

Minutes of the 2nd meeting of Working Group on IEC, Community Mobilization and Advocacy

The 2nd and final meeting of the Working Group on IEC, Community Mobilization and Advocacy was held on 28-29 July, 2011 at Parkland Resort. The list of all those who were present is attached. The following are the main points:

1. In the introductory remarks Dr. Sandhya Kabra, JD(IEC), NACO said that IEC is very important cross cutting component of all programme interventions under NACP. She asked the group to complete the work within two days and firm up their recommendations.
2. Mr. Mayank Agrawal, former JD(IEC), NACO and presently Director (Media & Comm.), PIB made presentation covering the issues and suggestions from the group members received through e-mail discussions and informal consultations held among them in the intervening period since the first meeting. He suggested that both sub-groups may follow the outline/ format given by NACO for final recommendations.
3. Ms. Akhila Sivasdas made presentation on civil society recommendations. She called for strong involvement of community in development of IEC strategy and interventions, their roll out and monitoring. Ms. Akhila offered to step down from the position of chairperson of the group. It was decided that there is no need to have a new chairperson at this stage.
4. The group was divided into three sub-groups to work on IEC strategy and interventions for general populations, high risk populations and for promoting services.
5. The representatives from different divisions of NACO also facilitated the discussions in the relevant groups which continued till tea time the second day.
6. The group discussions were followed by individual group presentations which are attached.
7. It was decided that the draft document will be worked by a small team by incorporating the suggestions from the group. Mr. Mayank Agrawal agreed to prepare the first draft for circulation among the members in next 4-5 days. Ms. Sanjanthi Velu, JHU agreed to collate data and evidence on communication for providing strategic direction to the document and its finalization.
8. It was also decided that a team comprising of Ms. Sonalini Mirchandani, TCH, Mr. Rajeev Varma, MASA and NACO representatives Mr. Rajesh Rana and Ms. Prachi facilitated by Mr. Mayank Agrawal will do the editing of the document, circulate it among the members and finalise it.