



# **MY Bharat–NSS Undertakes “My Health, My Pride” Activities Nationwide Under Nasha Mukta Yuva Campaign**

**1.75 Lakh+ Participation Recorded Across 167 Educational Institutions; 48,500+ Youth Receive Health Check-ups**

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The Ministry of Youth Affairs and Sports, through the National Service Scheme (NSS), conducted nationwide “My Health, My Pride” activities on September 25, 2026, under the Nasha Mukta Yuva for Viksit Bharat – 100 Week Nasha Mukta Yuva Abhiyan. The activities focused on promoting health, nutrition, wellness and awareness about the harmful effects of substance abuse among young people.



The nationwide initiative was conducted across 167 educational institutions and their adopted villages, with a consolidated participation of 1,75,368 across the activities. The campaign brought together youth through health screenings, expert-led awareness sessions and substance-abuse prevention activities.

As part of the initiative, 48,556 youth in the 15–18 years age group received health check-ups and BMI assessments conducted in coordination with District Health Authorities and medical officers under the Rashtriya Bal Swasthya Karyakram (RBSK). The health interventions provided young participants with an opportunity to understand the importance of regular health monitoring and informed lifestyle choices.

Two expert-led awareness sessions formed a key component of the programme. The session on “Importance of Nutrition & Good Health” engaged 64,938 participants, with medical experts and doctors discussing the importance of nutrition, wellness and healthy living. A second session on the “Impact of Addiction on Good Health” engaged 61,874 participants, focusing on the adverse health effects of substance abuse.



The de-addiction awareness component also saw approximately 62,000 young people taking the Substance-Free Pledge, reinforcing the campaign's focus on prevention and informed choices among youth.

The programme also witnessed participation of local leaders, dignitaries and medical professionals, with 95 institutions hosting such experts and public representatives to inaugurate the camps and interact with young participants. Female youth accounted for 53.0 per cent of participation in Nutrition & Health sessions and 52.6 per cent in De-Addiction sessions, reflecting significant participation by young women in the campaign activities.

The "My Health, My Pride" activities are being undertaken under the Prevent pillar of the Nasha Mukta Yuva for Viksit Bharat campaign. The initiative combines health interventions with awareness and prevention messaging, creating opportunities for young people to understand the relationship between physical well-being, healthy choices and a substance-free lifestyle.



The activities form part of the campaign's broader 100-week framework, which is structured around four pillars—Prevent, Protect, Recover and Lead. The first activity cycle focuses on three themes: My Health, My Pride; Fit Youth, Addiction-Free Youth; and Life Skills Month. The campaign seeks to sustain youth engagement through health, fitness, community participation and life-skills interventions.

The nationwide activities also demonstrated the adaptability of the campaign to local circumstances. Activities scheduled in some regions were temporarily deferred due to regional observances and adverse weather conditions, including Anant Chaturdashi in Bihar and Jharkhand, Ganesh Visarjan in Maharashtra and Goa, and severe cyclonic conditions affecting six institutions in Andhra Pradesh. These activities will be rescheduled in the affected regions.

The “My Health, My Pride” initiative reinforces the campaign's central message that awareness, preventive health interventions and informed choices are important components of building a healthier and Nasha Mukta youth community.

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