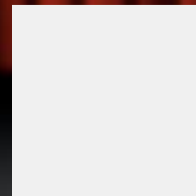


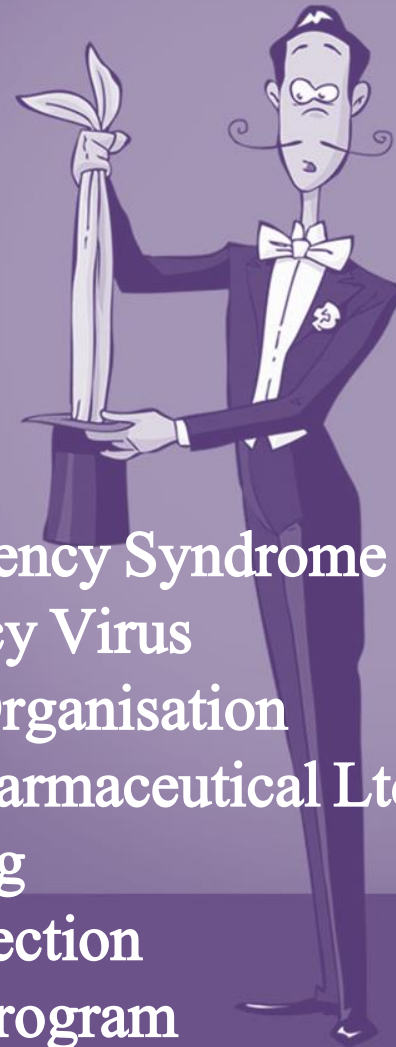
HIV/AIDS AWARENESS CAMPAIGN

MAGIC SHOW





ABBREVIATION



AIDS	- Acquired Immune Deficiency Syndrome
HIV	- Human Immunodeficiency Virus
NACO	- National AIDS Control Organisation
PCPL	- Pashupati Chemical & Pharmaceutical Ltd.
CSM	- Condom Social Marketing
STI	- Sexually Transmitted Infection
NACP	- National AIDS Control Program
CGSACS	- Chhattisgarh State AIDS Control Society

INTRODUCTION



CSM

The NACP III condom promotion strategies recommended on integrating the promotion of condoms for family planning and HIV/AIDS intensely across the entire country using social marketing approaches and of ensuring that every sex act with risk of unwanted pregnancy and HIV/AIDS transmission is protected with condom use.



NACO, established in 1992, is a division of Indian Ministry of Health & Family Welfare that provides leadership to HIV/AIDS control program in India through 35 HIV/AIDS Prevention and Control Societies, and is "the nodal organisation for formulation of policy and implementation of programs for prevention and control of HIV/AIDS in India



PCPL is a Public Company incorporated on 23 April, Kolkata. Manufacturer Of condom, sanitary napkin, pain balm, cough syrup etc and they selected by NACO for CSM project in Chhattisgarh.



OBJECTIVE

- Awareness of HIV, AIDS and STI.
- Protect all sex acts that can put someone at the risk of HIV and/or unwanted pregnancies.
- Greatest risk of HIV.
- Providing IEC material for protection against HIV and other STIs.
- Increase consistent use of condoms among men with the non-regular sexual partners. Increase consistent use of condoms among men in commercial sex encounters.



CONT...



Target group

- To help to find nearby ART center (Antiretroviral Therapy).
- To aware how to use condom and disposal
- All town & city based people among the 2 Districts (Raipur & Durg).
- Main focus on Male aged 15-50 Years.
- Married people for the family planning.
- Transit Interceptive People(Migrant People).
- FSW(Female Sex Worker), MSW (Male Sex Worker).



ACTIVITY



**We start this activity from
and completed on AIDS Day
(1st December 2014)**

- Design a Vehicle Tata Ace Branded Vehicle with various slogan, logo, and condom pack shots.
- We prepared a basic and easier Magic Trick in that we took out the Condom Pack, Slogan & Various Item to attract & understand AIDS/STI and family Planning
- We prepare a group of 3 in which
 - One Magician,
 - One Support artist
 - One helper cum IEC Material distributor.



CONT...



- We distribute IEC Material and small gift for the attention, attraction and to gain knowledge about AIDS/HIV/STI and how to use condom.
- We did the stencil work for AIDS and given stickers to various shopkeepers to promote condom
- We Design a Vehicle with various slogan, logo, and condom pack shots for the visibility among all other vehicle..



BENEFICIARY



All town & city among Durg and Raipur.

Main focus on Male aged 15-50 Years.

Married people for the family planning.

Transit Interceptive People



EXPENDITURE



Program	Place	Total Expenditure (in Rs.)
AIDS Awareness Campaign (Magic Show)	Durg & Raipur District	1,03,650.00



PHOTOS



PHOTOS



THANKS



WE hearty thanks to

Pashupati Chemicals Pharmaceuticals Limited

- Mr. Manish Ranjan (Project Manager)
- Mr. B.S.Rajput (Marketing Manager)
- Mr. Sajan.K (Communication Manager) and all team

National AIDS Control Organization (NACO)

- Mr. Anannd Kumar
- Mr. Yusuf Ali
- Mr. Sudarshan Negi

CGSACS (Chhattisgarh State AIDS Control Society)

- Dr. Kamal Preet Singh (IAS),(Director)
- Mr. Vikrant Verma (Deputy Director TI)
- Mr. Mahendra Janghel (Joint Director IEC)

And all respected volunteers, participant and supporters.

