

18	Organising Inter/Intra University Debate/ Essay/ Painting/ Drawing Competitions (online/offline,any)
19	Formation of Clubs (for substance use prevention) in educational institutions, communities, in collaboration with service organizations (Rotaract, Lion, etc.)
20	Identifying influential alumnis from the colleges to advertise the Abhiyaan.
21	Focus Group Discussions with various stakeholders in high risk areas (online and offline).
22	Social Media Campaigns
23	Identification and involvement of local brand ambassadors, social media influencers, etc.
24	Surveys and preparatory studies
25	Celebration of international/national days of importance (for ex: celebrating World Aids Day and spreading awareness about AIDS and how Injecting drug users increase the chances of getting AIDS)
26	Using regional channels, newspapers, radio's and other media outlets,available to discuss the Nasha Mukh Bharat Abhiyaan
27	Formation of support groups and initiating counselling networks to address the issues related to substance use.
28	A sub-campaign to increase awareness about the ban of licit/illicit substances near college areas with the help of police/competent authority
29	Involvement and convergence with various government departments
30	Networking with the self-help groups/local leaders/ non-governmental organizations to reach out to high-risk groups in the neighborhood
31	Activities in vulnerable areas including border and tribal regions