

Rashtriya Sankalp Samaroh Marks the Beginning of 100 Weeks Nasha Mukta Yuva Abhiyan with Widespread Youth Participation Across the Country

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The Rashtriya Sankalp Samaroh under the Nasha Mukta Yuva for Viksit Bharat – 100 Weeks Nasha Mukta Yuva Abhiyan was observed across the country on 18 September 2026, bringing together young people through collective pledge-taking, signature campaigns, creative expression and youth-led discussions.



The nationwide observance saw participation from 259 institutions across all 28 States and 8 Union Territories, with 1,455 activities conducted and 1,47,798 participants mobilised, in collaboration with MY Bharat - National Service Scheme (NSS).

The Day 1 programme reflected the campaign's focus on building awareness, encouraging healthy and positive choices, and strengthening youth participation as part of the Prevent pillar of the Nasha Mukta Yuva movement. The activities provided young people with platforms to express their commitment and engage in conversations around a healthier and more responsible lifestyle.



The Pledge Taking Ceremony emerged as a major component of the day, with 320 activities and 45,082 participants taking part. The Signature Campaign witnessed 407 activities with 42,443 participants, providing a visible expression of collective commitment.

The day also saw extensive use of creative and participatory formats. Thematic street plays (Nukkad Natak) were conducted through 198 activities involving 8,197 participants, while Youth-Led Discussions and Seminars were organised through 302 activities, engaging 28,466 participants. A further 228 activities were conducted under other formats, involving 23,610 participants.



The Rashtriya Sankalp Samaroh thus brought together multiple forms of youth engagement—from a collective pledge and public signatures to street theatre and dialogue—reflecting the campaign’s approach of taking the Nasha Mukta message beyond a single awareness activity and into sustained youth participation.



The Nasha Mukta Yuva for Viksit Bharat campaign has been structured as a sustained 100-week/100-Sunday movement, with the first activity cycle focusing on My Health, My Pride, followed by Fit Youth, Addiction-Free Youth and Life Skills Month. The programme is designed to engage young people through health, fitness, awareness and life-skills interventions.

The Rashtriya Sankalp Samaroh marks the beginning of this sustained phase of youth engagement, with continued activities planned across institutions, youth centres and communities in the weeks ahead..

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