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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 September, 2021

To

1. The Principals of Government Degree Colleges of Bilaspur, Shimla, Solan & Una, Districts, in Himachal Pradesh

2. The Deputy Directors of Higher Education, Bilaspur, Shimla, Solan & Una, Districts, in Himachal Pradesh

Subject: -

Minutes of the 3rd meeting of State Level Committee for New India @ 75 Campaign held under the Chairpersonship of Dr. Archana Soni, Project Director, HPSACS, Shimla on dated 26th August, 2021 at 2:30 PM

Memo,

Please find enclosed herewith a copy of Letter No. HPSACS/IEC/India @ 75 /2021-22-2536-39 dated:- 28/08/2021 along with its encloser received from the Project Director, HPSACS Shimla-2, on the subject cited above.

In this context, you are hereby directed to examine the matter and take necessary action to organise the activities /events for planning of 2nd phase as proposed at Annexure -1 and send the action taken report to the quarters concerned within the stipulated period under intimation to this Directorate.

— 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 September, 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.

18 SEP 2021

18 SEP 2021

Director of Higher Education
Himachal Pradesh

Minutes of 3rd meeting of State Level Committee for New India@75 Campaign held under the Chairpersonship of Dr. Archana Soni, Project Director, HPSACS, Shimla on dated 26th August 2021 at 2:30 PM

The 3rd meeting of State Level Committee for New India@75 Campaign to review of 1st Phase of Campaign which is in the Districts of Kangra, Hamirpur And Mandi and preparation of 2nd phase of campaign in month of October 2021 in the Districts of Bilaspur, Shimla, Solan and Una was organized on 26th August 2021 at 2:30 PM.

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

1. Sh. Arjun Negi , Deputy Director, Women & Child Development
2. Mrs. Surindra Sharma, Assistant Director, Higher Education (s)
3. Sh. Daleep Thakur, Programme Coordinator NSS+2, Education Department
4. Sub. Vijay, JEO, 7 HP, NCC, Shimla
5. Sh. H. K. Bhardwaj, DC(F&A) HPSACS
6. Mr. Vishal Acharaya, RC (IEC & MS) NACO, HPSACS
7. Ms. Samriti Bhardwaj, AD(VBD) 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) Review of 1st Phase

- (i) On review of 1st Phase of Campaign, DAPO Kangra informed that funds to Schools have not been released by Deputy Director (Higher Education) District Kangra. On this, Mrs. Surindra Sharma and Mr. Daleep Thakur informed that they will take up matter with concerned and this matter will be resolved shortly. Further, DAPO Kangra informed that only 2 Red Ribbon Club Colleges and 2 Schools have not organized activities yet and informed that they will also conduct activities by 31st August 2021.
- (ii) DAPO Mandi informed that activities in all schools and colleges are being conducted and also they have completed District Level Quiz.
- (iii) DAPO Hamirpur informed that activities in all schools and colleges are being conducted.
- (iv) DAPOs of District Hamirpur, Kangra and Mandi were requested to ensure that the reports as per formats already discussed in 2nd meeting of Committee should be submitted to HPSACS by the timelines mentioned in the format as per Annexures enclosed herewith.

(2) Planning of 2nd Phase

- (i) Total 4 districts have been selected for second phase of New India@75 Campaign in Himachal Pradesh in the month of October 2021 i.e. Bilaspur, Shimla, Solan and Una. As per NACO guidelines the Campaign for Blood Donation is to be organized from 1st to 10th October 2021 and for HIV & TB from 12th to 20th October 2021 but as discussed during the meeting due to Covid-19 situation and other aspects, it was decided that for Blood Donation theme activities will be organized from 2nd to 31st October 2021 though online mode (except Blood Donation Camp) with launch from NACO, Ministry of Health on 1st October 2021 and for HIV & TB theme, activities will be organized from 13th to 31st October 2021 through online mode with launch from NACO, Ministry of Health on 12th October 2021. The plan is at **Annexure '1'**.
- (ii) The list of RRC Colleges has been provided by HPSACS to all 4 Districts. However, out of 12 colleges to be included in Campaign from District Shimla, 11 have been selected, one Degree college from Shimla district has to be decided by CMO/DAPO Shimla. The Degree Colleges with Red Ribbon clubs are to be included in the Campaign.
- (iii) It was decided in the meeting that schools will be selected by concerned CMO/DAPO in-consultation with Deputy Director (Higher Education) of concerned Districts from the list of schools in which teachers have already been trained under AEP. Further, all four Districts will share list of selected schools with HPSACS by 31st of August 2021. The list of schools in which teachers trained for AEP is enclosed herewith at **'Annexure-2'**.

(iv) Timelines for activities as under:-

Online Launch by State minister of HFW GoI	1 st October 2021- Blood Donation Theme 12 th October 2021- HIV and TB Theme
Blood Donation activities at Schools & Colleges	2 nd -31 st October 2021
HIV & TB activities at Schools & Colleges	13 th -31 st October 2021
Facilitation to Nodal Officers	31 st October 2021
Reporting Schools/Colleges to CMOs/DAPOs	5 th November 2021
Reporting CMOs/DAPOs to HPSACS	7 th November 2021
1 st Prize winner entries at each School & College submission to HPSACS	7 th November 2021
Weekly report to be submitted to HPSACS by DAPOs	10 th , 17 th 24 th & 30 th October 2021

(v) Reporting format for District Level and College/School level at **Annexure-'3', '4' & '5'**.

(vi) Good photographs, videos and reports of activities to be shared by Schools & Colleges to CMO/DAPO and by CMO/DAPO to HPSACS.

(vii) 1st 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 7th of November 2021 for further sending the same to NACO by HPSACS.

(viii) For One minute video competition 1st winner, 2nd winner and 3rd 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.

(ix) Photographs of Campaign also shared by DAPOs with HPSACS for updating the same on Social Media of HPSACS.

(x) All members were informed that Health & Family Welfare, Government of India will be 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 22nd September 2021. The Department of Higher Education, HP and HP University will issue instruction to all Schools and Colleges for the same. HP Technical University and Technical Education Department will issue instructions to concerned Engineering College.

(xi) 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. The District Level Committee formation is enclosed herewith at **Annexure-'6'**.

(xii) 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.

(xiii) Also, it was discussed with IEC Officer of NTEP, HP that as per the 1st Phase of Campaign for 2nd phase of Campaign also NTEP HP support for expenditure. On this, IEC Officer, NTEP, HP has informed that they have already allocated budget under **FMR 11.17.1** to Districts and HPSACS may inform the total expenditure for TB activity for 2nd Phase of Campaign so that instructions for the same will be issued accordingly to concerned Districts.

(xiv) Assistant Director, VBD informed that activity related Blood Donation the budget will be workout by them from BTS/ HPSBTC head and will be informed accordingly. However, for Blood Donation camps budget the budget has already being give District /Blood Bank, which will be utilized during the campaign for blood donation camp in concerned 4 districts.

(xv) 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.
- (xvi) NSS was requested to ensure their support through active participation of their volunteer students in the Campaign activities in Schools & Colleges. Sh. Daleep Thakur, Programme Coordinator NSS (Schools) ensured for their full support and also instructions will be issued in this regard accordingly.
- (xvii) NCC was requested to ensure that their support through active participation of their volunteer students in the Campaign activities in Schools & Colleges. Sh. Vijay, NCC ensured for their full support and also instructions will be issued in this regard.
- (xviii) The support of other Departments and Organizations discussed in the meeting is at **Annexure '7'**; all the member of Departments and Organizations were requested for their support. PD HPSACS directed HPSACS officer (s)/official (s) that as some member of Departments and Organizations are not in the meeting, therefore, one separate meeting with them be organized.
- (xix) Sh. Arjun Negi, WCD Department ensured that awareness and information will be disseminated to concerned target group through their Department for which necessary instructions will also be issued.
- (xx) Sh. Anil Kumar, AIR Shimla informed that apart from spots run by HPSACS through AIR, as requested in the meeting, other programmes such Hello Doctor, News etc. will be considered by AIR for free publicizing the event and the same will be informed to HPSACS.
- (xxi) During the meeting discussions, it 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 as the schools & colleges are finalized the 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 in the 2nd week of September 2021 and date & time will be informed to all concerned. The online link of meeting will be created by HPSACS.
- (xxii) 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 10th 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

Endst:- as above/-HPSACS/IEC/Shimla@75/2021-22-2536-39 Dated: Shimla- 17/08/2021, the 28/8/2021

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

Annexure-1

Phase Wise District-Schools-Colleges Break-up

Phase- li	Topic s	Districts	Bilaspur	Shimla	Solan	Una	Total	Activities	Inauguration By	Inauguration Dated	District Campaign
12th to 20th Oct 2021	HIV	Schools	9		8	8	25	Mask Making (With Massage)	MoS (HFW) Gol	12th October 2021	13 th to 31 st October 2021
		Colleges	4	12	5	4	25	Webinar	MoS (HFW) Gol	12th October 2021	13 th to 31 st October 2021
12th to 20th Oct 2021	TB	Schools	9		8	8	25	Extempor e/ Poster Competiti on	MoS (HFW) Gol	12th October 2021	13 th to 31 st October 2021
		Colleges	4	12	5	4	25	One minute Video	MoS (HFW) Gol	12th October 2021	13 th to 31 st October 2021
1st to 10th Oct 2021	Blood Dona tion	Schools	9		8	8	25	Mask Making (With Massage)	MoS (HFW) Gol	1st October 2021	1 st to 31 st Oct 2021
		Colleges						Extempor e/ Blood Donation	MoS (HFW) Gol	1st October 2021	1 st to 31 st Oct 2021

Annexure-3

REPORTING FORMAT DISTRICT

(To be submitted to HPSACS by 7th November 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 5th November 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		Theme: TB		Theme: Blood		Publicity by School (Please attach the copy of news cutting)		Photographs submitted	Videos submitted	Theme: HIV	Theme: TB	Theme: Blood Donation
	Theme: HIV	Theme: TB	Theme: Blood	Mask Making (with massage) No. of student participated	Extempore/Poster Making Competition No. of student participated	Mask Making(with massage) No. of student participated	No. of Press Releases	Any other Please Specify _____	(Yes/No)	(Yes/No)	Mask Making (with massage) (1 st Prize winner entry submitted with Name & Class) (Yes/No)	Extempore/Poster Making Competition (1 st Prize winner entry submitted with Name & Class) (Yes/No)	Mask Making (with massage) (1 st Prize winner entry submitted with Name & Class) (Yes/No)			
	Mask Making (with massage)	Extempore/Poster Making Competition	Donation Debate Competition	9 th Class	11 th Class	9 th Class	11 th Class	9 th Class	11 th Class							

(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 7th November 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 HIV Webinar No. of student participated	Theme: TB One Minute Video No. of student participated	Theme: Blood Donation Extempore/ Blood Donation No. of student participated	Publicity by College (Please attach the copy of news cutting)		Photographs submitted (Yes/No)	Videos submitted (Yes/No)	Theme: TB One Minute Video		Theme: Blood Donation Extempore/Blood Donation (1 st Prize winner entry submitted with Name & Class)
							No. of Press Releases	Any other Please Specify			1 st , 2 nd & 3 rd videos submitted for sharing on HPSACS Social Media (Yes/No)	(1 st Prize winner entry submitted with Name & Class) (Yes/No)	
	Theme: HIV Webinar	Theme: TB One Minute Video	Theme: Blood Donation Extempore/ Blood Donation										

(Signature of Nodal Officer for Campaign)

(Signature of Principal of College with Stamp)

District Level Committee for New India@75 Campaign

i) Chairperson: District Collector & Magistrate

ii) Members

- Chief Medical Officer
- DAPO
- District TB officer
- Medical Officer, Blood Bank
- District Medical & Health Officer
- District Education Officer
- Block Education Officer
- District Youth Coordinator, NYK
- Representative of the Government Departments – District Education Officer, District Women & Child Development Officer, Field Publicity
- Principals from schools & colleges
- Others

The District Level Committee will-

- Constitution of Committee at district level for implementation of district plan in identified schools and colleges.
- Organize regular meetings with the Principals and nodal person (identified) of selected Schools and Colleges.
- Finalize sub-activity along with nodal officers.
- Ensure dissemination of information related to the Action Plan amongst major stakeholders.
- Coordinate for Publicity of the campaign.

Objective of Campaign-

It is believed to achieve following programmatic objective through these campaigns:

- Disseminating information regarding HIV/TB prevention and services;
- Developing an understanding about the infection to reduce stigma & discrimination against People Living with HIV/AIDS and TB;
- Encourage blood donation within youth.

Annexure-7**SUPPORT FOR DEPARTMENTS/ORGANIZATIONS**

Department	Support
Higher Education Department	<ul style="list-style-type: none">• Instructions to all concerned Schools & Colleges for Campaign Participation and reporting• Online meeting with all concerned schools & colleges• List of 50 students from each college & school for attending Launch Function on 1st October & 12th October 2021• All RRCs to participate in Quiz Competition
HP University	<ul style="list-style-type: none">• Instructions to all concerned Colleges for New India@75 Campaign Participation and reporting• All RRCs to participate in Quiz Competition
NSS, NCC, Scouts & Guides	<ul style="list-style-type: none">• Participation of Cadets/Volunteers/Students to actively participate in Campaign
NTEP	<ul style="list-style-type: none">• For Technical Support at District Level activities and budgetary provisions
Technical Education Department	<ul style="list-style-type: none">• Creating awareness• RRCs to participate in Quiz Competition
Youth Services & Sports, WCD & Social Justice	<ul style="list-style-type: none">• Awareness among adolescents & youths
AIR	<ul style="list-style-type: none">• For publicity apart from Campaign from HPSACS such discussion during youth programmes, interviews, hello doctor, new coverage etc.
DD	<ul style="list-style-type: none">• For publicity apart from Campaign from HPSACS such discussion during youth programmes, interviews, hello doctor, new coverage etc.
PIB	<ul style="list-style-type: none">• Publicity of Campaign
Information & PR	<ul style="list-style-type: none">• Publicity of Campaign, Press Releases & Articles, coverage in Himachal Bulletin
NGOs	<ul style="list-style-type: none">• To support at District level to CMOs/DAPOs

ANNEXURE-8

MONITORING TEAM

Name of School/College	Monitoring Team at School & College level of District Health Department				Monitoring Team at District level of District Health Department			
	Name of Officer/Official	Designation	Contact No.	E-mail	Name of Officer/Official	Designation	Contact No.	E-mail

(Signature of DAPO with Stamp)

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: _____