MY Bharat - NSS Mobilises Over 96,700 Youth in Nationwide Cyclothons and Walkathons under Nasha Mukt Yuva Abhiyan

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Taking the message of an addiction-free India to streets and communities, MY Bharat - National Service Scheme (NSS) organised nationwide Cyclothons, Walkathons and Runs on 30–31 October 2026 under Week 7 of the Nasha Mukt Yuva for Viksit Bharat – 100 Week Sankalp Abhiyan. The initiative witnessed over 96,700 participation across more than 200 institutions nationwide.

Organised under the Month 2 theme, “Fit Youth, Addiction-Free Youth (Shakti evam Seva)”, the campaign focused on encouraging young people to embrace fitness, healthy lifestyles and community service while spreading awareness about the harmful effects of substance abuse. The activities brought together students, NSS volunteers and community members at public spaces and prominent civic landmarks.



As part of the initiative, NSS units organised cycle rallies covering 10–15 km and walkathons and runs spanning 3–5 km. The Walkathon and Run activities collectively recorded over 23,300 participants, while more than 8,000 youth participated in the Cyclothons. The activities also encouraged inclusive participation, with school units, women's groups and senior citizens joining the walkathons.



Extending the campaign beyond physical fitness, volunteers organised street plays (Nukkad Nataks), slogan-writing activities and songs to engage communities in conversations around substance abuse, peer pressure and recovery. Nukkad Nataks engaged over 5,600 participants and members of the public, while slogan-writing and musical activities witnessed participation of more than 11,800 people. These activities used creative and locally accessible communication to reinforce the message of an addiction-free lifestyle.



The initiative also integrated environmental responsibility through plogging drives, combining jogging and walking with cleanliness activities along rally routes. More than 11,400 youth participated in these drives, collecting litter and handing over segregated waste to local civic bodies. The activities culminated in a collective Nasha Mukt Sankalp, with nearly 26,000 participants and community members pledging their commitment to an addiction-free society.

The campaign also witnessed strong digital amplification, with youth ambassadors sharing reels and photographs of the activities on Instagram using #NashaMuktYuva. Through the Week 7 intervention, MY Bharat and NSS continued to strengthen youth-led community mobilisation, promoting fitness, environmental responsibility and collective action towards the vision of a Nasha Mukt Bharat and Viksit Bharat.

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Gaurav Saini

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