

**Care and support**

The workplace should help extend access to care and treatment which is an important motivation for voluntary testing. The companies should ensure:

- Infected employees, and their immediate dependents, if also infected, receive antiretroviral therapy [ART] and medical monitoring
- Terminally ill employees, who are incapable of working, are referred to available health services
- Counselling is made available to infected and affected employees.

While framing a policy and a plan of action, it should be kept in mind that the components of the policy depend on the benefits that it extends to its employees. The program may not always have all of the above. Many of these interventions cost little and need small budgets.

**Public Private Partnerships**

As part of their corporate social responsibility and business response, companies can:

- Integrate HIV related activities into their existing outreach services for their catchment areas and wider communities e.g. If they provide vocational training to young girls and women they can include PLHA among the beneficiaries, or if they have a mobile health van they may include a Counsellor or Peer Educator for HIV and AIDS
- Collaborate with the Government to aid national efforts for prevention, care, support and treatment to contain and reverse the epidemic.

Some examples of interventions that can be taken up by the corporate sector are:

- Supporting prevention programs, through awareness generation using mass media and reaching out to client groups by organising group meetings
- Supporting counselling and testing facilities, by setting up facilities and linking with existing facilities
- Supporting treatment for STIs, OIs and HIV and AIDS including ART treatment. Corporates that have their own medical facilities can expand them to include the above provisions. Others may like to explore if these facilities can be provided through the setting up of new facilities or by tying up with existing facilities
- Fund raising for treatment, care and support for HIV positive persons below the poverty line, for orphaned children and women who have been discriminated against
- Various constituents such as media, hotels, manufacturing industries, pharmaceutical companies, etc. can collaborate with NACO in their areas as a part of their corporate social responsibility.

The role of industry associations such as FICCI, ASSOCHAM, CII, NASSCOM etc. is very important as they have an excellent reach with industry and can serve as entry points. Working in collaboration with them can complement NACO's efforts of mainstreaming with the private sector. Public sector companies may be approached either through government ministries to which they are attached or directly through their top management at the national and state levels.

**Tool: IEC Support for Mainstreaming in Government**

Ministry	Key Activities/ Target Audience	IEC Resource support
<b>Youth Affairs and Sports</b>	<ul style="list-style-type: none"> <li>• Youth Development Centres</li> <li>• Counselling and guidance centres</li> <li>• Training and orientation centres for NSS volunteers</li> <li>• Youth clubs and mahila mandals run by NYKS</li> <li>• NCC</li> <li>• Bharat Scouts and Guide Volunteers</li> <li>• Sports facilities (SAI training centres, institutes of Physical education, Federations)</li> <li>• Youth Camps.</li> </ul>	Youth focused IEC material : <ul style="list-style-type: none"> <li>• Training material for Youth on HIV and AIDS short films, booklets, games and other interactive learning material</li> <li>• Display material for centres - panels and posters</li> <li>• Distribution material - brochures and pamphlets</li> <li>• Restart and expand University Talk AIDS and Village Talk AIDS programmes.</li> </ul>
<b>Women and Child Development</b>	<ul style="list-style-type: none"> <li>• Anganwadi workers and Anganwadi Sahayikas</li> <li>• Adolescent girls under Kishori Shakti Yojana</li> <li>• Women in SHGs under Swayam Sidha, and Swashakti schemes</li> <li>• Swadhar homes providing longer stay for women</li> <li>• Working women hostels</li> <li>• Schemes such as Swawalamban, STEP, Rashtriya Mahila Kosh (RMK), NORAD provide further scope to reach women</li> <li>• Anti-trafficking initiatives.</li> </ul>	IEC material on Women and HIV and AIDS: <ul style="list-style-type: none"> <li>• For all Women and Child Development training programmes, including those for ICDS Scheme (CDOs, Supervisors, AWWs) - short films, booklets, flipcharts</li> <li>• Red Ribbon Clubs among the SHG members and among adolescent girls' - low literacy and adolescent friendly training material</li> <li>• Display material for centres - panels and posters</li> <li>• Distribution material - brochures and pamphlets</li> <li>• Films and pamphlets on trafficking and HIV.</li> </ul>
<b>Human Resource Development Dept. of Education</b>	<ul style="list-style-type: none"> <li>• SCERTs and DIETs (District Institute of Education and Training)</li> <li>• Access to vulnerable age group of 14-24 years through schools, colleges and Universities/ institutions</li> <li>• National Literacy Mission centres</li> <li>• Non-formal education centres</li> <li>• Mahila Samakhya Karya Karthas.</li> </ul>	IEC material for students and teachers under the Adolescence Education Programme (AEP): <ul style="list-style-type: none"> <li>• Red Ribbon Clubs in every school and college</li> <li>• Mahila Samakhya Red Ribbon Clubs in village</li> <li>• HIV/AIDS cell in all student/teachers unions</li> <li>• Youth-friendly Information Centers in all Universities</li> <li>• Training material-Films containing age appropriate information on HIV and AIDS; booklets, games and other interactive learning materials</li> <li>• Display materials for centres, panels and posters</li> <li>• Distribution materials brochures and pamphlets.</li> </ul>
<b>Railways</b>	<ul style="list-style-type: none"> <li>• Work force and Unions</li> <li>• Passengers</li> <li>• Railway stations and passenger trains</li> <li>• Hospitals in railway sector</li> <li>• Health units (without beds)</li> <li>• Training institutions.</li> </ul>	<ul style="list-style-type: none"> <li>• IEC materials for peer education programmes including short films on railways and HIV; booklets, pamphlets and flipcharts. Training of all railway personnel on HIV and AIDS</li> <li>• Hoardings and message panels, condom vending machines, scroll messages through CCTV in all railway stations; HIV prevention messages inside and on the coaches of trains</li> <li>• Posters and brochures for hospitals and health units; appropriate IEC materials for HIV/AIDS service delivery centres in major hospitals</li> <li>• Incorporate HIV and AIDS in the curriculum of training institutions.</li> </ul>

## ANNEXURE-10

Ministry	Key Activities/ Target Audience	IEC Resource support
<b>Social Justice and Empowerment</b>	<ul style="list-style-type: none"> <li>De-Addiction-cum-Rehabilitation Centres and Counselling Centres</li> <li>Regional Resource &amp; Training Centres(RRTCs)</li> <li>Observation/Special homes, shelter and after care homes functioning under the Juvenile Justice (Care and Protection of Children) Act</li> <li>Large number of BC/SC hostels and residential schools.</li> </ul>	<ul style="list-style-type: none"> <li>Training materials at RRTCs for training of NGOs and community leaders, including a short advocacy film, booklets and pamphlets</li> <li>Film on IDU and HIV, posters, booklets and pamphlets to all NGOs running rehabilitation centres. Condom Vending machines and condom promotion material in these centres</li> <li>Film on youth and HIV, posters, interactive games, booklets and brochures for the youth staying in BC/SC hostels/homes and residential schools, and the juvenile homes.</li> </ul>
<b>Labour and Employment</b>	<ul style="list-style-type: none"> <li>ESI covers factory units, hospitals, dispensaries</li> <li>Rural dispensaries and sub regional dispensaries under the Central Board of Worker's Education (CBWE)</li> <li>Training institutions.</li> </ul>	<ul style="list-style-type: none"> <li>Training materials including film on HIV in workplace, booklets and brochures for industrial managers, trade union leaders, employees of labour department and education officers of CBWE</li> <li>Film on HIV in the workplace, as well as posters and pamphlets to sensitise workers</li> <li>Posters, brochures and panels for hospitals and health units</li> <li>Appropriate IEC materials for HIV/AIDS service delivery centres in major hospitals.</li> </ul>
<b>Home Affairs</b>	<ul style="list-style-type: none"> <li>Central Police Force Personnel (Assam Rifles, BSF, CRPF, ITBP, CISF, Shashashtra Seema Bal (SSB), NSG) and other police personnel</li> <li>SP/DSP level officers at district level and below</li> <li>Police Training Colleges</li> <li>Large prisons.</li> </ul>	<ul style="list-style-type: none"> <li>Training of police personnel using short film on police and HIV, booklets, pamphlets, other condom promotion materials. Specific awareness and sensitisation programmes for police personnel dealing with vulnerable communities and high risk groups</li> <li>Sensitisation of prison personnel and inmates using short films on prison and HIV, booklets, pamphlets, other condom promotion material.</li> </ul>
<b>Rural Development</b>	<ul style="list-style-type: none"> <li>Self Help Groups (SHGs)</li> <li>DRDAs (District Rural Development Agencies)</li> <li>Community development Blocks</li> <li>State Institutes of Rural Development (SIRDs)</li> <li>Extension Training Centres (ETC).</li> </ul>	<ul style="list-style-type: none"> <li>Training material including film on HIV and rural development, booklets and brochures</li> <li>Training on HIV prevention for: SHG leaders; NGOs supported by CAPART and DRDAs; DRDA Programme officers; trainers/ faculty of training institutes</li> <li>Incorporation of HIV/AIDS messages in all training programmes especially of field staff</li> <li>SHG Red Ribbon Clubs</li> <li>Display materials for centres- panels and posters</li> <li>Distribution materials - brochures and pamphlets.</li> </ul>

## ANNEXURE-10

Ministry	Key Activities/ Target Audience	IEC Resource support
<b>Panchayati Raj</b>	<ul style="list-style-type: none"> <li>Zilla Parishad chairmen and members</li> <li>Block/Mandal Panchayat presidents and members</li> <li>Gram Panchayats.</li> </ul>	<ul style="list-style-type: none"> <li>Training materials including films on HIV and panchayats, stigma and discrimination, booklets and brochures, for training of all elected representatives</li> <li>Display materials for Panchayat Offices - panels and posters</li> <li>Distribution materials - brochures and pamphlets</li> <li>Integration of messages on HIV prevention/ education in the regular news letter to panchayats.</li> </ul>
<b>Urban Development</b>	<ul style="list-style-type: none"> <li>Large cities</li> <li>Small and medium towns</li> <li>Urban Agglomerations/Towns of all categories</li> <li>Elected representatives/ councilors</li> <li>Existing Health facilities in Urban Local bodies.</li> </ul>	<ul style="list-style-type: none"> <li>General advocacy film on HIV and AIDS, booklets and brochures for training of all Municipal officers and sensitisation of all urban local body councillors</li> <li>HIV and AIDS awareness messages through mid-media including hoardings, panels, street theatres at parks, shopping complexes, tourist amenities, hotels, auditoria, markets, and transport terminals</li> <li>Brochures and pamphlets for mobile health clinics covering urban slums</li> <li>Incorporation of HIV/AIDS in all training programmes conducted by National Institute of Urban Affairs (NIUA), PHS, Institute of Urban Transport &amp; CPWD Training Institute. General advocacy film on HIV and AIDS, booklets and brochures provided to these institutes.</li> <li>Condom vending machines (Low Traffic Dispensing outlets) with supporting posters and panels at public conveniences, markets, hotels permitted/licensed by local bodies.</li> </ul>
<b>Tourism</b>	<ul style="list-style-type: none"> <li>Members of the Federation of Hotel and Restaurant Associations of India (FHRAI) and HAI</li> <li>India Tourism Offices</li> <li>India Tourism Development Corporation (ITDC), Indian Institute of Tourism and Travel Management (IITM)</li> <li>Major Destination Development Projects, Tourist Circuits, Rural Tourism projects and Endogenous Rural Tourism Projects</li> <li>Institutes of Hotel management.</li> </ul>	<ul style="list-style-type: none"> <li>Advocacy with representatives of Hotel federations, hotel owners and ancillary industry through film on HIV in the Tourism industry, brochures and pamphlets</li> <li>Incorporation of HIV/AIDS in Training programmes conducted by National Council for Hotel Management and Catering Technology (NCHMCT) and Institutes of Hotel management. Provision of film on HIV in the Tourism industry, brochures and pamphlets</li> <li>Training of all tourism department personnel - film on HIV in the Tourism industry, brochures and pamphlets</li> <li>HIV messages on hoardings erected at all major tourism circuits and projects</li> <li>Tourist fairs to have exhibition stalls with banners, brochures and condoms.</li> </ul>

Ministry	Key Activities/ Target Audience	IEC Resource support
Road Transport, Highways and Shipping	<ul style="list-style-type: none"> <li>Truck drivers; Long-distance truckers and helpers</li> <li>Registered motor vehicles</li> <li>National Highways under NHAI</li> <li>Toll plazas, wayside amenities</li> <li>Major and Minor Ports, Shipping Corporations</li> </ul>	<ul style="list-style-type: none"> <li>State road transport authorities to ensure that HIV messages are carried on all medium and heavy vehicles in both public and private sectors</li> <li>Wayside amenities to provide condoms, poster, panels, brochures and pamphlets</li> <li>Condoms, poster, panels, brochures and pamphlets for port employees/workforce, including service delivery points.</li> </ul>
Tribal Affairs	<ul style="list-style-type: none"> <li>Tribal villages</li> <li>Integrated Tribal Development Agencies (ITDAs)/ITDPs</li> </ul>	<ul style="list-style-type: none"> <li>Training of ITDA/ITDP officers and personnel, qualified and traditional health care providers on HIV and AIDS through films on tribals and HIV, migrants and HIV, culturally appropriate brochures and pamphlets</li> <li>Distribution of condoms, brochures and pamphlets through Mobile Clinics in tribal areas.</li> </ul>

### Tool: NACP III Indicators Linked to Communications Efforts

#### Indicators for Behaviour Change

- Increase in percentage of people who recall correctly the modes of transmission and the modes of prevention
- Evidence and observation of changing social norms about discussion and dialogue on sex and sexuality
- Increased acceptance of the dialogue and discussion on sex and sexuality in public domain
- Increase in the number of people who have no myths/misconceptions about transmission and prevention
- Self-reported increased abstinence / self-reported increased faithfulness
- Decrease in number of sexual partners
- More requests for information about STIs/HIV/AIDS.

#### Indicators for Advocacy

- Increased discussion of HIV/AIDS policy issues in legislative bodies
- Increased press coverage of ethical and legal issues dealing with HIV/AIDS issues
- Increased openness about sexual issues in the media
- Fewer complaints (e.g. letters to the editor) about media references
- Increased religious/business leaders speaking in a positive way about HIV/AIDS
- Increased business policies developed to protect HIV + workers from discrimination
- Increased business policies initiated to promote HIV prevention education activities
- Emergence of new coalitions and alliances among community organisations to address HIV issues
- Improved inclusion of those most affected by HIV/AIDS and their views in policy-making forums and increased leadership roles for PLHA.

#### Indicators for Social/Community Mobilisation

- Widespread interest and participation in special AIDS observations
- Grassroots participation (e.g. Panchayat, SHG, youth clubs/PLHA) in HIV/AIDS campaign activities
- Participation of more women, girls and adolescents in community meetings.

#### Links between Communication-linked Indicators and Other Programme Components

##### Condom Promotion

- Increased condom availability at discos, hotels, bars, pubs, health service providers, healthcare centres
- Self-reported evidence of more open conversation about use of condoms
- Self-reported increased consistent use of condoms with non-commercial partners.

##### STI/STD

- Self-reported ability to recognise STI symptoms
- Decreased time between recognising an STI symptom and seeking treatment
- Self-reported STI treatment-seeking and preventive behaviour
- More first-time attendees at STI clinics/fewer repeat attendees.

##### ICTC, PPTCT, ART, OI, HIV-TB

- Information about and availability of services with materials developed and disseminated
- Increased voluntary testing and counselling
- ART adherence materials developed and disseminated.

**Tool: Sample KAPB Questions**

Typical KAPB questions in an HIV and AIDS survey might be:

**Knowledge**

(all examples from BBCWST KAP Endline survey for HIV and AIDS mass media campaign 2007)

<b>How is HIV/AIDS transmitted from one person to another?</b>  (Ask "any other" after each response)	Transmission through the sexual route (details not specified).....	1
	Unprotected sex/sex without condoms.....	2
	Sex with multiple partners/CSW.....	3
	Sex with HIV/AIDS affected person.....	4
	Transmission through infected blood.....	5
	Transmission through infected needles.....	6
	Transmission from mother to child.....	7
	Sitting/Talking with person with HIV/AIDS.....	8
	Touching/Kissing person with HIV/AIDS.....	9
	Using utensils/other material/eating/drinking with person with HIV/AIDS.....	10
	From mosquito bite.....	11
	Any other (specify.....)	12
	Not aware.....	13
	Refused to answer.....	14
	<b>How can a person reduce the risk of being infected by HIV/AIDS?</b>  (Ask "any other" after each response)	Condom use.....
Being faithful.....		2
Sexual Abstinence/Control.....		3
Using HIV tested blood.....		4
Using sterilised/disposable needles.....		5
Preventing transmission from mother to child.....		6
Taking an HIV test.....		7
Staying far away from the infected person and the materials they use.....		8
Take precautions (unspecified).....		9
Utilising medical treatment.....		10
Having positive lifestyles.....		11
Any other.....		12
Not aware.....		13
Refused to answer.....		14

**Attitudes**

I will read out a few statements. Please tell me to what extent you agree or disagree with these statements. The possible answers are strongly agree, agree somewhat, neither agree nor disagree, disagree somewhat, strongly disagree

	a. Strongly Agree	b. Agree Somewhat	c. Neither agree nor disagree	d. Disagree somewhat	e. Strongly Disagree	f. Do not want to answer
6.4 I find condoms uncomfortable.	1	2	3	4	5	6
6.5 If I can avoid using condoms I would.	1	2	3	4	5	6
6.6 Quite often I do not use condoms.	1	2	3	4	5	6
6.7 I feel shy to talk about condoms.	1	2	3	4	5	6
6.8 I find it a little embarrassing to buy condoms.	1	2	3	4	5	6
6.9 It is alright for a woman to suggest to a man that he use condoms.	1	2	3	4	5	6

**Behaviour/Practices**

Please state whether you have ever done or recommended any of the following:

	Behaviour	Ever practiced?	Ever recommended	Recommended to whom?
8.1	<b>Testing for HIV</b>	Yes.....1	Yes.....1	Spouse.....1
		No.....2	No.....2	Other family members.....2
			DK/CS.....3	Friends/Relatives.....3
			Others.....4	
			DK/CS/NA.....5	
8.2	<b>Treatment of STIs from qualified personnel</b>	Yes.....1	Yes.....1	Spouse.....1
		No.....2	No.....2	Other family members.....2
		DK/CS.....3	DK/CS.....3	Friends/Relatives.....3
		Not applicable.....4		Others.....4
			DK/CS/NA.....5	
8.3	<b>Use of tested blood</b>	Yes.....1	Yes.....1	Spouse.....1
		No.....2	No.....2	Other family members.....2
		DK/CS.....3	DK/CS.....3	Friends/Relatives.....3
		Not applicable.....4		Others.....4
			DK/CS/NA.....5	

Other aspects such as interpersonal communication can also be explored:

Please state whether you have ever done yourself any of the following:

9.1 Have you ever discussed any topics concerning HIV/AIDS?	Yes .....	1	
	No .....	2	
	DK/ CS .....	3	
	Refused to answer .....	4	
9.2 With whom have you discussed these matters?	Spouse (if married) .....	1	
	Parents/ Grand Parents .....	2	
	Brother/ Sister .....	3	
	Son/ Daughter .....	4	
	Other family members .....	5	
	Other Relatives .....	6	
	Friends .....	7	
	Health/ Village/ NGO Functionaries.....	8	
	Non-regular Sex Partners .....	9	
	Any other .....	10	
9.3 Which of the following topics have you discussed? (Read out the options)	<b>Topics</b>	<b>Yes</b>	<b>No</b>
	Testing of HIV/AIDS	1	2
	Treatment of STIs	1	2
	Treatment of HIV/AIDS	1	2
	Use of tested blood	1	2
	Use of sterilised needles	1	2
	Use of condoms	1	2
	Being faithful to partner	1	2
	Not visiting sex workers	1	2
	Other	1	2

Tool: SACS Quarterly IEC Reporting Format

INFORMATION, EDUCATION AND COMMUNICATION  
QUARTERLY REPORT OF SACS

Section A: Identification

State: \_\_\_\_\_ State Code: \_\_\_\_\_  
 Reporting Quarter: \_\_\_\_\_ Year: \_\_\_\_\_ Name of the Society \_\_\_\_\_  
 Name of the IEC Officer(s) and Designation: \_\_\_\_\_ Tel. (M): \_\_\_\_\_  
 E-Mail id of Officer in Charge: \_\_\_\_\_  
 Budget Allocated for IEC Activities in current financial year: \_\_\_\_\_  
 Expenditure till end of this quarter: \_\_\_\_\_ Available Balance: \_\_\_\_\_

Section B: Audiovisual Media

S. No.	Type of Media	Total Number this Quarter	Theme Covered <sup>1</sup>	Target Audience <sup>2</sup>	Channel	Duration of Broadcast		Time Slot	Expenditure Incurred
						sec:min	How many week? (Frequency)		
I	<b>Mass Media: Audiovisual</b> Broadcast of audiovisual PSA/Spots								
	1.2 Live Phone in Program								
	1.3 Sponsored Program								
	1.4 Films (fiction/nonfic.)								
	1.5 Cinema breaks								
	1.6 Any other programme (specify) _____								
II	<b>Mass Media: Audio</b> 2.1 Broadcast of audio spots								
	2.2 Phone-in programme								
	2.3 Sponsored programme								
	2.4 Any other programme (specify)								

<sup>1</sup>Themes can be : A- AIDS awareness, B- Blood Donation/Safety, C-STD/RTI, D-ART, E-Counselling and Testing, F- Care & Support, G-Any Other. Multiple selections possible.

<sup>2</sup>Target Audience can be a- General Population, b- HRG:SexWorkers/ MSM/ IDU, c- Bridge Population, d- Youth, e-Women. Multiple selections possible.

## Section C: Print, Publicity and Recall Media

S. No.	Type of Media	Total Number Produced in Quarter	Theme Covered	Target Audience	Number Distributed	Place of distribution/display	Feedback Obtained <sup>3</sup>	Expenditure Incurred
III	<b>Print Media: Recall</b>							
	3.1 Press Advertisements							
	3.2 Press releases							
	3.3 Press Articles							
	3.4 Wall Paintings							
	3.5 Permanent hoardings							
	3.6 Temporary hoardings							
IV	<b>Information &amp; Publicity:</b>							
	4.1 Booklets							
	4.2 Flipcharts							
	4.3 Posters/ Panels							
	4.4 Leaflets							
4.5 Any other—								

<sup>3</sup>The codes for feedback 1- Very Good, 2- Good, 3-Average, 4- Poor

## Section D: IEC Activities

S. No.	Type of Activity	Theme	Target Audience	Number of Participants (Approx.)	Duration (Hours/ Days)	Place (State/District or Block)	Detailed report attached (Y/N)	Expenditure Incurred
V	<b>Advocacy/Social Mobilisation campaign</b>							
	5.1 Interactive Community Programmes/Events							
	5.2 Media Advocacy Events							
	5.3 Other Awareness Workshops							
	5.4 Exhibition Urban							
	5.5 Exhibition Rural							
VI	<b>Community Media/Folk Media (interactive)</b>							
	6.1 Musical events							
	6.2 Folk Entertainment							
	6.3 Street Plays/Dramas							
	6.4 Mobile Video Vans							
VII	<b>IEC Activities on Major Events:</b>							
	7.1 World AIDS Day							
	7.2 Voluntary Blood Donation Day							
	7.3 Candlelight Memorial Day							
	7.4 Any other commemorative event—							

## Section E: Cross-cutting Activities

S. No.	Type of Activity	Theme	Target Audience	Number of Participants (Approx.)	Duration (Hours/Days)	Place (State/District or Block)	Detailed report attached (Y/N)	Expenditure Incurred
VIII	Training							
IX	Mainstreaming							
X	Documentation (reports, newsletters)							
XI	Any other innovative IEC activity (Attach a separate report)							

## Section F: Monitoring and Evaluation Activities

S. No.	Type of Activity	Key issue, Material, or campaign	Target Audience	Number of Participants/Sample	Timelines	Place (State/District or Block)	Detailed report attached (Y/N)	Expenditure Incurred
XII	Communication needs Assessment							
XIII	Pretesting of material							
XIV	Monitoring 14.1 Rapid and participatory appraisal							
	14.2 Field visits and observation							
	14.3 Key stakeholder interview							
XV	Evaluation							

Any other information/description:

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## Tool: Sample Annual Action Plan

This is a prototype action plan for an annual communication budget for rupees one crore drafted for a state. Please note that the plan will vary depending upon the State you are in, the communication priorities you set, the available resources in the State, interventions of other partners, etc. **This plan is only an example.**

Remember that there is no single solution for media planning. A good plan is devised keeping the communication objectives at the forefront. No plan is perfect either, so constantly question assumptions, and constantly measure results.

## A. Prototype Budget for theme-specific communication campaigns (in Rs. Lakhs)

Note: Details of media vehicles are given below the table

Communication Intervention/Theme	Media Vehicle						
	TV/Cable	Radio	Outdoor	Print	Mid-media Interactive	Mid-media Static	IPC Support Materials
Campaign for general population with focus on women and youth (safe sex, risk perception, myths and misconceptions, condom promotion, etc.)		4	4		4		6
Campaign to promote voluntary testing and health seeking information		2	4	2			2
Promotion of service sites	2 (cable tickers)	2	4		2	2	
Communication to address stigma and discrimination		4	2	2	2		4
Materials to support providers at service sites, including ART, PPTCT, ICTC							4
Materials to support TI interventions							6
Blood safety; awareness and materials support		2					2



## ANNEXURE-14

Total budget for above theme-specific campaigns: Rs. 68 lakhs

- TV/Cable: Includes messages on tickers, TV spots, inserts in ongoing programmes, panel discussions
- Radio: Includes long-format programmes and shorter duration ones; radio spots, panel discussions, phone-in programmes, etc.
- Outdoor: Includes hoardings, bus panels, shelters, wall paintings
- Print: Includes newspapers and magazines
- Mid-media interactive: Fairs, exhibitions, street theater, etc.
- Mid-media static: Signage boards, kiosks
- IPC Support materials: Communication aids for AWW, Asha workers, Link Workers, PRIs, NYKs, SHGs, Mahila mandals, DFP, S&DD divisions. Includes pamphlets, booklets, posters, flip charts, interactive games, audio cassettes.

### B. Prototype Budget for social mobilisation, advocacy, mainstreaming, events, training, documentation, research and M&E

Social mobilisation activities: Rs. 4 lakhs

Advocacy:  
(Including workshops and materials) Rs. 4 lakhs

Mainstreaming: Rs. 2 lakhs

Events (including WAD): Rs. 6 lakhs

Training: Rs. 4 lakhs

Documentation: Rs. 4 lakhs

Research:  
(Including M&E) Rs. 8 lakhs

Total budget for other communication activities as given above: Rs. 32 lakhs

**TOTAL BUDGET (A+B) : Rs. One crore**

## ANNEXURE-15

### Tool: Reference Rates for Media Buying

#### A. Song and Drama Division

Rates for different categories and performances (w.e.f. 18.10.06; subject to revision from time to time)

Costing varies according to

- Grade of artist
- Number of member/artists per troupe

Number of artists	Category	Grade A (Rs.)	Grade B (Rs.)	Grade C (Rs.)
11	Drama & Composite	5600	4760	4000
10	-do-	5180	4410	3640
9	-do-	4760	3980	3360
8	-do-	4340	3710	3080
7	Folk and Traditional recitals/magic/puppet and mythological recitals	3220	2940	2660
6	-do-	2870	2625	2380
5	-do-	2520	2310	2100
4	-do-	2030	1855	1680
3	-do-	1680	1540	1400
2	-do-	1190	1085	980
1	-do-	840	770	700

Category	Local/Outstation Performances	No. of days	Proposed rates
Music Composer, Dancer, Choreographer, Script writer and Drama producers	Local	a) Up to 20 days b) Up to 30 days	Rs. 21,000/- per head Rs. 28,000/- per head
	Outstation	a) Up to 20 days b) Up to 30 days	Rs. 28,000/- per head Rs. 35,000/- per head

**Traveling Allowance:** Experts hired for outstation performances are entitled, in addition to the above fees, to reimbursement of 2<sup>nd</sup> AC rail fare or deluxe bus fare. However, they are not entitled to any TA/DA.

Annexure to sanction no.1/2 (21/05-FS dated 18.10.06

Fees in respect of casual artists engaged in S&DD.

Category	Fees per show (local) Proposed rate	Fees per show (outstation) Proposed rate	Rehearsal fee Proposed rate
A	Rs. 700/-	Rs. 1050/-	Rs. 175/-
B	Rs. 550/-	Rs. 850/-	Rs. 150/-
C	Rs. 400/-	Rs. 650/-	Rs. 125/-



## ANNEXURE-15

**Traveling Allowance:** A grade artists - 2<sup>nd</sup> AC Rail fare or Chair car or Volvo Deluxe buses or other deluxe buses. B & C grade artists - 3<sup>rd</sup> AC rail fare or Chair car or deluxe buses (excluding Volvo).

### B. Rates of Directorate of Field Publicity (DFP), MOIB

DFP has special rates for Special Interactive Programmes for Rs. 3000/- per programme (**currently, subject to revision with time**). These include film shows, group interactions, small exhibitions, debates, essay writing competition, etc.

The programme has to be designed by SACS in consultation with local DFP offices.

**C. DAVP Rates for Private Channels :** Please refer to DAVP website for the latest rates for advertising on cable & satellite channels and private FM radio stations.

### D. Rates for Mid-media

Rates will vary according to the type of material used, colour, size and number of copies/hoardings as well as the location. SACS should follow tendering processes as per rules.

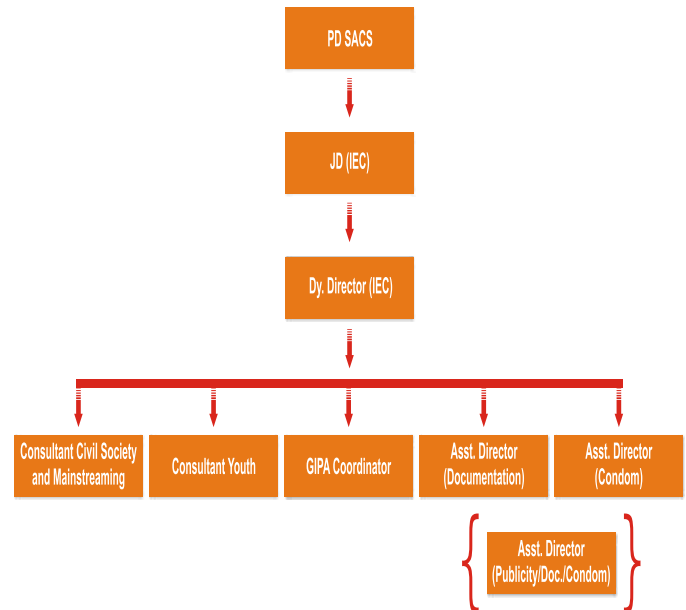
Please refer to the DAVP website for the updated rates from time to time.

### E. Doordarshan and All India Radio

Rates for Public Service Advertisements (PSA) on DD and AIR vary from station to station and across time bands and may be obtained from the local stations.

## ANNEXURE-16

### Organogram: IEC Division at SACS



These positions will be as per the sanctioned posts in these states.

## **A C K N O W L E D G E M E N T S**

**IEC Technical Resource Group for NACO**

**Joint United Nations Programme on HIV/AIDS (UNAIDS)**

**United Nations Children's Fund (UNICEF)**

**United Nations Development Programme (UNDP)**

**International Labour Organization (ILO)**

**Bill and Melinda Gates Foundation (BMGF)**

**Hindustan Latex Family Planning Promotion Trust (HLFPPT)**

**Technical Support Unit, NACO**

**IEC, Mainstreaming and Social Marketing Division, NACO**