

# MY Bharat–NSS Concludes First Month of Nasha Mukta Yuva Abhiyan with Nationwide ‘Yuva Sanwad Mela’; Engages Over 1.06 Lakh Participants

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The Ministry of Youth Affairs and Sports, through MY Bharat and the National Service Scheme (NSS), successfully organised the nationwide ‘Yuva Sanwad Mela’ on October 9, 2026, marking the conclusion of Month 1 of the 100-Week Sankalp Abhiyan under the theme ‘My Health, My Pride’. Conducted across 200 designated institutions and their adopted villages, the initiative recorded a consolidated outreach of 1,06,855 participants, bringing together young people and community members to strengthen awareness about substance abuse prevention and promote a healthier, addiction-free society.



Implemented across 15 NSS Regional Directorates, the Week 4 intervention achieved 100 per cent execution against the target of 200 institutions. The initiative engaged 93,662 youth participants and reached an additional 13,193 citizens through dedicated outreach activities in villages and slum communities. Moving beyond conventional pledge-taking activities, the Yuva Sanwad Mela emphasised interactive dialogue, public awareness and cultural expression to encourage informed conversations on the harmful effects of substance abuse.

The nationwide initiative featured three major components: youth dialogue, awareness stalls and cultural performances. Under the Youth Dialogue (Sanwad) component, 509 interactive seminars and open forums were organised, engaging 36,086 youth in

discussions on the root causes of substance abuse, peer pressure and community-led prevention strategies, with participation from faculty members and local leaders.



Under the awareness component, NSS volunteers established 396 informational stalls and kiosks to disseminate information on the physical and psychological consequences of addiction and familiarise participants with available counselling resources. These activities engaged 32,909 participants. Complementing these efforts, 587 cultural performances, including street plays (Nukkad Nataks), skits and musical presentations, reached 24,944 individuals, using creative and locally relevant formats to communicate the message of an addiction-free India.

The campaign also demonstrated strong participation across genders. The reported youth participation figures recorded 48,269 female participants and 45,618 male participants, reflecting the active involvement of young women in the nationwide awareness drive. Through their participation, NSS volunteers and young people helped carry the message of health, well-being and collective responsibility into educational institutions and surrounding communities.



The grassroots mobilisation was further amplified through digital platforms, with young ambassadors generating 935 social media posts using the hashtag #NashaMuktYuva. These digital efforts extended the visibility of local activities and helped reinforce the campaign's message among wider audiences.

The successful conclusion of Month 1 establishes a foundation for the next phase of the 100-Week Sankalp Abhiyan. Month 2 will focus on physical fitness and sports under the theme 'Fit Youth, Addiction-Free Youth', encouraging young people to adopt healthy lifestyles and recognise physical activity as an important component of substance abuse prevention.

Through the sustained participation of MY Bharat, NSS, educational institutions and local communities, the Ministry of Youth Affairs and Sports continues to strengthen youth-led awareness, community engagement and collective action towards the vision of a healthier, empowered and addiction-free India.

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