

आनंदराव वि. पाटील, भा.प्र.से.

अपर सचिव

Anandrao V. Patil, IAS

Additional Secretary



भारत सरकार
शिक्षा मंत्रालय
उच्चतर शिक्षा विभाग

Government of India
Ministry of Education
Department of Higher Education

D.O. No. A.44011/11/2025-E. IV

Date: 29th July, 2026

Dear Sir/Ma'am,

Please find enclosed a copy of the letter dated 29.7.2026 from Department of Youth Affairs alongwith the concept note regarding participation in the Nasha Mukta Yuva for Viksit Bharat campaign as nationwide youth movement towards the vision of a '**Drug-Free India by 2047**'.

2. The central event of the Nasha Mukta Yuva for Viksit Bharat campaign is proposed to be organised at more than 10000 locations across the country on 2nd August, 2026 and the Hon'ble Prime Minister is expected to virtually address the participating youth from across the country. As part of the Nasha Mukta Yuva for Viksit Bharat Campaign, it is requested that Bureau Heads may direct select CFHEIs under them to make arrangements for telecast of Hon'ble PM's address from 10.00 a.m. onwards on 02.08.2026 by mobilizing students and faculties for the same. The Heads of the Institutions (VCs/Directors) may be requested to take the lead in mobilizing the students and faculty members and be also present on the occasion of the virtual address. All Bureau Heads may also participate in the virtual address of the Hon'ble Prime Minister on 02.08.2026. The link for the same shall be shared in due course. CFHEIs may be requested to provide the information regarding participation as per the google sheet https://docs.google.com/spreadsheets/d/1pkwdUcNTJP8NDVurx_GE9dztCd3shtctU1CYS6xmWNE/edit?usp=sharing.

3. In the meanwhile, the CFHEIs may encourage the students to take the digital pledge by clicking on the link https://mybharat.gov.in/events/nasha_mukt_yuva.

With regards,

Encl.: as above

All BHs of DoHE

Yours sincerely,

(Anandrao Vishnu Patil)

नितेश कुमार मिश्रा

अपर सचिव

Nitesh Kumar Mishra

Additional Secretary



भारत सरकार
युवा कार्यक्रम एवं खेल मंत्रालय
युवा कार्यक्रम विभाग,
Government of India
Ministry of Youth Affairs & Sports
Department of Youth Affairs

D.O. No. J-17011/389/2025-MY BHARAT-Part(3)

Dated the 29th July, 2026

Dear Shri Patil,

The Ministry of Youth Affairs & Sports is implementing the Nasha Mukh Yuva for Viksit Bharat campaign as a nationwide youth movement towards the vision of a 'Drug-Free India by 2047'. The campaign seeks to mobilise youth through awareness, volunteerism and community participation by bringing together Educational institutions, Government agencies/ spiritual organisations and civil society. The campaign is being organized simultaneously at more than 10,000 locations across the country on **2nd August 2026** through MY Bharat field functionaries along with several spiritual and civil society organizations. The programme is expected to be graced by the Hon'ble Prime Minister, who is likely to virtually address the participating youth from across the country. To commemorate the event a digital mass pledge taking campaign is live on the MY Bharat Portal.

2. Given the scale and significance of this national initiative, I request you to kindly issue necessary directions to all Universities, Higher Educational Institutions, Centrally Funded Institutions, Deemed Universities, and other institutions under the administrative purview of the Department to extend full cooperation and facilitate the successful organisation of the programme. The support of the Department would be invaluable in mobilising students, faculty members and youth, coordinating with institutional authorities, and ensuring active participation.

3. For taking digital pledge and other information on the program one may visit the MY Bharat portal or click on the link https://mybharat.gov.in/events/nasha_mukt_yuva. I shall be grateful for your personal intervention in ensuring the wholehearted support towards making this nationwide campaign a grand success.

With Regards

Yours sincerely,

(Nitesh Kumar Mishra)

Shri Anandrao V. Patil

Additional Secretary

Department of Higher Education

Ministry of Education

Room No. 21098, Kartavya Bhawan-2

New Delhi - 110001

Nasha Mukh Yuva for Viksit Bharat Sankalp Abhiyan

Concept Note for Hon'ble PM Virtual Interaction

I. Overview

- A. **Inspired by Hon'ble Prime Minister Shri Narendra Modi ji's vision of a Nasha Mukh Bharat**, MY Bharat is organising the **Nasha Mukh Yuva for Viksit Bharat Campaign 2026** to mobilise young people across the country in the collective mission of building a drug-free nation.
- B. The campaign builds upon the **Youth Spiritual Summit** organised in Varanasi under the **Nasha Mukh Yuva for Viksit Bharat 2025** initiative, which was followed by **2370+ programs** conducted by partner organisations on **21st September, 2025** during Seva Pakhwada.
- C. As the next phase of the campaign, it is proposed that the Hon'ble Prime Minister virtually address youth participants on **2 August 2026**, connecting **approximately 10,000 locations** across the country and reaching more than **20 lakh youth**, including **MY Bharat volunteers, MY Bharat NSS Volunteers and institutions, MY Bharat Youth Clubs, NGOs, Youth Wing of Industrial Associations** and **young members of over 125 partner organisations**.
- D. The virtual interaction will also serve as the **launch of a nationwide 100-week Sunday programme** under the **Nasha Mukh Yuva for Viksit Bharat Campaign**.
- E. **By 2nd August**, more than **1 crore youth** across the country will take the Nasha Mukti Pledge and resolve to act as **Nasha Mukti Yuva Volunteers**, encouraging more young people to join the movement for a Nasha Mukh Bharat. **Outstanding contributors driving the highest pledge mobilisation** will be **recognised** through a structured **awards and recognition** programme at periodic milestones, including the 50th, 75th and 100th weeks.
- F. After the Hon'ble Prime Minister's interaction, **partner organisations will organise regular cultural, spiritual, sports and community engagement activities every Sunday** to sustain youth participation and reinforce the message of a Nasha Mukh Bharat.

II. Objective

- A. **To launch "Nasha Mukh Yuva for Viksit Bharat Sankalp Abhiyan"** campaign through the Hon'ble Prime Minister's virtual interaction on 2 August 2026, **creating a sustained weekly platform for youth engagement against substance abuse**.
- B. Enable youth participating across the **10,000** connected locations **to draw inspiration from the interaction, motivating wider participation** in the ongoing Nasha Mukh Yuva for Viksit Bharat Campaign.
- C. Provide a platform for over **20 lakh youth across the country**, together with 125+ organisations, NGOs, industrial associations, schools, colleges and universities, MY Bharat Youth Clubs, MY Bharat NSS volunteers and institutions, and MY Bharat Block-wise volunteers, to **draw inspiration and guidance directly from the Hon'ble Prime Minister**.
- D. **To enable, by 2 August 2026**, 1 crore youth to take the **Nasha Mukti Pledge** and **become Nasha Mukti Yuva Volunteers of the movement** by encouraging other young people to join the pledge and commit to a substance-free lifestyle.

- E. **Lend national stature to the campaign** and strengthen the resolve of a Nasha Mukta, Viksit Bharat among citizens across the country.
- F. **Reaffirm the Government's and MY Bharat's commitment to a drug-free youth movement**, anchoring the campaign within the vision of Viksit Bharat@2047.
- G. **Following the launch** of the campaign, **all participating organisations**, including 125+ partner organisations, NGOs, industry associations, schools, colleges and universities, **will be provided with a curated calendar of art, culture, sports and mindfulness activities** to be conducted every Sunday over 100 weeks, ensuring sustained youth engagement over the next two years.

III. Proposed Format

- A. The **Hon'ble Prime Minister's virtual interaction is proposed to be held on 2nd August 2026**, connecting **10,000 locations virtually across the country**.
- B. **125+ organisations** associated with the campaign since the Nasha Mukta Yuva for Viksit Bharat 2025, NGOs, industrial associations, schools, colleges, universities, MY Bharat Youth Clubs, MY Bharat NSS, along with **MY Bharat Block-wise volunteers**, will join the interaction from their respective locations.
- C. On 2nd August 2026, the mapped locations designated by the respective partner organisations will be **monitored through District Youth Officers (DYOs) to ensure coordination across all 10,000 locations**.
- D. Participants across all locations will **collectively take the Nasha Mukta Yuva for Viksit Bharat Pledge**, reaffirming their commitment towards a drug-free India.
- E. **Nukkad Natak and Street Play** on the theme of Nasha Mukta Yuva for Viksit Bharat will also be **showcased to spread awareness through a creative medium**.
- F. Pre- and post- the Hon'ble Prime Minister's virtual address, **each location will conduct different activities to engage youth**, including Walkathon, Meditation Session, Art Competition, Cultural and Sports Events, and Awareness and Activity-based Events on the Nasha Mukta Yuva for Viksit Bharat theme.
- G. **Further, partner organisations will be requested to invite the Hon'ble CM, State Ministers, and other public representatives, along with their respective spiritual heads, to join the address**.

IV. Minute-to-Minute of the Virtual Address

Sl	Activity	Duration
1	Hon'ble Prime Minister Shri Narendra Modi Ji joins virtually	-
2	Welcome of the Hon'ble Prime Minister by MY Bharat Volunteers	2 minutes
3	Brief overview of the Nasha Mukta Yuva for Viksit Bharat Campaign 2026 by MY Bharat Volunteers	2 minutes
4	Screening of a video on the Nasha Mukta Yuva for Viksit Bharat	3 minutes
5	A Nukkad Natak presentation on the theme of Nasha Mukta Yuva for Viksit Bharat	10 minutes
6	Nasha Mukta Yuva for Viksit Bharat Pledge	3 minutes
7	Address by the Hon'ble Prime Minister Shri Narendra Modi Ji	-