



॥ सा विद्या या विमुक्तये ॥

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

'ज्ञानतीर्थ', विष्णुपुरी, नांदेड - ४३१ ६०६ (महाराष्ट्र राज्य) भारत

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

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जा.क्र.: रासेयो/२०२६-२७/७८

दिनांक : १६/०७/२०२६

परिपत्रक

प्रति,
प्राचार्य/रा.सो.यो. कार्यक्रम अधिकारी,
रा.सो.यो. राबविणारी सर्व संलग्नीत, रा.से.यो.पथक, विद्यापीठ परिसर,
प्रस्तुत विद्यापीठ.

विषय:- नशा मुक्त युवा फॉर विकसित भारत अभियानांतर्गत आयोजित जिल्हास्तरीय स्पर्धांच्या आयोजनासाठी विद्यार्थी सहभागाबाबत.

संदर्भ :- MYB/Nanded/NMBA/2026/28 Dt.16.07.2026

महोदय/महोदया,

भारत सरकारच्या युवा कार्यक्रम व क्रीडा मंत्रालयाच्या अखत्यारित कार्यरत माय भारत (MY Bharat) मार्फत नशा मुक्त युवा फॉर विकसित भारत अभियानांतर्गत नांदेड, परभणी, हिंगोली व लातूर या चार जिल्ह्यात दिनांक २४ ते २६ जुलै २०२६ या कालावधीत जिल्हास्तरीय स्पर्धांचे आयोजन करण्यात येत आहे. सदर स्पर्धा माय भारत प्रमुख (Flagship) उपक्रमांपैकी एक असून, त्यास मा. पंतप्रधानांचे विशेष प्राधान्य आहे.

या स्पर्धेमध्ये चित्रकला, घोषवाक्य लेखन, वादविवाद, नृत्य, संगीत व रॅप, रील व लघुपट, पथनाट्य आणि स्लॅम पोएट्री या आठ प्रकारांचा समावेश आहे. या स्पर्धांसाठी ऑनलाईन नोंदणी दिनांक १६ जुलै ते २२ जुलै २०२६ या कालावधीत करण्यात येणार आहे.

या स्पर्धांच्या आयोजनासंदर्भातील मानक कार्यपद्धती (sop) संदर्भात या पत्रासोबत जोडण्यात आलेली आहे.

टिप: सदरील सहभागी विद्यार्थ्यांना आणि कार्यक्रम अधिकाऱ्यांना स्पर्धेची तारीख आणि वेळ निश्चित झाल्यानंतर कळविण्यात येईल.

संपर्क :- नांदेड जिल्हा माय भारत समन्वयक, मो. न. ९१६७७३२२७९

परभणी व हिंगोली जिल्हा माय भारत समन्वयक, मो. न. ८८५७८४०७८३

लातूर जिल्हा माय भारत समन्वयक, मो. नं. ९५५२०८८७५०



डॉ. मारोती गायकवाड

संचालक,

राष्ट्रीय सेवा योजना विभाग

प्रत माहितीस्तव:

- १) मा. कुलगुरू महोदयांचे कार्यालय, प्रस्तुत विद्यापीठ,
- २) मा. प्र-कुलगुरू महोदयांचे कार्यालय, प्रस्तुत विद्यापीठ,
- ३) मा. कुलसचिव कार्यालय, प्रस्तुत विद्यापीठ
- ४) मा. जनसंपर्क अधिकारी, जनसंपर्क कार्यालय, प्रस्तुत विद्यापीठ

प्रति माहिती तथा कार्यवाहीस्तव:

- १) सिस्टीम एक्सपर्ट, संगणक कक्ष, प्रस्तुत विद्यापीठ, यांना प्रत देवून कळविण्यात येते की, सदरील परिपत्रक विद्यापीठाच्या व रा.से.यो विभागाच्या संकेतस्थळावर प्रसिध्द करावे, ही विनंती.



माय भारत केंद्र MYBHARAT KENDRA

Office of District Youth Officer, Nanded. (Maharashtra)
जिला युवा अधिकारी कार्यालय, नांदेड महाराष्ट्र

(स्वायत्त निकाय) (Autonomous Body)
युवा कार्यक्रम और खेल मंत्रालय, भारत सरकार
Ministry of Youth Affairs & Sports, Government of India

क्र.: MYB/Nanded/NMBA/2026/ 28

दिनांक : 16-07-2026

प्रति,

मा. संचालक,

राष्ट्रीय सेवा योजना (NSS),

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ,

नांदेड.

विषय : 'नशा मुक्त युवा फॉर विकसित भारत' अभियानांतर्गत आयोजित जिल्हास्तरीय स्पर्धांच्या यशस्वी आयोजन व विद्यार्थी सहभागाबाबत सहकार्याची विनंती.

महोदय,

भारत सरकारच्या युवा कार्यक्रम व क्रीडा मंत्रालयाच्या अखत्यारित कार्यरत माय भारत (MY Bharat) मार्फत 'नशा मुक्त युवा फॉर विकसित भारत' अभियानांतर्गत नांदेड जिल्ह्यात दिनांक २४ ते २६ जुलै २०२६ या कालावधीत जिल्हास्तरीय स्पर्धांचे आयोजन करण्यात येत आहे. सदर स्पर्धा या माय भारतच्या प्रमुख (Flagship) उपक्रमांपैकी एक असून, त्यास मा. पंतप्रधानांचे विशेष प्राधान्य आहे.

स्पर्धांमध्ये चित्रकला, घोषवाक्य लेखन, वादविवाद, नृत्य, संगीत व रॅप, रील व लघुपट, पथनाट्य आणि स्लॅम पोएट्री या आठ प्रकारांचा समावेश आहे. या स्पर्धांसाठी ऑनलाईन नोंदणी दिनांक १६ जुलै ते २२ जुलै २०२६ या कालावधीत करण्यात येणार आहे.

या पार्श्वभूमीवर आपणास विनंती करण्यात येते की—

1. आपल्या कार्यक्षेत्रातील सर्व NSS Programme Officers यांना सदर स्पर्धांची माहिती तात्काळ प्रसारित करावी.
2. सर्व महाविद्यालयांमध्ये स्पर्धेची व्यापक प्रसिद्धी करून जास्तीत जास्त विद्यार्थ्यांचा सहभाग व ऑनलाईन नोंदणी सुनिश्चित करण्यासाठी आवश्यक सूचना द्याव्यात.
3. NSS स्वयंसेवकांना स्पर्धांमध्ये सहभागी होण्यासाठी तसेच इतर पात्र विद्यार्थ्यांनाही सहभागी होण्यासाठी प्रोत्साहित करावे.



4. जिल्हास्तरीय स्पर्धांच्या आयोजनासाठी योग्य स्थळ उपलब्ध करून देणे, स्वयंसेवकांची उपलब्धता तसेच विविध स्पर्धांसाठी परीक्षक (Jury) निश्चित करण्यासाठी आपल्या स्तरावर आवश्यक सहकार्य करावे.

स्पर्धांच्या आयोजनासंदर्भातील मानक कार्यपद्धती (SOP) संदर्भासाठी या पत्रासोबत जोडण्यात आलेली आहे.

आपल्या मार्गदर्शन व सहकार्यामुळे हा राष्ट्रीय महत्त्वाचा उपक्रम अधिक प्रभावीपणे राबविता येईल, तसेच जिल्ह्यातील अधिकाधिक युवक-युवतींना या अभियानात सहभागी करून घेणे शक्य होईल, असा आम्हाला विश्वास आहे.

आपल्या सकारात्मक सहकार्याची अपेक्षा आहे.

धन्यवाद.

आपली विश्वासू,

Ashmita
16/07/26

(अशनी अनिल कानकटे)

जिल्हा युवा अधिकारी
मेरा युवा भारत, नांदेड
माय भारत, नांदेड युवा कार्यक्रम एवं खेल मंत्रालय
युवा कार्यक्रम व क्रीडा मंत्रालय, भारत सरकार

संलग्न : नशा मुक्त युवा फॉर विकसित भारत अभियानांतर्गत आयोजित जिल्हास्तरीय स्पर्धांसाठीची मानक कार्यपद्धती (SOP).

STANDARD OPERATING PROCEDURE (SOP)

“Nasha Mukta Yuva for Viksit Bharat”

A National Youth Campaign for a Drug-Free India

INTRODUCTION

India's demographic dividend presents a unique opportunity to accelerate the vision of Viksit Bharat @2047. However, the increasing prevalence of substance abuse and drug addiction among youth poses a significant challenge to individual well-being, family stability, social harmony and national development.

Recognizing the critical role of youth in nation-building, MY Bharat proposes the launch of "Nasha Mukta Yuva for Viksit Bharat", a nationwide campaign aimed at **constructively engaging youth** so that they stay away from drug abuse and **foster youth-led action** against substance abuse.

The focus of the campaign should be primarily on prevention, as the United Nations Office on Drugs and Crime (UNODC) has consistently emphasized that prevention is among the most effective strategies for reducing drug demand and associated social harms. Further, the World Health Organization (WHO) and the National Institute on Drug Abuse (NIDA) recognize substance use disorder as a chronic relapsing condition, underscoring the importance of early intervention and preventive measures.

OBJECTIVES

- To constructively engage youth across India in a nationwide movement against drug and substance abuse, in line with the vision of Viksit Bharat @2047.
- To Focus on **272 district** which are identified as **most vulnerable** in terms of **substance and alcohol abuse** by Ministry of Social Justice & Empowerment. (list placed as **Annexure A**)
- To shift the campaign's primary emphasis to prevention and early intervention, consistent with UNODC, WHO and NIDA guidance on substance use disorder.
- To create a structured, phased, three-tier (District → State → National) competitive and non-competitive engagement architecture using both offline community mobilisation and the MY Bharat digital portal.
- To institutionalise youth-led, peer-driven and community-anchored de-addiction support mechanisms (Nasha Mukta Mitra, Youth Clubs, Peer Support Groups) that outlast the campaign period.

Campaign Architecture and Timeline

The campaign commences on 26th June 2026 (International Day Against Drug Abuse and Illicit Trafficking) with the launch of the Nasha Mukta Quiz and Nasha Mukta Anthem Competition on MY Bharat portal, and progresses through District, State and National tiers, culminating in the National Nasha Mukta Youth Conclave on 14th August 2026.

Timeline	Milestone / Activity
26 June 2026	Nasha Mukta Quiz and Nasha Mukta Anthem Competition live on MY Bharat Portal
11 th to 13 th July 2026	Creation of events on MY Bharat portal under the Mega event “Nasha Mukta Yuva for Viksit Bharat”
26 th June – 20 th July 2026	Mobilisation phase: Youth Club formation, Signature Wall Installation, Gram Sabha (Nasha Mukta Sankalp Sabha) scheduling, Nasha Mukta Mitra identification and registration drive on portal
13 th – 20 th July 2026	Submission of Applications by Participants on MY Bharat Portal.
22 nd – 27 th July 2026	Competitive Activities at District level (Music, Dance, Mime Acts/Nukkad Natak, Short Film/Reel, Painting, Debate, Slogan Writing & Slam Poetry)
28 th July – 5 th August 2026	State-Level Competitions and Selection; parallel State-level Non-Competitive Convergence Events. State Jury finalises results; State winners and entries shortlisted for National Conclave communicated to National Programme Division
2 nd August 2026	Hon’ble Prime Minister Address and Nasha Mukta Bharat pledge
14 August 2026	National Nasha Mukta Youth Conclave, New Delhi (in presence of Hon'ble Union Home Minister)
Throughout (26 June – 15 Aug)	Awareness Activities run continuously: Pledge, Portal Quiz, Peer Support Groups, Expert Talks, Sports Activities, Social Media Challenges, Parent Sensitization, Nasha Mukta College declaration

ROLES AND RESPONSIBILITIES

1. District Youth Officer (DYO)

- **Minimum participation of 250 Youth** to be ensured for each district.
- Selection of Jury members within 3 days of issue of this SOP.
- Coordinate with the District Administration for venues, permissions and logistics for all six competitive categories.
- Ensure formation of Youth Clubs at block level and identification of Nasha Mukta Mitras.
- Facilitate Peer Support Group formation and coordinate Expert Talks/counselling clinics with local health authorities.
- Organise the Gram Sabha (Nasha Mukta Sankalp Sabha) in at least one village per block.

- District pertaining to the **list of 272 drug-prone areas** (received from Ministry of Social Justice & Empowerment) to **ensure intensive campaigning**.
- Mobilise MY Bharat youth volunteers, MY Bharat NSS volunteers, Bharat Scouts and guides, NCC cadets for ground-level execution of competitive and awareness activities.

2. State Director

- To ensure all District level activities and competitions are completed as per timeline.
- Constitute the State Jury within 4 days of receipt of district results.
- Organise State-Level Competitions and the State-Level Non-Competitive Convergence Event.
- Shortlist outstanding performers for participation in the National Nasha Mukta Youth Conclave and arrange their travel as per norms.
- Coordinate SD&DYO Sensitization workshops and Fit India convergence events (Cycle Rally/Walkathon/Run for Nasha Mukta Bharat).

VIP Involvement

Deputy Director and District Youth Officer should meet, apprise and ensure to extend invitation to VVIPs such as Hon'ble Governors, Hon'ble Ministers (Central/State) Hon'ble Chief Ministers, Deputy Chief Ministers, Hon'ble MPs/MLAs, District Panchayat Presidents, Mayors, and PRIs in the Organization Committee should be ensured so that public ownership through broad-based stakeholders' participation be achieved.

VIPs, Celebrities and other locally influential persons to be involved at each stage so that mass awareness and participation take place at all levels.

COMPETITIVE ACTIVITIES AND DISTRICT-LEVEL EVALUATION METHODOLOGY

Competitive activities under NMYVB will be conducted at the district level between 13th and 23rd July 2026, across six categories. This section lays down, in detail, the evaluation methodology to be uniformly followed by every district.

S.No.	Category	Format / Theme
1	Music (Folk Songs)	Original composition or traditional adaptation on Nasha Mukta, in local language/dialect, using regional instruments where possible.

S.No.	Category	Format / Theme
		This shall be group competition, with each team comprising a minimum of 5 and a maximum of 10 participants.
2	Dance	To present a 5–8-minute choreographed dance in any classical, folk, or contemporary style. This will also be group competition, with each team comprising a minimum of 5 and a maximum of 10 participants.
3	Nukkad Natak/Mime Acts	Theatrical performance depicting the pitfalls of addiction and the path to recovery.
4	Painting Competition	Artwork depicting harmful effects of drug abuse and the vision of a drug-free India
5	Debate / Elocution	Topics such as 'Role of Youth in Eradicating the Drug Menace' or 'Peer Pressure vs. Personal Choice'
6	Short Film / Reel Competition	60-second digital-first reels/short films uploaded via MY Bharat portal
7	Slogan Writing	Impactful slogans posted directly on the MY Bharat Portal
8	Slam Poetry	Youth voice against substance abuse, to Deliver a 3-5 minute original spoken word piece that captures your generation's voice.

Constitution of the Jury Members

Each district shall select jury members for all eight categories, with category-specific co-opted members where domain expertise is required (e.g., a music teacher for Lok Geet, a visual artist for Painting). The Jury shall comprise the following, as mandated:

1. Subject Expert — Chairperson
2. Representative from the field of Education (a senior government school principal or DIET faculty)
3. One Officer from concerned department of District Administration

Evaluation Process

1. **Registration:** All entries (individual or group) must be registered on the MY Bharat portal prior to the event date. Reel/Film and Slogan entries are submitted directly on the portal; Lok Geet, Mime, Painting and Debate are performed live. One Youth to participate in only one Contest.

Creation of Event on My Bharat Portal: all district MY BHARAT shall create an event for their district with detailed activities planned and schedule of the event under the mega event Nasha Mukta Yuva for Viksit Bharat on My Bharat portal.

2. **Scrutiny:** The DYO shall scrutinise all entries for eligibility, including verification that participants fall within the **15–29 years** age group (as per the MY Bharat definition of youth) and that only **one entry per category** is submitted by each participant/team. The **cut-off date for determining age shall be 20th July 2026**, and participants must have **attained the age of 15 years on or before the cut-off date**.
3. **Event Day:** For all competitions, the jury shall convene at a designated district venue for the Nasha Mukta event. Each performance/speech shall be scored independently by each jury member using the Evaluation Criteria immediately after the performance.
4. **Score Consolidation:** The DYO shall consolidate individual jury member scores into a single tabulation sheet per category. The average of all jury members' scores determines the final ranking. In case of a tie, the Chairperson's score shall serve as the tiebreaker.
5. **Result Declaration:** Top 3 (1st, 2nd, 3rd) entries per category shall be declared District Winners.
6. **Advancement:** District winners in each category advance to the State-Level Competition. A consolidated district result sheet, signed by all jury members, must accompany the nomination to the State Office.

Evaluation Criteria

Evaluation Parameter	Marks
Relevance to Theme (Nasha Mukta messaging)	30
Originality & Creativity	25
Technical/Artistic Execution (skill, quality of performance)	25
Clarity of Message	20

NON-COMPETITIVE ACTIVITIES THROUGHOUT THE CAMPAIGN

These activities focus on education, support, peer engagement and de-stigmatization, and will run throughout the duration of the campaign.

- **Nasha Mukta Bharat Pledge:** Youth and community members shall take a collective pledge to remain drug-free and actively support the vision of a Nasha Mukta Bharat.
- **Youth Clubs:** During the campaign, Youth Clubs to be formed at the block/district level, which will work on awareness generation on Nasha Mukta within their communities.
- **Peer Support Groups & Nasha Mukta Mitra:** Setting up structured peer support forums to provide safe interaction spaces, alongside the 'Nasha Mukta Mitras' initiative to engage active youth mentors for positive peer guidance.

- **Declaration of Nasha Mukht Bharat Sansthan/Village:** Colleges, villages, or institutions where more than 90% of individuals voluntarily take the Nasha Mukht Bharat Pledge may be recognized and awarded a "Nasha Mukht Sansthan/Village" Certificate in recognition of their commitment to fostering a drug-free, healthy, and responsible environment.
- **Sports Activities:** Sports and fitness activities shall be organized in convergence with the Fit India Movement to encourage healthy lifestyles, positive engagement, and resilience against substance abuse among youth.
- **Signature campaigns (Wall of commitment):** Establishment of a "Nasha Mukht Signature Wall" at the district level where youth and citizens pledge their commitment towards a drug-free lifestyle by signing and recording their pledge against substance abuse.
- **Grassroots Mobilization:** A Gram Sabha (Nasha Mukht Sankalp Sabha) will be organized in one village in each block, where the community will pass a resolution against drug abuse and pledge support to the campaign.
- **Expert talks and counselling clinics:** Interactive Q&A sessions with medical professionals, psychologists, and rehabilitation experts regarding the mental and physical impacts of drug use and steps for de-addiction.
- **Social media awareness challenges:** Youth shall be encouraged to create and share short videos, reels, posters, testimonials and creative digital content promoting the message of a drug-free lifestyle. Participants may use designated campaign hashtags and nominate peers to take the Nasha Mukht Pledge, thereby amplifying the campaign's reach through social media platforms and fostering a youth-led digital movement against substance abuse.
- **Sensitization of Parents:** Awareness sessions to help them identify early signs, strengthen family support systems and create a supportive environment for open conversations

Collaboration

- **Ministry of Social Justice and Empowerment:** A list **272 of areas highly prone to drug abuse**, as received from the Ministry of Social Justice and Empowerment, will be taken up for intensive campaigning.
- **Sports Activities with Fit India:** Sports and fitness activities such as **Cycle Rally / Walkathon / Run for Nasha Mukht Bharat** to be conducted in convergence with the Fit India Movement, promoting an active and healthy lifestyle as a positive alternative to substance use.
- **Community Outreach through Spiritual Organizations:** Organization of weekly activities every Sunday by Spiritual Organizations across the country. The first campaign is proposed to commence tentatively on 19 July 2026 with a programme led by the Hon'ble Prime Minister, during which a virtual address and a nationwide pledge against substance abuse are proposed. The programme is envisaged to be conducted

simultaneously at approximately 10,000 locations, with an expected participation of nearly 20 lakh youth across the country.