



MY Bharat Mobilises Over 2.11 Lakh Participants Across 36 States and UTs During Sixth Week of Nasha Mukt Yuva Abhiyan

694 programmes conducted to promote drug-free lifestyles through cultural activities, traditional sports and Neighbourhood Youth Parliament

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Mera Yuva Bharat (MY Bharat), under the Ministry of Youth Affairs and Sports, organised a series of activities during the sixth week of the **100 Weeks Campaign under the “Nasha Mukt Yuva for Viksit Bharat” Abhiyan**, mobilising 2,11,139 youth and citizens across 36 States and Union Territories through 694 programmes, as per the provisional report. The activities centred on *Nashe Ke Ravan Ka Dahan/Nasha Rupi Mahishasur Ka Vadh*, traditional sports, and *Nasha Mukt Yuva for Viksit Bharat Par Paricharcha* (Neighbourhood Youth Parliament), combining cultural engagement, physical activity and community dialogue to strengthen awareness about substance abuse.



The campaign used culturally rooted initiatives such as symbolic Ravan Dahan and Mahishasur Vadh to convey the message of overcoming addiction and rejecting substance abuse. Traditional sports activities encouraged physical fitness, healthy lifestyles and community participation, while Neighbourhood Youth Parliament sessions provided a platform for young people and community members to discuss the harmful effects of substance abuse, prevention strategies and the role of youth in building a drug-free society.

The programmes were organised in collaboration with FIT India and partner organisations, including Brahma Kumaris, Heartfulness, FICCI, CIPU, ASSOCHAM and Project Point. The collaborative approach brought together youth networks, community institutions and partner organisations to extend the campaign's outreach and encourage collective action against substance abuse.



The campaign recorded **2,11,139 pledges** towards the objective of a drug-free India. The activities sought to translate awareness into individual commitment and community-level action by encouraging young people to adopt healthy, substance-free lifestyles and motivate others to stay away from addictive substances.

Through the 100 Weeks Campaign, MY Bharat continues to engage young people and communities through awareness programmes, participatory activities and youth-led initiatives. The sixth week's focus on cultural traditions, sports and structured dialogue underscores the importance of sustained community engagement in preventing substance abuse and promoting informed choices among young people.

The initiative supports the broader vision of **Nasha Mukta Yuva for Viksit Bharat**, encouraging young citizens to contribute to the creation of healthier communities and a developed India..

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