

MY Bharat - NSS Takes 'Gram Seva evam Parampragat Khel Diwas' to Villages Nationwide Under Week 6 of Nasha Mukta Yuva Abhiyan

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The MY Bharat National Service Scheme (NSS), under the Ministry of Youth Affairs and Sports, organised 'Gram Seva evam Parampragat Khel Diwas' (Village Service and Traditional Sports Day) as part of the sixth week of the 'Nasha Mukta Yuva for Viksit Bharat 100 Week Sankalp Abhiyan', taking the campaign beyond educational institutions and into rural communities.



Implemented by the Directorate of NSS along with 15 NSS Regional Directorates, the initiative was conducted across more than 160 institutions and their adopted villages, mobilising over 80,000 participants, including youth, Gram Panchayat members, village elders and local residents. The activities were organised under the second month's theme, 'Fit Youth, Addiction-Free Youth (Shakti evam Seva)', highlighting the role of physical fitness, community participation and social responsibility in promoting a substance-free society.

As part of the traditional sports activities, NSS units organised local tournaments featuring Kabaddi, Kho-Kho, Tug of War and Kushti. These activities engaged over 21,500 participants, encouraging healthy recreation, teamwork and positive engagement among rural youth.



The Gram Seva component brought NSS volunteers and Gram Panchayats together to undertake community service activities, including cleaning village lanes, sanitation around public wells and handpumps, and sapling plantation drives. More than 19,800 participants took part in these activities, reflecting the NSS motto, 'Not Me, But You', through collective action for rural development.

Additionally, community awareness programmes and youth-led dialogues on healthy living and the Nasha Mukta campaign engaged over 18,600 individuals. The initiative also recorded the participation of more than 29,500 young women across sporting and community service activities, demonstrating a strong emphasis on gender inclusivity.



To amplify the campaign's reach, youth participants generated over 4,000 social media posts using the hashtag #NashaMuktYuva, extending the visibility of grassroots activities to a wider audience.

Through the integration of traditional sports, community service and awareness activities, Week 6 of the campaign strengthened the connection between educational institutions and rural communities. The initiative reaffirmed the importance of collective participation in fostering healthy lifestyles, positive youth engagement and the vision of a Nasha Mukta Viksit Bharat.

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