

Report on **Observation of WORLD AIDS DAY**

Project: Orissa State Roads Project
(Social Safeguard Instrument)
INGO: Krushi Adivasi Self Help Society (KASS)
Package: PO- 3 (Berhampur - Taptapani Road, SH 17)

Introduction

We Will Never Let Our Nation Forget may be a thought of a Responsible citizen for World AIDS day. This year marks the 17th annual World AIDS Day started on 1st December 1988 is about raising money, increasing awareness, fighting prejudice and improving education. The World AIDS Day theme for 2010 is '*Universal Access and Human Rights*'. Which observation is important for reminding people that HIV has not gone away, and that there are many things still to be done? Under the **World Bank Assisted Orissa State Road Project (OSRP)** the Implementing NGO **KASS (Krushi 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 Berhampur - Taptapani, SH – 17, PO – 3:

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.

Why observed ?

World AIDS Day is a global celebration where we look back on all that's been accomplished for those that are infected and affected by HIV, as well as look forward to what more we need to do. "Our common goal is clear: universal access to HIV prevention, treatment, care and support. We must also work to make the AIDS response sustainable. let us set our sights on achieving the 'three zeros' - zero new HIV infections, zero discrimination and zero AIDS-related deaths. On this World AIDS Day, let us pledge to work together to realize this vision for all of the world's people." Reducing the stigma and Discrimination in the community for the HIV affected and infected people in the society as well as to generate awareness in the society for prevention of affect, bring the positives in to the main stream to lead a normal life in the society. 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

Inauguration Ceremony

In the World AIDS day observation a Road show Ratha was prepared for the Awareness campaign from Digapahandi to Dakhinapur. The Road show started its journey from Digapahandi PWD IB inaugurated at 9.00 AM by NAC chairman V.Narayan Raju Digapahandi with the presence and cooperation of some other personalities like PWD J.E. Mr. Balaram Adhikari and office staffs, NAC word counselors Mr. Rasanand Rout, advocates, Media persons, local people & KASS team leader Mr. Daridra Bhanjan Sahoo, HIV/AIDS specialist Priya Kishor Jena, Counsellor Mr.Rohit Dash,Pabitra Sahani,, Kamala kanta etc.

Awareness Rally:

An Road show was prepared by KASS to create an Awareness among the people on HIV/AIDS started from Digapahandi PWD IB crossed through the market with an awareness song, distributing the IEC materials like leaflets, brochures, and some posters in the villages awareness campaign made on bus stop and market area in all the villages with the help of village volunteers Raju, Binod at Digapahandi, Anangapur, Muna Sahu, Alekha at Gokarnapur, Manaranjan Mishra at Pitambarpur, Gopal Sahu, Simanchal sahu at Ganeswarpur made awareness to Truckers, Biswanath Maharana at Siddheswar, village meeting with General community, Migrant labourers, Rally with school children, at Narayanpur with the volunteer Ramahari Jena, Surendra Pradhan, then moved to Dengapadar, then Balipada had a meeting with the market community distributed leaflets, then to Patitapanpur made an awareness meeting with the migrant labourers, few FSW and general community, after that covered the Padarwali village made awareness to the people with the Road show then moved to ARSS base Camp made an awareness meeting over there with the company labourers, migrant labourers Truckers as well as with the company people with the help of Safety officer Mr. Dhal, distributed leaflets and brochures, and others then road show moved to Balakrushnapur on the way covered to Lanjia village with same awareness programme followed by Dakhinapur again it return back to Digapahandi and covered all the villages.





IEC Campaign:

IEC Campaign has conducted by the INGO – KASS with the help of active staffs and volunteers to sensitize the community people, officials, , 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. with the distribution of one thousand numbers of leaflets and brochures ` with one thousand numbers of people.

Media Coverage:


In present context mediaplays a vital role in sensitizing the people as well as make them aware for which media persons like from Sambad, Anupam Bharat, New Surya Prabha were also invited for better communication with the people and aware about the prevention of HIV/AIDS epidemic, access to Care & treatment and Human Right.

Awareness campaign at ARSS Base camp and Work site:

Awareness Campaign meeting also conducted at ARSS Base camp, Kukudakhandi 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 Awareness made to Migrant labourers, Truckeres and other staffs..



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

For 
Team Leader
INGO-KASS
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