

Nasha Mukh Yuva for Viksit Bharat Sankalp Abhiyan

Prelims: Current events of national and international importance | Polity

Why in News?

Recently, Prime Minister launched the 100-week Nasha Mukh Yuva for Viksit Bharat Sankalp Abhiyan, calling upon citizens to join the nationwide movement for a drug-free India.

- **Viksit Bharat Sankalp Abhiyan** - It is a national initiative of the Government of India, with the primary goal of making India a developed nation by 2047.
- **Nasha Mukh Yuva for Viksit Bharat** - It is a youth-led movement encouraging every citizen to choose a healthier, drug-free future through awareness, action, and community.

Campaign Features

- **Duration** - 100 weeks (100 Sundays = 100 strong steps).
- **Activities** - Art, culture, sports, meditation, awareness drives every Sunday.
- **Objective** - Build a physically healthy, mentally strong, confident youth free from addiction.
- **Jan Bhagidari** - It marks the beginning of a 100-week nationwide Jan Bhagidari campaign, against substance abuse nationwide people's movement, similar to Swachh Bharat and Fit India.
- **Pilot** - Initiated in Kashi in 2025.
- **Support** - Backed by 125+ spiritual organisations and NGOs under the Kashi Declaration.

Reference

[PIB | Nasha Mukh](#)



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