

**NO.EDN-HE (21) F (9)07/2020-AIDS**

Directorate of Higher Education

Himachal Pradesh

**Telephone No.0177-2653120, Extension: 234 Fax: 0177-2812882**

**E-mail:dhe-sml-hp@gov.in**

**E-mail:genbr@rediffmail.com**

Dated: Shimla-171001 the August, 2021

To

1. The Principals of Government Degree Colleges of Hamirpur, Kangra & Mandi, Districts, in Himachal Pradesh

2. The Deputy Directors of Higher Education, Hamirpur, Kangra & Mandi Districts, in Himachal Pradesh

Subject: -

**Minutes of the 2<sup>nd</sup> meeting of State Level Committee for New India @ 75 Campaign held under the Chairpersonship of Dr. Archana Soni, Project Director, HPSACS, Shimla on dated 7<sup>th</sup> August, 2021 at 1:30 PM**

Memo,

Please find enclosed herewith a copy of Minutes of 2<sup>nd</sup> meeting of State Level Committee with its enclosure dated:- 11.08.2021 received from Department of Health & Family Welfare, HPSACS, Shimla-2 on the subject cited above.

In this connection, you are hereby directed to take further necessary action in the matter as desired by quarter concerned.

*— Sign —*  
(Dr. Amarjeet K Sharma)  
Director of Higher Education  
Himachal Pradesh  
E-mail.dhe-sml-hp@gov.in

Endst.No. Even Dated: Shimla-171001 the August  
,2021

Copy for information to:-

1. Director Health Service, Himachal Pradesh -cum Project Director, HPSACS, Shimla-2 w.r.t his/her letter referred above.
- ✓ 2. The Technical officer, (Computer/I.T, cell), Directorate of Higher Education Himachal Pradesh Shimla-1 w.r.t upload the same on Department website.
3. Guard File.

शिमला निदेशालय उच्चतर शिक्षा

**13 AUG 2021**

*Signature*  
Director of Higher Education  
Himachal Pradesh

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Annexure-1.x lsx 12.28 kB	Annexure-2.d ocx 14.02 kB	Annexure-3.d ocx 15.83 kB	Annexure-4.d ocx 14.11 kB	Annexure-5.d ocx 13.92 kB	Annexure-6.d ocx 12.87 kB	Annexure-7.d ocx 13.46 kB	Annexure-8.d ocx 11.76 kB
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Respected Sir/ Madam,

Please find attached herewith the signed copy of minutes of 2nd meeting of State Level Committee held on 7th August 2021 alongwith the all mentioned Annexures 1 to 9 .

with regards,

IEC Division,  
Govt. of Himachal Pradesh,  
Department of Health & Family Welfare,  
HP State AIDS Control Society, Khalini Shimla-2  
Telephone No.: 0177-2621608 Telefax No.: 0177-2625857  
Website: www.sacshp.org E-Mail: sacshp@gmail.com

**Minutes of 2<sup>nd</sup> meeting of State Level Committee for New India@75 Campaign held under the Chairpersonship of Dr. Archana Soni, Project Director, HPSACS, Shimla on dated 7<sup>th</sup> August 2021 at 1:30 PM**

The 2<sup>nd</sup> meeting of State Level Committee for New India@75 Campaign to review preparation of 1<sup>st</sup> Phase of Campaign from 12<sup>th</sup> of 20<sup>th</sup> August 2021 in the Districts of Hamirpur, Kangra & Mandi and update on the Campaign at National State level was organized on 7<sup>th</sup> August 2021 at 1:30 PM.

The following participants are attended the meeting in /o HPSACS:-

1. Mrs. Surindra Sharma, Assistant Director, Higher Education (s)
2. Sh. Daleep Thakur, Programme Coordinator MSS+2, Education Department
3. Ms. Mamta Negi, Z. O, Information and Public Relation Department
4. Sh. H. K. Bhardwaj, DC(F&A) HPSACS
5. Mr. Vishal Acharaya, RC (IEC & MS) NACO, HPSACS
6. Ms. Samriti Bhardwaj, AD(VBD) HPSACS
7. Ms. Neerja Thakur, AD(Doc. & Pub)HPSACS
8. Mr. Rahul Chauhan, AD(Youth) HPSACS
9. Ms. Abhilasha Thakur, DA(M&E) HPSACS
10. Ms. Nisha Thakur, DA(IEC & MS) HPSACS

Following discussion held and decision taken in the meeting:-

- (1) Total 7 districts have been selected for New India@75 Campaign in Himachal Pradesh and for first phase of Campaign from 12<sup>th</sup> to 20<sup>th</sup> August 2021, three District i.e. Hamirpur, Kangra & Una have selected. The list of Schools and Colleges participating in the 1<sup>st</sup> Phase of Campaign starting from 12<sup>th</sup> August 2021 and plan have been shared with all the members of Committee. The plan is at **Annexure '1'**.

- (2) It has informed to all concerned that budget has been released and norms for the activities are at **Annexure-'2'**.

In this regard, it was decided that for Schools budget will be released to Deputy Director (Higher Education) of concerned District for further release the same to Schools. The Department of Higher Education, HP will also issue instruction to Deputy Director (Higher Education) of concerned District.

- (3) Timelines for activities as under:-

Online Launch by Secretary HFW GoI	12 <sup>th</sup> August 2021
Campaign activities at Schools & Colleges	13 <sup>th</sup> to 20 <sup>th</sup> August 2021
Facilitation to Nodal Officers	20 <sup>th</sup> August 2021
Reporting Schools/Colleges to CMOs/DAPOs	23 <sup>rd</sup> August 2021
Reporting CMOs/DAPOs to HPSACS	25 <sup>th</sup> August 2021
1 <sup>st</sup> Prize winner entries at each School & College submission to HPSACS	25 <sup>th</sup> August 2021

- (4) Reporting format for District Level and College/School level at **Annexure-'3', '4' & '5'**.
- (5) Good photographs, videos and reports of activities to be shared by Schools & Colleges to CMO/DAPO and by CMO/DAPO to HPSACS.
- (6) 1<sup>st</sup> prize winner entry from each school & college and each theme event to be shared by school/college to CMOs/DAPOs and by CMOs/DAPOs to HPSACS by 25<sup>th</sup> of August 2021 for further sending the same to NACO by HPSACS.

- (7) For One minute video competition 1<sup>st</sup> winner, 2<sup>nd</sup> winner and 3<sup>rd</sup> winner videos to be shared by Schools and Colleges to CMOs/DAPOs immediately after declaring winners and by CMOs/DAPOs to HPSACS immediately to HPSACS for sharing on social media handles of HPSACS.
- (8) Photographs of Campaign also shared by DAPOs with HPSACS for updating the same on Social Media of HPSACS.
- (9) All members were informed that Secretary Health & Family Welfare, Government of India will Launch Campaign and 50 students from each school and 50 students from each RRC College. The list of students attending Launch from each College and School alongwith Nodal officer and Brand Ambassador Student from each School & College will be provided by District AIDS Programme Officer to HPSACS by 9<sup>th</sup> August 2021. The Department of Higher Education, HP will issue Instruction to all Schools and Colleges for the same.
- (10) It was intimated by Mrs. Surindra Sharma Deputy Director, Department of Higher Education, HP that 10<sup>th</sup> to 12<sup>th</sup> classes are being operational, therefore, students will attend Launch function from schools and whereas 9<sup>th</sup> class students will attend online. Also, it was informed by Deputy Director, Department of Higher Education, HP that in schools 9<sup>th</sup> and 11<sup>th</sup> classes may not have 50 students each. In this regard, PD HPSACS suggested to involve 10<sup>th</sup> and +2 students in such cases.
- (11) All the Districts were requested to conduct District Level Committee meetings under the Chairmanship of Deputy Commissioner for better coordination and successful organization of Campaign.
- (12) The activities on HIV theme cover topics such as HIV testing, Elimination of Mother To Child Transmission of Infection (EMTCT), AIDS Helpline 1097, NACO AIDS APP and Stigma & Discrimination. For TB topics suggested by IEC Officer, NTEP, HP such as Nikashay Poshan Yojana, Financial Support Scheme to MDR Patients, Elimination of TB before deadline of GoI i.e. 2025, Ensure treatment adherence, Sunday ACF & TB & Co-morbidities. For Blood Donations topics suggested by AD(VBD), HPSACS such as Types of blood donors – advantages and disadvantages, Selection criteria for Voluntary blood donation – (who can donate blood), Deferral criteria for blood donation – (who cannot donate blood), Post donation precautions, Need of blood donation & Whole blood and blood components.
- (13) Also, it was discussed with IEC Officer of NTEP, HP that HPSACS has approved budget of Rs. 1800/- per college (total 25 colleges) and Rs. 1000/- per school (total 25 schools) for each theme i.e. HIV, TB & Blood Donation and if it is possible for NTEP, HP support for prizes of TB topic for which in each phase total Rs. 90000/- expenditure will be incurred. On this, IEC Officer, NTEP, HP has informed that they have already allocated budget under **FMR 11.17.1** to Districts and they may meet out expenditure for TB prize from the same and instructions for the same will also be issued by NTEP, HP to concerned Districts. District-wise budget for prizes related to TB competition for 1<sup>st</sup> Phase is at **Annexure-16**.
- (14) District AIDS Programme Officers to ensure District & Field Level publicity of Campaign on following lines:-
  - (i) Pre Publicity – Press releases from Districts and Schools/Colleges, Social Media, free of cost programmes in AIR such Hello Doctor, Bites/News on Local Cable Channels etc.
  - (ii) Publicity throughout Campaign - Press releases from Districts and Schools/Colleges, Social Media, free of cost programmes in AIR such Hello Doctor, Bites/News on Local Cable Channels etc.

These media reports are to be shared with HPSACS alongwith report of Campaign.

- (15) The Department of Information & Public Relations, HP was requested for publicity of Campaign through press releases, articles, new in Himachal Bulletin etc. and similar instructions issued to concerned District Public Relations Officers. Ms. Mamta Negi ensured that full support will be provided by their Department for publicity of Campaign.
- (16) NSS was requested to ensure that their support through active participation of their volunteer students in the Campaign activities in Schools & Colleges. Sh. Dalip Thakur, Programme Coordinator NSS (Schools) ensured for their full support and also instructions will be issued in this regard.
- (17) The support of other Departments and Organizations discussed in the meeting and is at **Annexure '7'**; all the member Departments and Organizations were requested for their support. PD HPSACS directed HPSACS officer (s)/official (s) that as some member Departments and Organizations not in the meeting, therefore, one separate meeting with these be organized.
- (18) It was also informed to all Districts that District Level Quiz will be organized in all 7 Districts selected for New India@75 Campaign, the Districts in 1<sup>st</sup> Phase i.e. Hamirpur, Kangra & Mandi to complete District Level Quiz competition by 20<sup>th</sup> of August 2021 and District Bilaspur, Shimla, Solan & Una to complete District level competition by 31<sup>st</sup> August 2021. All RRCs to participate in the Quiz and participation of Schools & Colleges participating in New India@75 Campaign is mandatory. The guidelines for District Level Quiz will be same as in last financial year 2020-21.
- (19) During the meeting discussions, it was came to notice that for better coordination is required at District level within Health Department, Education Department and RRC-Colleges and Schools. In this regard, it was decided that meeting of all 25 schools and 25 colleges, Deputy Directors (HE), District AIDS Programme Officers, officers from Higher Education Department and officers from HPSACS will be organized by Department of Higher Education and date & time will be informed to all concerned. The online link of meeting will be created by HPSACS.
- (20) The Project Director HPSACS requested to DAPOs for ensuring effective monitoring of Campaign and each school-wise & college-wise monitoring officer (s)/official (s) to be assigned by CMO/DAPO and they will regularly monitor organization of activities. As per the directions of PD HPSACS, details of Officers/Officials for monitoring to be intimated by 10<sup>th</sup> August 2021 as per **Annexure '8'** and format of monitoring has been developed by HPSACS and attached at **Annexure-'9'** which will be provided by CMO/DAPO to HPSACS.

  
Project Director,  
HPSACS, Shimla-2

Dated: Shimla- 171002,the

Endst:- as above/-

Copy to :-

1. All the Member Departments of State Level Committee under New India@ 75 for information & necessary action as required please.
2. Representatives of Departments/Organizations participated in the meeting for information and necessary action, please.
3. DDG (IEC) NACO, for information please.
4. National Consultant, (IEC) NACO for information please.

  
Project Director,  
HPSACS, Shimla-2

## Phase Wise District-Schools-Colleges Break-up

Phase I	Topic	Districts	Hamirpur	Kangra	Mandi	Total	Activity	Inauguration By	Inauguration Dated	District Campaign
12th to 20th August 2021	HIV	Schools	10	6	9	25	Poster Competition	Secy (HFW) Gol	12th August 2021	13th to 20th August 2021
		Colleges	8	11	6	25	Poster Competition	Secy (HFW) Gol	12th August 2021	13th to 20th August 2021
12th to 20th August 2021	TB	Schools	10	6	9	25	Poster Competition	Secy (HFW) Gol	12th August 2021	13th to 20th August 2021
		Colleges	8	11	6	25	Poster Competition	Secy (HFW) Gol	12th August 2021	13th to 20th August 2021
12th to 20th August 2021	Blood Donation	Schools	10	6	9	25	Debate Competition	Secy (HFW) Gol	12th August 2021	13th to 20th August 2021
		Colleges	8	11	6	25	One minute Video	Secy (HFW) Gol	12th August 2021	13th to 20th August 2021

**Annexure-2**

**BREAK-UP OF BUDGET FOR NEW INDIA@75 CAMPAIGN**

<b>Sr. No.</b>	<b>Activities</b>	<b>Amount</b>
1	<b>Prizes School per Event per theme</b> (Per Event of each Theme)	1 <sup>st</sup> – Rs. 500
		2 <sup>nd</sup> – Rs. 300
		3 <sup>rd</sup> – Rs. 200
2	<b>Prizes College per Event per theme</b> (Per Event of each Theme)	1 <sup>st</sup> – Rs. 1000
		2 <sup>nd</sup> – Rs. 500
		3 <sup>rd</sup> – Rs. 300
3	<b>Logistic</b> (such as banners, internet connections, posters, face paints etc.)	Rs. 1000 Per College/School
4	<b>Documentation</b> (development of photographs & reporting to HPSACS/CMO/DAPO etc.)	Rs. 100 Per College/School
5	<b>District Level Meeting for Two meetings</b> (Rs. 150/- per participants for Lunch/ Tea & snacks, TA/DA as actual as per requirement to outstation members/participants and Rs. 20/- per participant stationery etc.)	Rs. 5000/- per meeting
6	<b>Honorarium</b> per campaign/ per coordinator (counsellors/others) to the official deputèd by DAPOs for liaison with schools & colleges during the campaign maximum 2 persons. Honorarium will be given for month of Campaign and District which is scheduled for Campaign in that particular month. Campaign Months are August 2021, September 2021, December 2021, January 2021 and March 2021	Rs. 1000/- per person maximum for two persons
7	<b>Monitoring</b> of activities per District per Campaign month for monitoring of activities by District Monitoring i.e. TA/DA as per norms	Rs. 10000/-

Annexure-3

REPORTING FORMAT DISTRICT

(To be submitted to HPSACS by 25<sup>th</sup> August 2021)

District	District Level Committee (DLC)		No. of DLC meeting held	All Principals of identified schools/ colleges attended DLC meeting	Nodal Officer Nominated in all Schools & Colleges (Yes/No)	Brand Ambassador Student Nominated	No. of Press Releases issues	No. of free Programmes done on AIR such as Hello Doctor etc.	No. of Bytes given on Local Cable TV	Total No. of schools covered	Theme: HIV Poster Making Competition		Theme: TB Poster Making Competition		Theme: Blood Donation Debate Competition		Publicity by Schools		Total No. of RRC Colleges covered	Theme: HIV Poster Making Competition		Theme: TB Poster Making Competition		Theme: Blood Donation One Minute Videos		Publicity by RRC Colleges			
	Constituted (Yes/No)	Committee headed by									No. of schools covered	No. of students participated	No. of schools covered	No. of students participated	No. of schools covered	No. of students participated	No. of Press Releases issues	Any other please specify		No. of schools covered	No. of students participated	No. of schools covered	No. of students participated	No. of schools covered	No. of students participated	No. of Press Releases issues	Any other please specify		

- Photographs & Videos of preparation and activity organization to be submitted to HPSACS
- Each School & College Report to be enclosed alongwith this format

(Signature District AIDS Programme Officer with Stamp)



**Annexure-4**

**REPORTING FORMAT SCHOOL**

(To be submitted to Chief Medical Officer/District AIDS Programme Officer by 23<sup>rd</sup> August 2021)

Name of School: \_\_\_\_\_

Name of Principal & Contact Number: \_\_\_\_\_

Name of Nodal Officer, Designation & Contact Number: \_\_\_\_\_

Name of Brand Ambassador Student & Class: \_\_\_\_\_

Official Email: \_\_\_\_\_

Name of School	Date of Competition			Theme: HIV Poster Making Competition No. of student participated	Theme: TB Poster Making Competition		Theme: Blood Donation Debate Competition		Publicity by School (Please attach the copy of news cutting)		Photographs submitted (Yes/No)	Videos submitted (Yes/No)	Theme: HIV Poster Making Competition (1 <sup>st</sup> Prize winner entry submitted with Name & Class) (Yes/No)	Theme: TB Poster Making Competition (1 <sup>st</sup> Prize winner entry submitted with Name & Class) (Yes/No)	Theme: Blood Donation Debate Competition (1 <sup>st</sup> Prize winner entry submitted with Name & Class) (Yes/No)
	Theme: HIV Poster Making Competition	Theme: TB Poster Making Competition	Theme: Blood Donation Debate Competition		No. of student participated		No. of Press Releases	Any other Please Specify							
	9 <sup>th</sup> Class	11 <sup>th</sup> Class	9 <sup>th</sup> Class		11 <sup>th</sup> Class	9 <sup>th</sup> Class	11 <sup>th</sup> Class								

\*If any other Class students participated please mentioned

(Signature of Nodal Officer for Campaign)

(Signature of Principal of Schools with Stamp)

**Annexure-5**

**REPORTING FORMAT RED RIBBON CLUB COLLEGE**

(To be submitted to Chief Medical Officer/District AIDS Programme Officer by 23<sup>rd</sup> August 2021)

Name of Red Ribbon Club College: \_\_\_\_\_

Name of Principal & Contact Number: \_\_\_\_\_

Name of Nodal Officer, Designation & Contact Number: \_\_\_\_\_

Name of Brand Ambassador Student & Class: \_\_\_\_\_

Official Email: \_\_\_\_\_

Name of College	Date of Competition			Theme: HIV Poster Making Competition No. of student participated	Theme: TB Poster Making Competition No. of student participated	Theme: Blood Donation Debate Competition No. of student participated	Publicity by College (Please attach the copy of news cutting)		Photographs submitted (Yes/No)	Videos submitted (Yes/No)	Theme: HIV Poster Making Competition (1 <sup>st</sup> Prize winner entry submitted with Name & Class)  (Yes/No)	Theme: TB Poster Making Competition (1 <sup>st</sup> Prize winner entry submitted with Name & Class)  (Yes/No)	Theme: Blood Donation One Minute Video	
	Theme: HIV Poster Making Competition	Theme: TB Poster Making Competition	Theme: Blood Donation Debate Competition				No. of Press Releases	Any other Please Specify					1 <sup>st</sup> , 2 <sup>nd</sup> & 3 <sup>rd</sup> videos submitted for sharing on HPSACS Social Media  (Yes/No)	1 <sup>st</sup> Prize winner entry submitted with Name & Class)  (Yes/No)

(Signature of Nodal Officer for Campaign)

(Signature of Principal of College with Stamp)

**Annexure-6**

**TB BUDGET FOR PRIZES DISTRICT WISE BREAK-UP  
FOR 1<sup>ST</sup> PHASE OF CAMPAIGN**

DISTRICT	Schools			Colleges			Total Budget for District (Col. 4 + Col. 7) (in Rs.)
	No. of Schools	Budget per School for prizes (in Rs.)	Total Budget for 25 Schools (in Rs.)	No. of Colleges	Budget per College for Prizes (in Rs.)	Total Budget for 25 Colleges (in Rs.)	
Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
Hamirpur	10	1000	10000	8	1800	14400	24400
Kangra	6	1000	6000	11	1800	19800	25800
Mandi	9	1000	9000	6	1800	10800	19800
<b>Total</b>	<b>25</b>		<b>25000</b>	<b>25</b>		<b>45000</b>	<b>70000</b>

Annexure-7

**SUPPORT FOR DEPARTMENTS/ORGANIZATIONS**

Department	Support
Higher Education Department	<ul style="list-style-type: none"><li>• Instructions to all concerned Schools &amp; Colleges for Campaign Participation and reporting</li><li>• Online meeting with all concerned schools &amp; colleges</li><li>• List of 50 students from each college &amp; school for attending Launch Function on 12<sup>th</sup> August 21</li><li>• All RRCs to participate in Quiz Competition</li></ul>
HP University	<ul style="list-style-type: none"><li>• Instructions to all concerned Colleges for New India@75 Campaign Participation and reporting</li><li>• All RRCs to participate in Quiz Competition</li></ul>
NSS, NCC, Scouts & Guides	<ul style="list-style-type: none"><li>• Participation of Cadets/Volunteers/Students to actively participate in Campaign</li></ul>
NTEP	<ul style="list-style-type: none"><li>• For Technical Support at District Level activities and budgetary provisions</li></ul>
Technical Education Department	<ul style="list-style-type: none"><li>• Creating awareness</li><li>• RRCs to participate in Quiz Competition</li></ul>
Youth Services & Sports, WCD & Social Justice	<ul style="list-style-type: none"><li>• Awareness among adolescents &amp; youths</li></ul>
AIR	<ul style="list-style-type: none"><li>• For publicity apart from Campaign from HPSACS such discussion during youth programmes, interviews, hello doctor, new coverage etc.</li></ul>
DD	<ul style="list-style-type: none"><li>• For publicity apart from Campaign from HPSACS such discussion during youth programmes, interviews, hello doctor, new coverage etc.</li></ul>
PIB	<ul style="list-style-type: none"><li>• Publicity of Campaign</li></ul>
Information & PR	<ul style="list-style-type: none"><li>• Publicity of Campaign, Press Releases &amp; Articles, coverage in Himachal Bulletin</li></ul>
NGOs	<ul style="list-style-type: none"><li>• To support at District level to CMOs/DAPOs</li></ul>



**ANNEXURE-9**

**MONITORING TEAM FORMAT**

- (1) DISTRICT \_\_\_\_\_
- (2) NAME OF SCHOOL/COLLEGE VISITED \_\_\_\_\_
- (3) DATE OF VISIT \_\_\_\_\_
- (4) ACTIVITY ORGANIZED \_\_\_\_\_
- (5) THEME COVERED \_\_\_\_\_
- (6) MEETING WITH PRINCIPAL \_\_\_\_\_
- (7) MEETING WITH NODAL OFFICER \_\_\_\_\_
- (8) BRIEFLY MENTION OBSERVATION OF ACTIVITIES BY SCHOOL/COLLEGE:

(9) BRIEFLY MENTION INPUTS GIVEN BY MONITORING PERSON:

(10) ATTACH THE PHOTOGRAPHS OF VISIT AND ACTIVITIES BEING ORGANIZED BY SCHOOL/COLLEGE

**(Signature of Monitoring Officer/Official)**

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Contact Number: \_\_\_\_\_