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Nasha Mukt Yuva for Viksit Bharat Sankalp Abhiyan

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On 2 August 2026, over 1 crore young Indians took a pledge at the same moment. They were joined across more than 28,000 locations. It was day one of a campaign meant to run for 100 weeks.

This lesson explains the launch, the 100-week plan and the youth programmes. It also covers the older Nasha Mukt Bharat Abhiyaan, the dated news items and the exam traps.

The idea in brief

- **Launch:** 2 August 2026, by Prime Minister Narendra Modi, over a video conference.
- **Scale:** Over 1 crore youth, connected from more than 28,000 locations.
- **Plan:** Weekly Sunday activities for 100 weeks, from 2026 to 2028.
- **Partners:** Over 125 spiritual organisations, under the Kashi Declaration.
- **Nodal ministry:** Youth Affairs and Sports, through the MY Bharat platform.

The 2 August Launch

What did the Prime Minister launch on 2 August 2026?

Prime Minister Narendra Modi launched the Nasha Mukt Yuva for Viksit Bharat Sankalp Abhiyan. He spoke over a nationwide video conference.

More than one crore young people joined from over 28,000 locations. The aim is a healthy, drug-free youth for a Viksit Bharat.

Sources: pib.gov.in

How many places were expected to join?

The 31 July preview said about 10,000 locations. It expected more than one crore youth, including MY Bharat volunteers, NSS volunteers, youth clubs and students.

On launch day, the Prime Minister's release gave a higher count: more than 28,000 locations. Use 28,000 for the launch day.

Sources: pib.gov.in

Where did the campaign begin?

It began as a pilot project in Kashi the year before. The Prime Minister said it has now become a national project.

Over 125 spiritual organisations and many NGOs back it under the Kashi Declaration.

Who else joined the launch?

Union Minister Mansukh Mandaviya welcomed the Prime Minister. Minister of State Raksha Nikhil Khadse also took part.

Twenty-six Governors and the Chief Ministers of 11 states joined the movement.

Quick check 1. The Nasha Mukt Yuva for Viksit Bharat Sankalp Abhiyan was launched on 2 August 2026. *(True or False?)* See answer ↓

Quick check 2. More than 10,000 locations joined on launch day, according to the launch release. *(True or False?)* See answer ↓

The 100-Week Plan

Why is the campaign planned for 100 weeks?

A single event fades fast. The Prime Minister said every coming Sunday will have activities in art, culture, sports and meditation.

He called the next 100 Sundays 100 strong steps towards a drug-free India.

What is the 100-Week Action Plan?

Mansukh Mandaviya said the 100-Week Action Plan and the Kashi Declaration form the base of the movement. Both grew out of talks with spiritual organisations.

The plan runs from 2026 to 2028. Its Sunday activities are meant to keep the message alive.

What is the role of MY Bharat?

MY Bharat is a one-stop platform for volunteering, leadership, mentorship and national service. It connects over 2.3 crore young people.

The Ministry of Youth Affairs and Sports runs it. The campaign uses it to reach students, NSS members and youth clubs.

Why did the minister mention Swachh Bharat?

Mansukh Mandaviya said Jan Bhagidari turned Swachh Bharat and Fit India into mass successes. Jan Bhagidari means people's participation.

He hopes the same will happen here.

Quick check 3. Weekly Sunday activities are planned for 100 weeks, from 2026 to 2028. *(True or False?)* See answer ↓

Quick check 4. MY Bharat is run by the Ministry of Social Justice and Empowerment. *(True or False?)* See answer ↓

Youth Competitions and Programmes

What are the district-level competitions?

MY Bharat opened registrations on 13 July 2026. District rounds ran from 24 to 27 July 2026.

The top three entries in each category moved ahead. Youth aged 15 to 29 could enter alone or in groups.

Sources: pib.gov.in

Which five categories did the contest have?

The five categories were Dance, Music, Reel and Short Film, Nukkad Natak and Slam Poetry. Each one uses creative expression to carry the anti-drug message.

What came after the district rounds?

State-level selection rounds ran from 30 July to 6 August 2026. State champions were then invited to New Delhi.

The National Finale was set for 12 and 13 August 2026, at the National Youth Summit.

What is the Viksit Bharat Yuva Connect Programme?

MY Bharat runs it in universities and colleges from 16 July to 15 August 2026. Its theme is Nasha Mukt Yuva for Viksit Bharat.

Youth Icons visit campuses. They include state champions of the Viksit Bharat Young Leaders Dialogue and NSS Awardees.

Sources: pib.gov.in

What happens in a campus session?

Students watch a short awareness film. They then take the Nasha Mukt Bharat Pledge.

Where possible, Recovery Warriors share their own stories, working with NGOs.

> **Quick check 5.** Entrants had to be aged 15 to 29. *(True or False?)*
> See answer ↓

> **Quick check 6.** The district rounds ran from 30 July to 6 August 2026. *(True or False?)* See answer ↓

Nasha Mukt Bharat Abhiyaan

What is the Nasha Mukt Bharat Abhiyaan?

NMBA is a flagship campaign of the Ministry of Social Justice and Empowerment. It was launched on 15 August 2020 under the National Action Plan for Drug Demand Reduction (NAPDDR).

It started in 272 vulnerable districts and has since spread across the country.

Sources: pib.gov.in

How is it different from the youth campaign?

The youth campaign belongs to the Ministry of Youth Affairs and Sports. NMBA belongs to the Ministry of Social Justice and Empowerment.

The youth campaign grew out of NMBA's older anti-drug mission. Do not mix up the two ministries.

How far has NMBA reached?

Counts have grown with each update. On 7 August 2026, a Rajya Sabha reply gave over 29.05 crore people.

On 16 July the figure was over 29.32 crore, on 23 July it was 29.68 crore, and on 14 September it was 34.54 crore. Always check the date.

Sources: orissadiary.com; pib.gov.in

What does NAPDDR support?

On 23 July 2026, a Rajya Sabha reply listed the centres it supports. They are 344 Integrated Rehabilitation Centres, 145 District De-Addiction Centres and 155 Addiction Treatment Facilities.

It also supports 76 Outreach and Drop-in Centres and 45 Community-based Peer-Led Interventions.

How many people sought treatment?

Treatment-seekers rose 294 percent, from 2.08 lakh in 2020 to over 8.20 lakh in 2025. A network of 768 facilities has treated over 28.29 lakh people.

The Drug De-addiction Helpline 14446 has received over 4.60 lakh calls.

The NMBA App 2.0 allows real-time reporting of activities. More than 21 lakh awareness activities have been held in educational institutions.

What did the AIIMS survey find?

The first National Survey on the Extent and Pattern of Substance Use in India was done by NDDTC at AIIMS, New Delhi. It guides NAPDDR.

It estimates about 15.10 crore adult alcohol users, 2.90 crore cannabis users and 1.90 crore opioid users.

Quick check 7. NMBA began in 2020 under the National Action Plan for Drug Demand Reduction. *(True or False?)* See answer ↓

Quick check 8. NMBA is run by the Ministry of Youth Affairs and Sports. *(True or False?)* See answer ↓

News Timeline 2026

What happened in July 2026?

On 10 July, the Social Justice Ministry announced a National Mass Pledge Against Drug Abuse for 18 August 2026. It marks NMBA's 6th anniversary.

On 12 July, MY Bharat announced the district competitions. On 15 July, it announced the Yuva Connect Programme from 16 July.

On 16 July, NMBA reached over 29.32 crore people, including 11.20 crore youth and 7.92 crore women.

Sources: pib.gov.in

What did the 23 July reply say?

A Rajya Sabha reply said NMBA had reached more than 29.68 crore citizens. Of them, over 11.43 crore were youth and 8.05 crore were women.

It added that over 1.17 lakh Nasha Mukti Mitras had joined the campaign.

What happened in early August 2026?

On 2 August, the Prime Minister launched the youth campaign. On 7 August, another Rajya Sabha reply gave over 29.05 crore people, with 11.05 crore youth and 7.81 crore women.

Two reports gave different figures within days, so always note the date of a number.

What happened on 9 August 2026?

The 85th Fit India Sundays on Cycle took a collective Nasha Mukt Bharat pledge. More than 1,000 people did so at Delhi's Major Dhyan Chand National Stadium.

The Sundays on Cycle series began in December 2024 and has drawn over 30 lakh participants. Events took place at over 10,000 locations.

Sources: pib.gov.in

What happened at Jalgaon?

On the same day, a meeting was held in Jalgaon, Maharashtra. Minister of State Raksha Khadse joined it by video.

She urged that the message of Nasha Mukti from Kashi must reach every village.

Sources: pib.gov.in

What did the 14 September 2026 update say?

NMBA had reached more than 34.54 crore citizens. This included over 13.70 crore youth and 10.64 crore women.

More than 1.67 lakh Nasha Mukti Mitras had joined. Over 31.40 lakh outreach activities had been held.

What else did that update say?

Over 1.67 lakh volunteers and personnel were trained. More than 755 new de-addiction facilities were set up in the last two years.

The National Mass Pledge, aiming at 10 crore or more citizens, was now due by the end of September 2026.

> **Quick check 9.** By 14 September 2026, NMBA had reached over 34.54 crore citizens. *(True or False?)* See answer ↓

> **Quick check 10.** The National Mass Pledge was held on 18 August 2026, as first announced. *(True or False?)* See answer ↓

What to Remember

Where does this fit in the syllabus?

It fits GS 2 on government schemes and youth welfare. It also fits GS 3 and GS 4 themes of public health and values.

Prelims may ask about the launch date, the nodal ministry or the number of weeks.

How should I use it in an answer?

Start with the problem: drugs harm health, families and the nation. Then show the plan: a pledge, weekly activities and partners.

End with a test of success. Real behaviour change will show only after the 100 weeks end in 2028.

Quick check 11. Weekly activities over 100 weeks aim to sustain the message. *(True or False?)* See answer ↓

Quick check 12. The campaign was launched on 15 August 2026. *(True or False?)* See answer ↓

Exam Traps

Launch: 2 August 2026. Over 1 crore youth. More than 28,000 locations. Ignore the earlier 10,000 preview.

Plan: 100 weeks of Sunday activities, 2026 to 2028. Over 125 spiritual organisations. Kashi Declaration.

Two ministries: Youth Affairs and Sports (campaign, MY Bharat) and Social Justice and Empowerment (NMBA, NAPDDR).

NMBA launched 15 August 2020. Reach counts differ by date: 29.05, 29.32, 29.68 and 34.54 crore.

The National Mass Pledge moved from 18 August to the end of September 2026.

Practice MCQs

1. On which date did the Prime Minister launch the Nasha Mukt Yuva for Viksit Bharat Sankalp Abhiyan?

A. 15 July 2026

B. 2 August 2026

C. 15 August 2026

D. 9 August 2026

See answer ↓

2. For how many weeks is the campaign planned to run with weekly Sunday activities?

A. 52 weeks

B. 100 weeks

C. 25 weeks

D. 200 weeks

See answer ↓

3. Which platform of the Ministry of Youth Affairs and Sports connects over 2.3 crore young people?

A. NMBA App 2.0

B. NSS Portal

C. MY Bharat

D. Fit India

See answer ↓

4. Which ministry runs the Nasha Mukt Bharat Abhiyaan, launched on 15 August 2020?

A. Youth Affairs and Sports

B. Social Justice and Empowerment

C. Health and Family Welfare

D. Home Affairs

See answer ↓

5. Which of these was NOT one of the five categories in the district-level competitions?

A. Nukkad Natak

B. Dance

C. Painting

D. Slam Poetry

See answer ↓

6. What was the National Mass Pledge Against Drug Abuse date in the 14 September 2026 update?

A. End of September 2026

B. 18 August 2026

C. 2 October 2026

D. 15 August 2026

See answer ↓

Answer Key

1. **B.**
   The launch was on 2 August 2026, over a nationwide video conference.
   ↑ Q1
2. **B.**
   The plan has 100 weeks of Sunday activities, from 2026 to 2028.
   ↑ Q2
3. **C.**
   MY Bharat is the one-stop platform for volunteering, leadership and mentorship.
   ↑ Q3
4. **B.**
   NMBA runs under NAPDDR, a scheme of the Ministry of Social Justice and Empowerment.
   ↑ Q4
5. **C.**
   The five categories were Dance, Music, Reel and Short Film, Nukkad Natak and Slam Poetry.
   ↑ Q5
6. **A.**
   The 10 July plan said 18 August. The 14 September update said the end of September 2026.
   ↑ Q6

Quick-check answers

1. **True.** The campaign was launched on 2 August 2026 by Prime Minister Modi. ↑ 1
2. **False.** The release said more than 28,000 locations took part, not 10,000. The 10,000 figure came from the earlier preview. ↑ 2
3. **True.** The campaign is planned to run for 100 weeks, with Sunday activities. ↑ 3
4. **False.** MY Bharat is run by the Ministry of Youth Affairs and Sports, not by Social Justice. ↑ 4
5. **True.** Youth aged 15 to 29 could enter the district-level competitions. ↑ 5

6. **False.** The district rounds ran from 24 to 27 July. State rounds ran later, from 30 July. ↑ 6
7. **True.** NMBA was launched on 15 August 2020 under NAPDDR. ↑ 7
8. **False.** NMBA belongs to the Ministry of Social Justice and Empowerment, not Youth Affairs. ↑ 8
9. **True.** The 14 September 2026 update put NMBA's reach at over 34.54 crore citizens. ↑ 9
10. **False.** The mass pledge was first set for 18 August. The 14 September update moved it to the end of September. ↑ 10
11. **True.** The campaign's Sunday activities are meant to keep the message alive after the launch. ↑ 11
12. **False.** The campaign was launched by the Prime Minister on 2 August 2026, not 15 August. ↑ 12

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