Viksit Vibrant Village Program, 2026

Prelims: *Current events of national and international importance | Governance*

Why in News?

The Department of Youth Affairs, Ministry of Youth Affairs & Sports, through Mera Yuva Bharat (MY Bharat), commenced the first phase of the Viksit Vibrant Village Program (VVVP) 2026.

- It is a pioneering youth-led initiative aimed at ***strengthening grassroots engagement,*** fostering national integration, and promoting sustainable development in India's border villages.
- **Selection -** A total of 500 MY Bharat volunteers, selected through a nationwide online quiz competition that witnessed participation from over 3 lakh youth, have been chosen to take part in the program.
- **Phases -** Volunteers representing ***all States and Union Territories*** are being deployed in two phases across identified border villages in Ladakh, Himachal Pradesh, and Uttarakhand.
- The program will be implemented in two phases.
- During Phase-I, 250 volunteers are participating in immersive engagements across 43 villages, while the remaining 250 volunteers will join Phase-II activities in 50 villages later.
- **Implementation** - In collaboration with the ***Ministry of Home Affairs and the Indo-Tibetan Border Police (ITBP).***
- **Objectives -** The program provides a unique opportunity for young citizens to reside in border villages and engage directly with local communities.
- They can interact with local communities including village residents, Panchayati Raj Institutions, local administration, and security personnel.
- Through interactions with participants will gain firsthand exposure to the socio-economic realities, cultural heritage, developmental aspirations, and strategic significance of India's frontier regions.
- **Duration –** It is a 7-day immersion program.

- **Thematic areas -** Border awareness, cultural exchange, community living, governance, socio-economic assessment, village development planning, volunteerism, and national integration.
- **Activities -** Volunteers will undertake
    - Household surveys,
    - Participate in Gram Sabha activities,
    - Contribute to cleanliness and environmental campaigns, and
    - Assist in identifying developmental opportunities within villages.
- **Nation First Challenge -** A significant component of the program is to promote the Nation First Challenge, a nationwide campaign encouraging responsible citizenship and sustainable lifestyle practices.
- **Advocating themes –**
    - Adoption of Swadeshi products,
    - Healthy cooking practices,
    - Public transport usage and fuel conservation,
    - Promotion of natural farming, and
    - Vocal support for local tourism.
- Through community outreach and awareness activities, participants will encourage local communities to embrace these nation-centric and environmentally responsible practices.
- **Aligned Goal -** It is aligned with the vision of building a Viksit Bharat @2047.

Reference

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