



Aradhana Johri, IAS  
Additional Secretary

Department of AIDS Control, NACO, Ministry of Health and Family Welfare, Government of India

X-19015/02/2009-NACO (IEC)  
January, 2012



M/EC



Dear

Vikash

I am writing to seek your support in our ongoing efforts to combat HIV/AIDS in the country. Government is committed to prevent the spread of HIV. To facilitate the strong multi-sectoral response to combat it effectively, the National Council on AIDS (NCA) headed by Hon'ble Prime Minister was constituted in 2005 with this objective in mind. In this context, as you may recall, NACO implemented the world's largest mass mobilization campaign on HIV/AIDS, the Red Ribbon Express (RRE) project in 2007-08 and 2009-10 to spread awareness & promote services on HIV/AIDS & health across the country. The specially designed train with on-board exhibition on HIV/AIDS issues was flagged off by Hon'ble Smt. Sonia Gandhi, Chairperson, UPA on 1<sup>st</sup> December 2009. The response received was overwhelming and the Red Ribbon Express in its second run from 01.12.2009, covered 27,000 kilometers, touched 152 stations and reached directly to about 8 million people with messages on HIV/AIDS and general health issue. The project was implemented jointly by NACO and NRHM with the Ministry of Railways and other key government ministries including Rural Development, Human Resource Development, Social Justice & Empowerment, Panchayati Raj and Youth Affairs and non-governmental partners. The vision is to facilitate multi-sectoral effort by which HIV could be mainstreamed within the context of the overall socio-economic development rather than merely treated as a medical issue.

Given the success and overwhelming response to the project, the third phase of Red Ribbon Express campaign will be launched on Thursday, 12.01.2012 (National Youth Day). This time the renewed focus of the RRE project will be on youth. Special efforts will be required to be made for mobilizing adolescents and youth. Similarly, the communication material should be more interactive and youth friendly with provision of relevant services. This time also apart from 3 exhibition coaches on HIV/AIDS issues, there will be a coach on NRHM to disseminate information on communicable diseases and RCH services. There will also be two coaches on HIV testing & counseling and for conducting training.

Please find attached operational guidelines along with the train coach layout and the train itinerary. As can be seen, the objective is to saturate as many villages as possible in the districts where the halt stations are located. For ensuring a well planned and designed IEC plan, we have suggested the constitution of District Level Organising Committee (DLOC) under your chairpersonship. The key activities which would need your personal attention to plan and review are as follows:

1. Preparation of district plan for the welcome function of the train, publicity for community mobilization for extensive outreach exhibitions through IEC vans, organization of folk performances, ensure selection of trainees to be trained in the training coach and provision of health services through Mobile Medical Units at suitable location along the designated route and at the halt train station platform.
2. Proper security arrangement for crowd management in coordination with Railways to avoid law and order hassles.

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9th Floor, Chandralok Building, 36 Janpath, New Delhi -110001, Phones : 011-23325343, Fax : 011-23325335  
E-mail : aradhana.johri@nic.in

अपनी एचआईवी अवस्था जानें, निकटतम सरकारी अस्पताल में मुफ्त सलाह व जाँच पाएँ  
Know Your HIV status, go to the nearest Government Hospital for free Voluntary Counselling and Testing

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3. Proper logistics arrangements at the Railway station for smooth supply of electricity for the train, water and approach road facility for the visitors.

The State AIDS Control Society and State Rural Health Mission officials will shortly get in touch with you to support the necessary planning exercise and co-ordination needed in this regard. Experience has shown that your leadership is key to the successful implementation of this project at the district level.

I request you to kindly take personal interest in this innovative programme. I am sure that your leadership will ensure the success of this massive endeavor.

With regards,

Yours sincerely,



(Aradhana Johri)

**Shri Vikash Sitaram Bhale,  
District Collector,  
Churu, Rajasthan**

Copy for necessary follow-up to:

**The Project Director, SACS and MD, NRHM  
Rajasthan.**