





# MARCH FOR ACCELERATING REVERSAL AND FURTHER STRENGTHENING THE EPIDEMIC RESPONSE IN INDIA

India's HIV / AIDS response is globally acclaimed as a success story. The National AIDS Control Programme (NACP), launched in 1992, is being implemented as a comprehensive programme for prevention and control of HIV / AIDS in India. Over time, the focus has shifted from raising awareness to behaviour change, from a national response to a more decentralized response and to increasing involvement of NGOs and networks of PLHIV.

Over 2.4 million people are HIV positive in India and over 83% of them are in the age group of 15 - 49 years, the productive workforce of Industries.

Evidence projects high risk of HIV / AIDS among the migrant labourers and their spouses. About 41% of new HIV infections are reported from high out migration states in India<sup>1</sup>.

Evidences have shown that migrant labourers

are significantly more likely to practice high risk behaviours which might cause HIV infection.

India has achieved about 57% reduction in new infections between 2001 and 2011<sup>2</sup>. It is a challenging task to sustain the trends of reduction, as every new infection could reverse the trend and further fuel the epidemic. Thus there is the need for a multi-sectoral approach to further the national response to HIV epidemic in India.

The industries and industry associations could play a significant role in achieving this goal by limiting the spread of HIV infection in respective workplaces, linked workers in supply chain and communities nearby in their larger businesses interest and as part of their corporate social responsibility.

Join us in India's voice against AIDS. Your small step will help millions of people dream big.

1. NACO, HIV Sentinel Surveillance, 2010

2. National AIDS Control Programme Phase-IV, Strategy Document

## EMPLOYERS AND EMPLOYER ASSOCIATIONS CAN PLAY A KEY ROLE

The role played by the employers and employers' association in mitigating the risk of HIV/AIDS among its the workers in India has been commendable in the past, however **more employers need to join the stride in India's voice against AIDS.**

National AIDS Control Organization (NACO), Ministry of Health & Family Welfare has developed a models of Partnership called **Employer Led Model (ELM)** with Industries like yours in line with the frame of Corporate Social Responsibility (CSR) agenda.



Employer Led Model

### THE EMPLOYER LED MODEL (ELM)

Employer Led Model envisages integration of HIV / AIDS prevention-to-care program within the systems and structures of the Industry for the benefit of informal workers, linked workers in supply chain and communities. This model looks forward to the following initiatives from the industries;

- ▶ Awareness and outreach sessions on the risk perception of HIV and prevention of HIV / AIDS
- ▶ Provision of treatment of Sexually Transmitted Infections, HIV testing and counselling integrating with their health facilities
- ▶ Creating an enabling environment by reducing stigma and discrimination against people living with HIV

▶ These initiatives would be beneficial for both employers and the workers and their community, which will in turn help achieve the national objectives

▶ Employers add value by addressing the HIV / AIDS risk and vulnerabilities of their own workers as well as workers in the supply chain

▶ Prevention related activities can be included as part of CSR (Schedule VII of Companies ACT)

This not only fulfills the commitment under UN Millennium Development Goal but also makes industry leadership concerned about the urgent National Priorities.



## PARTNERSHIP MODEL: AWARENESS/OUTREACH ACTIVITIES

**Objective:** Creating awareness and increasing risk perception of contracting HIV

### Outreach activities:

- ◆ Medical and paramedical staff, supervisors, contractors and employee volunteers are trained to conduct one-to-group sessions on HIV / AIDS
- ◆ Integrating awareness sessions within the regular health / outreach safety programs, HR training, welfare activities, etc.

### Mid media campaigns:

- ◆ Employee volunteers can be promoted for conducting Mid media activities on HIV / AIDS awareness
- ◆ Street play, mid media groups can be hired for conducting awareness activities in the habitations

### Development of awareness materials:

- ◆ Standard prototypes of awareness and education material on HIV / AIDS would be provided by NACO-MOHFW

- ◆ Industries can replicate the material according to the needs of the community and allied workers in supply chain

### Role of the Employer:

For implementation of this service package, the employer would be required to provide assistance for the following things

- ◆ Identify systems in the HR welfare, and Health & Safety programme
- ◆ Ensure participation of employee volunteers, medical staff, supervisors etc. in the training sessions
- ◆ Provide infrastructure for conducting the required training
- ◆ Provide resources for printing of IEC materials, and other communication tools
- ◆ Any other innovations for increasing perceptions of HIV contracting, access to services and Behaviour Change Communication

## ELM at Work





## **PARTNERSHIP MODEL: SEXUALLY TRANSMITTED INFECTIONS STI MANAGEMENT SERVICES**

STIs and Reproductive Tract Infections (RTI) are found to enhance the chance of acquiring and transmitting HIV infection by 4-8 times. To prevent new HIV infections, STI/RTI must be controlled, and the STI management services must be made accessible to vulnerable populations.

## **PARTNERSHIP MODELS**

### **If Industry has a Clinic or Hospital facility at Plant level:**

- Existing medical officer and staff nurse could be trained in screening and syndromic management of STI as per WHO guidelines
- The staff nurse could be trained in testing for STI/RTI at the clinic level
- Providing regular access to clinic services for the supply chain workers
- Provision of STI treatment as per recommended drug regimens by WHO

### **If Industry does not have Clinic or Hospital facility at Plant level:**

- Provision for health camp on regular basis catering to supply chain workers and communities
- Hiring/deputing a medical doctor and staff nurse for attending the health camps
- Provision of STI treatment as per recommended drug regimens by WHO
- Counseling on STI and HIV by establishing linkages with nearest Government testing and treatment facilities

### **Role of Employer:**

- Availability of medical doctor and staff nurse for training on STI management
- Providing access of services to supply chain workers
- Ensuring participation from medical doctor and staff nurse for STI management
- Resources for organizing health camps in case of no health set up within the plant level
- Resources for STI drugs as per WHO guidelines

### **Role of State AIDS Control Society (SACS) / NACO:**

- Training of medical doctor and staff nurse on STI management, counseling and testing for STI/RTI
- Provision of Technical material for STI management
- Specifications of STI drug regimen as per WHO guidelines
- Make available the prototypes of IEC material for printing
- Technical support as required

## **PARTNERSHIP MODEL: INTEGRATING HIV COUNSELING AND TESTING WITHIN EXISTING HEALTH INFRASTRUCTURE**

### **If Industry has a Clinic or Hospital with a Laboratory Facility at Plant Level:**

- The medical doctors and staff nurse would be trained in the pre test and post test counseling for HIV testing. The lab technician would be trained in HIV testing
- Provision of test kits as per guidelines in the National program
- The clinic / hospital set up will be part of the national ICTC / PPTCT services under the National HIV / AIDS Program
- Integrating HIV counseling and testing services within the mobile health clinic if industry is implementing one as part of CSR
- Referral linkages for HIV positive clients to the ART centers and care treatment services provided under National AIDS Control Programme

### **If Industry does not have a clinic or Hospital facility:**

- In case of no health set up available within the plant level, provision for HIV testing through the health camps once in a month in collaboration with State AIDS Control Society (SACS)
- Referral linkages with nearby ICTC services



### **Role of SACS / NACO:**

- Ensuring training of medical doctor, lab technicians and staff nurse on HIV testing and counseling
- Technical material for ICTC / PPTCT services management
- Specifications of rapid HIV test kits and linkages with the DAC approved test kit manufacturers
- Referral linkages for HIV positive clients to further care and treatment

### **Role of Employer:**

- Ensuring availability of medical doctor, lab technician and staff nurse for training on counseling and HIV testing
- Providing access of services to supply chain workers
- Ensuring participation of medical doctor, lab technician and staff nurse for STI management
- In case of no health set up within the plant level, provision for HIV testing through the health camps once a month in collaboration with SACS
- Provision of test kits as per national guidelines with support from SACS



## COST FOR DIFFERENT SERVICE PACKAGES OF ELM

Services	Only outreach sessions	Outreach + STI management	Only STI management	Only outreach sessions	Outreach + STI management	Only STI management	Only outreach sessions	Outreach + STI management	Only STI management	STI + OI management	STI management + HIV & RPR testing	HIV testing	Only ART Services	ART plus OI management	ART plus CD 4 testing outsourced
Number of beneficiaries per year	500	500	500	1000	1000	1000	3000	3300	300	400	1300	1000	100	100	100
Total cost per year	INR 45,000	INR 121,000	INR 81,000	INR 80,000	INR 194,000	INR 114,000	INR 230,000	INR 410,000	INR 180,000	INR 580,000	INR 6.1 lac	INR 1.17 lac	INR 26.4 lac	INR 30.4 lac	INR 27.4 lac
Unit cost per person per year	INR 90	INR 228	INR 152	INR 80	INR 183	INR 114	INR 77	INR 124	INR 600	INR 1450	INR 469	INR 117	INR 26,400	INR 30,400	INR 27,400

Cost of ELM Partnership Models

## SUCCESS STORIES

The role of employers/ industry associations like FICCI, CII, ASOCHAM and PHD Chamber in mitigating the risk of HIV / AIDS among the workers in private sector in India has been commendable in the past and employer/ industry associations across India have played an integral role in India's battle against HIV.

Through training programs and establishment of STI, ICTC and ART services, they have reached out to varied target audience including porters, truckers, contract workers, supply chain industries amongst many others.

Let us take this momentum further.  
Come join us.





# EMPLOYERS WHO MADE A DIFFERENCE

## Our Partners in ELM:

State	Industry
Andhra Pradesh	Nippon Koile
Bihar	Bihar State Milk Cooperative Federation Ltd.; Pratibha Industries Ltd.; Tirupati Transport
Chhattisgarh	Ambuja Cement Foundation; BALCO; JPL; JSPL
Delhi	Delhi Metro Rail Corporation; Delhi Milk Scheme; Jagannath & Sons
Goa	Murmgao Port Trust; SESA STERLITE Ltd; Zuari Agrochemicals
Gujarat	Aarvee Denims & Exports Ltd.; Amul Industries Pvt. Ltd.; Blue Blendz Ltd.; Chirag Foundry; Chiripal Industries; Kadmawala Dyeing & Printing Pvt. Ltd.; NOVA Technocast Pvt. Ltd.; ONGC, Ahmedabad; Pooja Trendz Pvt. Ltd.; TATA Motors; Tiku Gems
Jharkhand	MECON Limited; TCIF
Kerala	Kerala State Rubber Cooperative Ltd.; Sobha Developers Ltd.; Texport Industries Pvt. Ltd.; Uralungal Labour Contractor Cooperative Society Industrial Estate
Maharashtra	Actif Corporation Ltd.; Apar Industries Ltd.; Dosti Realty; Godfrey Phillips India Ltd.; Hindoostan Mills Ltd.; Indo Rama Synthetics (I) Ltd.; Jkumar Infraprojects; Jolly Boards Ltd.; Kalika Steel Alloys Pvt. Ltd.; Mumbai Port Trust; PRI Media Services Pvt. Ltd.; Rashtriya Chemical and Fertilizers Ltd.; Raynold Shirting Ltd.; Reliable Spaces India Pvt. Ltd.; Satara; Siemens Ltd.
Odisha	Bhushan Steel; Jindal Steel Ltd.; Mideast Integrated Steels Ltd.; Nilanchal Ispat Nigam Ltd.; Utkal Asbestos Ltd.; Utkal Chamber of Commerce & Industries
Punjab	Hero Cycle; Oswal Woollen Mills Ltd.; Ralson Tyres, Ludhiana; Reliance Industries Ltd.; Talwandi Sabo Power Ltd.; Usha Martin; Vardhman Textiles, Ludhiana
Puducherry	Ganges International Pvt. Ltd.; Meenakshi Industries
Rajasthan	Ashok Leyland; JSW; Shree Cement; Sojitz-L&T Consortium
Tamil Nadu	ATG Tyres; Ashok Leyland; BHEL; Chettinad Cements; Dalmia Cements; Esstee Exports; JSW Steel Ltd.; KM Knitwear; LUK India Pvt. Ltd.; Lucas TVS; NCC Pvt. Ltd.; POPPYS Knitwear Pvt. Ltd.; Rajapalayam Mills Ltd.; Rajapalayam Spintext; Rajapalayam Textiles Ltd.; Sandhya Spinning Mill Ltd.; Schwing Stetter; Silver Cloud Estate Pvt. Ltd.; Sri Ramco Spinners; Sri Vishnu Shankar Mills Ltd.; Sudarsanam Spinning; Ultra Tech Cements
Uttar Pradesh	Azad Multi Speciality Hospital and Research Centre Ltd.; IFFCO; JAYPEE Group (Kanpur Fertilizers & Cement Limited); Lakhimpur Dafti Udhyog Pvt. Ltd. Northern Tannery Krishna Carbon Paper Co.
Uttarakhand	ACME Cleantech Solutions Ltd.; Akums Drugs & Pharmaceuticals Ltd.; Ashok Leyland; Bajaj Auto Ltd.; Malik Lifesciences Pvt. Ltd.; Pure & Cure Healthcare Pvt. Ltd.; SRF Limited; Tehri Iron & Steel Industries
West Bengal	Ambuja Cement Foundation; Eastern Coalfield; National Jute Board





## **COME JOIN US IN OUR MISSION AGAINST HIV/AIDS**

Our mission is to accelerate the process of reversal of HIV / AIDS epidemic and to further strengthen the epidemic response in the county through cautious and well defined process integrated process. And you can be part of it.

A large number of studies suggest that migrant labourers , employed in both formal and informal sectors ,are a particularly vulnerable group. As an employer you can play a vital role in limiting the spread of this epidemic, particularly within your workplace and among the workers linked along the supply chains.

You can join us by partnering with us in our mission against HIV / AIDS.

