh, a nationwide Youth Pledge and Signature Campaign, beginning 18 September 2026. The initiative seeks to mobilise young people across the country towards a collective commitment for a Nasha Mukh Yuva for Viksit Bharat through sustained youth participation, awareness and community-led activities.



The Nasha Mukh Yuva for Viksit Bharat Sankalp Abhiyan was launched by the Hon'ble Prime Minister Shri Narendra Modi on 2 August 2026 through a virtual address to spiritual organisations, industry associations, NGOs and university associations. The campaign is structured around four pillars — Prevent, Protect, Recover and Lead. Since its launch, the initiative has recorded participation from over 30,200 locations, more than 2.5 crore viewership and over 1 crore pledges.

As part of the opening phase, the Rashtriya Sankalp Samaroh will be organised by NSS from 18 September 2026 across 300 identified locations. The participating network comprises educational institutions located across States and Union Territories and includes colleges, universities and other

institutions identified through NSS Regional Directorates. The identified institutions include, among others, institutions in Gujarat, Karnataka, Madhya Pradesh, Chhattisgarh, Odisha, Himachal Pradesh, Punjab, Delhi, West Bengal, Uttar Pradesh, Uttarakhand, Bihar, Maharashtra and Kerala.

The first Sunday of the 100 Weeks Nasha Mukta Yuva Abhiyan will be observed on 20 September 2026, with activities being organised across 485 MY Bharat units, including MY Bharat District Offices and Youth Hostels. The Rashtriya Sankalp Samaroh will centre on a collective Youth Pledge and Signature Campaign, complemented by thematic street plays, slogan writing and youth-led discussions. These activities will provide young people with platforms to participate in awareness-building and reaffirm their collective commitment towards a Nasha Mukta Bharat.

The opening of the 100 Weeks Nasha Mukta Yuva Abhiyan will be followed by a structured 12-week activity calendar from September to December 2026, with three thematic phases — ‘My Health, My Pride’, ‘Fit Youth, Addiction-Free Youth’ and ‘Life Skills Month’. The programme will feature health check-up and BMI camps, meditation and wellness sessions, health walks and runs, Yuva Melas, yoga sessions, traditional sports, mini marathons, cyclothon, sports leagues, decision-making workshops, discussions on peer pressure, problem-solving activities and youth-led role plays and street plays.

Under the NSS component, activities will subsequently be conducted on Fridays and Saturdays, with 200 locations planned for each of the following 11 weeks, taking the projected NSS coverage to 2,500 events during the 12-week period. MY Bharat will undertake weekly activities across its designated units, with the implementation plan providing for 3,235 MY Bharat unit-level activities during the period.

The campaign will bring together MY Bharat youth, NSS volunteers, educational institutions and partner organisations, including spiritual, industry, university and NGO organisations. Activities will be supported through approved campaign branding and IEC material and documented through photographs, videos, participation figures and key highlights for monitoring the reach and implementation of the campaign across States, districts and participating organisations.

The 100 Weeks Nasha Mukta Yuva Abhiyan seeks to sustain youth-led engagement through regular activities focused on health, fitness, life skills, awareness and community participation, strengthening the collective resolve of young people towards a Nasha Mukta Yuva for Viksit Bharat.

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