

MY Bharat Organises Neighbourhood Youth Parliaments and Yuva Melas Across 1,469 Locations Under Nasha Mukt Yuva for Viksit Bharat Abhiyan

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As part of the Nasha Mukt Yuva for Viksit Bharat Abhiyan, MY Bharat, in collaboration with partner organisations, organised Neighbourhood Youth Parliaments (NYPs) and Yuva Melas on October 10, 2026, under the 100 Weeks Campaign. The nationwide initiative covered 1,469 locations across 34 States, with participation from over 3.65 lakh youth and citizens, reinforcing the collective commitment towards building a drug-free India.



The initiative aimed to strengthen grassroots youth engagement, raise awareness about the harmful effects of substance abuse and encourage young people to take an active role in preventing drug abuse. The Neighbourhood Youth Parliaments, organised at the block level, featured discussions on the challenges associated with substance abuse, strategies to translate awareness into action and inspiring stories of change, motivating young people to become advocates for a healthy and drug-free society.

The programmes featured a range of youth-led activities, including the Nasha Mukt Yuva Pledge, slogan-writing competitions, signature campaigns, debates, Nukkad Nataks and interactive discussions. These activities encouraged participants to adopt healthy lifestyles and spread awareness about the importance of preventing substance abuse. The Yuva

Melas were organised in collaboration with spiritual organisations, university associations and industry associations, including Heartfulness, Project Point, CIPU, ASSOCHAM, FICCI and Brahma Kumaris, strengthening the reach and impact of the campaign through multi-stakeholder participation.



The initiative also witnessed the participation of public representatives, with six representatives, including one Member of Parliament and five Members of Legislative Assemblies, attending the programmes. A total of 4,552 activities were organised, and 4,568 slogans were collected, reflecting the extensive engagement of participants in promoting the message of a Nasha Mukht Bharat.



The nationwide mobilisation under the 100 Weeks Campaign highlights the role of collective action, community participation and youth leadership in addressing substance abuse. Through Neighbourhood Youth Parliaments and Yuva Melas, MY Bharat continues to encourage young people to take responsibility for social change and contribute towards realising the vision of Nasha Mukht Yuva for Viksit Bharat.

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