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A Hundred Sundays: The Nasha Mukta Yuva Campaign and the Jan Bhagidari Model

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A Hundred Sundays: The Nasha Mukti Yuva Campaign and the Jan Bhagidari Model

2 August 2026 · 4 min read ·

✓ Every fact web-verified against primary sources

Prime Minister Narendra Modi launched the Nasha Mukti Yuva for Viksit Bharat Sankalp Abhiyan on August 2, 2026 by video conferencing, opening a 100-week nationwide campaign against substance abuse run through MY Bharat under the Ministry of Youth Affairs and Sports.

THE CAMPAIGN

PARAMETER	DETAIL
Launched	2 August 2026 , by video conferencing
Duration	100 weeks
Cadence	Weekly activities every Sunday
Implementing platform	MY Bharat , under the Ministry of Youth Affairs and Sports
Reported participation	Over one crore young citizens from more than 28,000 locations
Partner organisations	More than 125 spiritual organisations joined virtually
Activities	Walkathons, meditation sessions, nukkad nataks, cultural and sports events; a Nasha Mukti Pledge was administered

THE DISTINCTION THAT MATTERS

A common and costly error is to conflate this campaign with the existing Nasha Mukti Bharat Abhiyaan. They are different programmes, run by different ministries, on different logics.

FEATURE	NASHA MukT BHARAT ABHIYAAN (NMBA)	NASHA MukT YUVA FOR VIKSIT BHARAT SANKALP ABHIYAN
Ministry	Social Justice and Empowerment	Youth Affairs and Sports
Platform	Departmental, through district-level implementation	MY Bharat youth volunteer network
Primary approach	Awareness, identification of vulnerable districts, treatment and rehabilitation linkage	Jan Bhagidari mass mobilisation and peer-led behavioural change
Target group	General population, with a focus on identified vulnerable districts	Youth specifically

WHY THE “JAN BHAGIDARI” FRAMING IS ANALYTICALLY INTERESTING

Drug-control policy divides broadly into **supply-side** measures, which target production, trafficking and distribution through law enforcement, and **demand-side** measures, which target the decision to use. India’s principal [statutory](#) instrument, the Narcotic Drugs and Psychotropic Substances Act, 1985, is overwhelmingly a supply-side law, and the Narcotics Control Bureau is a supply-side agency.

A 100-week volunteer campaign is a demand-side intervention operating through social norms rather than through either enforcement or clinical treatment. The theory is that substance use among young people is substantially shaped by peer environment and social acceptability, and that sustained, visible, peer-led activity can shift what a peer group treats as normal. The weekly Sunday cadence over two years is itself the design choice worth noting: it is a bet that repetition and duration matter more than intensity, since norm change is slow.

APPROACH	INSTRUMENT	LIMITATION
Supply-side	NDPS Act 1985; Narcotics Control Bureau	Enforcement alone does not reduce demand; interdiction raises price but can push users toward more concentrated substances
Treatment	De-addiction centres; National Action Plan for Drug Demand Reduction	Reaches people already dependent; does not prevent initiation
Behavioural/social norm	This campaign; peer-led mobilisation	Effects are diffuse and hard to measure; risks becoming performative if participation is mobilised rather than voluntary

THE CONSTITUTIONAL ANCHOR

Article 47, a Directive Principle of State Policy, directs the State to raise the level of nutrition and the standard of living and to improve public health, and specifically to “endeavour to bring about prohibition of the consumption except for medicinal purposes of intoxicating drinks and of drugs which are injurious to health.” This is the constitutional basis frequently cited for state action on substance abuse, and it is examinable in its own right as one of the DPSPs with a specific, concrete directive.

UPSC RELEVANCE

GS Paper 2: Government policies and interventions for development in various sectors; issues relating to development and management of Social Sector/Services relating to Health; welfare schemes for vulnerable sections.

Prelims pointers:

- **Nasha Mukh Yuva for Viksit Bharat Sankalp Abhiyan:** launched **2 August 2026**; **100 weeks**; weekly **Sunday** activities; run through **MY Bharat** under the **Ministry of Youth Affairs and Sports**.
- Distinct from **Nasha Mukh Bharat Abhiyaan (NMBA)**, run by the **Ministry of Social Justice and Empowerment**.
- **Article 47** (DPSP): State to endeavour to prohibit consumption of intoxicating drinks and injurious drugs except for medicinal purposes.
- Principal statute: **Narcotic Drugs and Psychotropic Substances Act, 1985**; enforcement agency: **Narcotics Control Bureau**.

★ FACTS CORNER, KNOWLEDGE PEDIA

THE CAMPAIGN:

Launched 2 August 2026 by the Prime Minister via video conferencing.

100 weeks, with weekly Sunday activities; run through MY Bharat, Ministry of Youth Affairs and Sports.

Reported over one crore young citizens from more than 28,000 locations; over 125 partner spiritual organisations.

DO NOT CONFUSE: NASHA MUKT BHARAT ABHIYAAN (NMBA) IS A SEPARATE PROGRAMME RUN BY THE MINISTRY OF SOCIAL JUSTICE AND EMPOWERMENT.

CONSTITUTIONAL AND LEGAL FRAME:

Article 47 (DPSP): prohibition of intoxicating drinks and injurious drugs except for medicinal purposes.

NDPS Act, 1985; Narcotics Control Bureau.

Sources: Press Information Bureau, Ministry of Youth Affairs and Sports, Narcotics Control Bureau

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