



ESTD - 1973

KASS/କାସ୍

KRUSHI ADIVASI SELFHELP SOCIETY / କୃଷି ଅଦିବାସି ସେଲ୍ ହେଲ୍ ସୋସାଇଟି

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To,
The Chief Engineer,
World Bank Projects
Bhubaneswar
Orissa

Ref. KASS-OSRP/101/CIP

Date 7-12-10

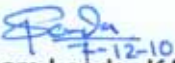
Sub: Submission of Campaign Implementation Plan (CIP) for 3 (three) years.

Sir,

With reference to the above cited subject I would like to inform you that as per reporting in DPR/TOR and Need Assessment Survey done by us, herewith I am submitting the Campaign Implementation Plan (CIP). With reference to the letter No. PMU-WB-4/2010/51284 dated 25.11.2010 Chief Engineer, WBP, we have already started in advance campaigning HIV/AIDS during observation of World AIDS Day on 1st December 2010 (as per TOR) which is followed by our report.

This is for your information and necessary

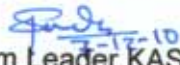
Yours Sincerely


Team Leader KASS
PO-1, SH-16

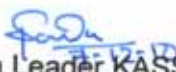
Memo No- KASS/OSRP/102/CIP

Date:- 7-12-10

Copy to SDS, PMU/Executive Engineer, R&B Division, Khariar/ Executive Engineer, R&B Division, Bhawanipatna for information and necessary action


Team Leader KASS
PO-1, SH-16

Copy to Team Leader, Nodal NGO for information and necessary action


Team Leader KASS
PO-1, SH-16

Report on Observation of WORLD AIDS DAY

Project:	Orissa State Roads Project (Social Safeguard Instrument)
INGO:	Krusha Adivasi Self Help Society (KASS)
Package:	PO- 1 (Bhawanipatna-Khariar Road, SH 16)
Milestone 1:	Chainage 2.000 to 70.000

Started on 1st December 1988, World AIDS Day is about raising money, increasing awareness, fighting prejudice and improving education. The World AIDS Day theme for 2010 is '*Universal Access and Human Rights*'. World AIDS Day is important for reminding people that HIV has not gone away, and that there are many things still to be done.

According to UNAIDS estimates, there are now 33.3 million people living with HIV, including 2.5 million children. During 2009 some 2.6 million people became newly infected with the virus and an estimated 1.8 million people died from AIDS.

As we know that HIV/AIDS is an epidemic and to fight against this Epidemic so many organizations including Govt. NGOs, CSO, CBOs, PLHIV Networks are contributing for it. 1st December is generally known as the world AIDS day, through out the world. Under the **World Bank Assisted Orissa State Road Project (OSRP)** the Implementing NGO **KASS (Krusha Adivashi Self-help Society)** has observed the World AIDS Day to create awareness among the public on HIV/AIDS on 1st December 2010. Following are the important activities under taken by INGO – KASS at Bhawanipatna – Khariar, SH – 16, PO – 1:

1. Awareness Rally
2. Signature Campaign
3. Pinning of Red Ribbons
4. IEC campaign
5. Media Coverage
6. Awareness campaign in Colleges
7. Awareness campaign at ARSS base camp & work site

1. Awareness Rally:

An "Awareness Car" or "Branding Van" was prepared by KASS to create awareness among the people. Mr. Digambar Biswal and R.E. World Bank Project flagged on the awareness van in presence of Mr. Behera, A.E. World Bank Project, Mr. Manoranjan Rana, Nodal Officer, Mr. R. N. Nayak, J.E. R&B Division, Khariar, Mr. Sangram Panda, Team Leader, KASS, Mr. Prabir Jena, HIV/AIDS Specialist, KASS, Mr. Pravu Padarabinda Swain, Counselor, KASS, Mr. Nithaniyal, Social Worker, Mr. Manoj Ku. Katual, Social Worker and some volunteers.



RE, WBP Flagging on the Awareness Van at R&B, Khariar

After flag on, the van was started its Awareness journey at 8.00 am from Khariar to Bhawanipatna. On the way to Bhawanipatna we covered all the roadside villages such as Khariar, Ranipur, Lachhipur, Rishigaon, Tukla, Sriram, Duhelpada, Turikela, Sundhimunda, Gandharala, Chandotara, Kutumara, Kursud, Borda, Salepada, Bhangabadi, Baragaon, Komthana, Paphsi, Karlaguda, Pastipada, Domuhani, Dangariguda, Ghantabahali, Chapat Khanda, Borbhata, Badakhairamal, Sapsilat, and Karlapada.

2. Signature Campaign:

The officials of KASS and the volunteers have under taken a signature campaign as the symbol of promise to fight against HIV/AIDS. All the officials, college students, local peoples, local leaders participated in this campaign.



Signature Campaign at PWD office Bhawanipatana

3. Pinning of Red Ribbons:

As we know that Red Ribbon is used as the symbol of Awareness. To generate awareness among the general public, College students, Govt. Officials, Police, labor group working at work site and ARSS base camp the staffs of INGO-KASS and volunteers pinned the Red Ribbons to all and tried to aware them all about the HIV/AIDS epidemic.



Pinning of Red-Ribbons to EE PWD
Bhawaninatana Division



Pinning of Red-Ribbons to Police Officer
Khariar PS

4. IEC Campaign:

IEC Campaign has conducted by the INGO – KASS with the help of active staffs and volunteers to sensitize the community people, officials, Police officers, labor groups. Under this activity leaflet related to HIV/AIDS, Human right are distributed, posters stacked at eye catching areas and ARSS base camp, batching plant etc.



Distributing IEC material to Police Person & Sticking of IEC Material

5. Media Coverage: In present scenario Electronics media and print Media are the imperative mode of communication. To keep this thing in mind the INGO-KASS involved the media persons of The Sambad, ETV Oriya, Kamyab TV etc for coverage the activity and make the public aware about the prevention of HIV/AIDS epidemic, access to Care & treatment and Human Right.



6. Awareness campaign in Colleges:

To aware the youth, the future of India the INGO KASS involved the college youth in this awareness campaign. College youth of Tukla college, Tukla, Palli Pragati College, Duhelpada, Borda College, Borda are involved and the staffs of KASS and Volunteers of KASS distributed leaflets, booklets, pinned the Red Ribbons and also participated them in Signature campaign.



Awareness Campaign among the College student of Tukula & Duhelpada College

7. Awareness campaign at ARSS Base camp and Work site:

Awareness Campaign also conducted at ARSS Base camp, Borda and work site to aware the labor group, Truckers, staffs of ARSS. Staffs of INGO KASS and volunteers organized a meeting and distributed leaflets, stacked posters, pinned Red Ribbons to all.



Awareness Campaign at ARSS Base camp

The journey was concluded at INGO KASS Office, Tukla after returning from Bhawanipatna with a promise of **World AIDS Day Theme: "Stop AIDS. Keep the Promise - Universal Access and Human Right"**.