

From the COP Desk



I take the pleasure of sharing the third edition of our quarterly Newsletter, PIPPSE PULSE dedicated to Employer Led Model (ELM) of HIV/AIDS intervention particularly for informal workers. India's success story of containing and combating HIV and bringing down the new infection to 66 percent through the array of services provided by the government is laudable. India has about 2.1 million people in the country living with HIV/AIDS. It is important, India

further accelerates the pace of reducing the HIV spread to reach the goal of zero new infections. About 93 percent of the working population in the public and private sectors are informal workers who are engaged in the mining, construction, manufacturing, textile, leather industries, quarries, agriculture, food processing, etc. These informal workers include the migrants who are at a greater risk of HIV/AIDS and as they come back home there is likelihood that they infect their spouses.

PIPPSE project in collaboration with National AIDS Control Organization (NACO) designed ELM program for the first time in the World for industries to provide HIV/AIDS services to the informal workers through their own resources. A number of national and state level meetings were organized to mobilize the industries. MOU was signed with more than 256 industries across 24 states covering 23 sectors till August 2015, for implementing HIV/AIDS activities; more than 70 industries are actively implementing the program currently. In addition, PIPPSE also provided technical support to NACO in developing Operational Guidelines for Employer Led Model, which is available on the following link naco.gov.in/upload/2015%20MSLNS/.../Operationa_Guidelines_ELM.PDF

The efforts of Indian industries thus far in combating HIV/AIDS are commendable and they have never moved away from shouldering any responsibility. I am sure, the industries would further strengthen their contribution in prevention, care, support and treatment of HIV/AIDS.

Hope you would enjoy reading this edition of 'PIPPSE PULSE' and please share your feedback/suggestions. I would also like to extend my thanks to the contributors for adding more substance to the newsletter. PIPPSE PULSE is also available on www.phfi.org for further reading and sharing.

Dr Ashok Agarwal
Chief of Party (COP), PIPPSE, PHFI

Guest Column



How the partnership of the Government and Private sector could be further strengthened, under Employer Led Model for prevention and control of HIV/AIDS in India?

The success of HIV/AIDS program of India reaffirms a very strong public-private partnership, which resulted in prevention of HIV through diagnosis and treatment. The health facilities of the private sector should be leveraged to address the challenges of HIV/AIDS in India. Indian companies through Corporate Social Responsibility (CSR) initiatives have been contributing immensely; now with the mandatory two percent CSR fund allocated; HIV/AIDS initiatives should be further enhanced. Some leading enterprises have established various models in HIV sector, which could be emulated. Indian industries are outward looking; with appropriate business alliance they will be willing to deliver impactful HIV/AIDS program and Federation of Indian Chambers and Industry (FICCI) has been partnering with NACO and other agencies.

The relationship between NACO and the Federation needs to be strengthened and sustained. The challenges and obstacles faced by the industries in initiating the HIV/AIDS program have been overcome with time and this is the right time to upscale it. The bigger companies have been spending on the CSR, but challenge is now how to pull in mid-size companies in this endeavor. Most of the companies tend to invest around the plantation and on health by organizing health camps. Therefore going by CSR mandate industries need to invest within the communities to spread the HIV awareness at the grassroots level. Further, advocating with the top management to include HIV/AIDS in the business agenda. Federations collaborating with NACO/State AIDS Control Society (SACS) could play a definite role in this regard. Moreover, for sustainability of HIV/AIDS program the industries would need to work with the government and take the program to the community and involve the stakeholders like the sex workers. It has to be an integrated approach having HIV as part of the vertical activities making judicious use of resources.

FICCI has established the Socio-economic Development Foundation to provide an institutional base to the social sector activities of corporate and to promote CSR among the Indian industries, which included action on HIV/AIDS issues. FICCI recognizes HIV/AIDS as a major public health issue as 50 percent of the working population is young and thus vulnerable to HIV. Thus Government, industries, civil societies, NGOs and communities necessarily came together to mitigate HIV hazard.

Dr K.K. Upadhyay
Head-Corporate Social Responsibility
Federation of Indian Chambers of Commerce and Industry



In Conversation with Mr. Alok Kumar (IAS), Project Director, Uttar Pradesh State AIDS Control Society (UPSACS)

Q1. In your opinion, how does the ELM is contributing to prevention and control of HIV/AIDS in India?

ELM is the collaboration between industries and SACS, where each stakeholder supports in prevention, treatment and developing enabling environment on HIV/AIDS related issues. ELM has enhanced the coverage of vulnerable informal workers linked with industries using existing structures and systems of the industries; also ELM

demonstrated effective tracking of migrants workers who tend to show risky behaviour, which might lead to HIV/AIDS infection. ELM would lead industries to being responsible as it develops ownership of the employer for its employee.

Q2. Based on your experience, what NACO and/or SACS can further do to strengthen the ELM in reducing the risk and vulnerability of informal (migrant) workforce in your state?

UPSACS has supported the employers to strengthen service uptake with regards to HIV/AIDS services, which have provided holistic approach in reducing the vulnerability factor, also sustainability and ownership have been developed. NACO/SACS will support in capacity building/training of nodal officers and bringing them on the common platform in terms of knowledge, skill and attitudes for prevention and control of HIV/AIDS.

Q3. Do you think the current scope of ELM can be increased further to improve the coverage of informal (migrant) workforce? Please share your views

In Uttar Pradesh, 80 percent of workers are linked informally with industries and most out of them are migrants so the main focus is to cover the informal population working or linked with the industries. Developing workplace program and a team within the organization is a big task for industries. Besides this, follow up and tracking is big challenge for the migrants as well as workers. ELM will enhance the coverage through minimal resources.

UPSACS supported the employers for providing service uptake to informal workers or migrants through integrated counselling and testing centre (ICTC), STI clinic, condom depots with regards to HIV/AIDS services. They also supported the awareness campaigns and workshops for HIV/AIDS awareness by providing the resource persons and a dedicated Program Officer-ELM, which helped in providing continuous support and technical inputs to strengthen the program.

Employees are the biggest asset for any employer and if the workforce is healthy, it in turn helps in building the organization and the nation. As Henry Ford has quoted, *"Coming together is a beginning, staying together is progress, and working together is success."*

Reflections



The detection, treatment and control of HIV has remained an uphill task in the country, despite sterling efforts made by the nation's leading organization NACO and several other institutions. The reach is insufficient and, given the diversity and density of population, there is neither enough awareness generation, nor the capacity for sustained follow-up by the state and state-run machinery. Unfortunately, the unreached are the

ones who are also vulnerable to HIV/AIDS like the unorganized sector without access to either information or treatment and usually deeply scared of the stigma and ostracizing that may follow. It is therefore time for the next largest and socially responsible sector-that of industry to step-up and take a role in this matter.

Organizations both, which are already in the role of employers of PLHIV and prospective ones need to be sensitized, but a greater need is to ensure the people themselves are aware of their rights and of the symptoms, ways and means of arresting the spread of infection and what constitutes discrimination. Various sectors are doing a fine task of mitigating the risk of HIV, however the lacuna is in the lack of inter-sectoral sharing of experience. National platforms such as provided by NACO could facilitate such discussion and exchange of best practices, strengthening ELM of HIV prevention and control. The new CSR law offers the opportunity for more focused action, enabling companies to directly intervene at the community level and work upwards towards the HR policies that have so far governed such activity. ELM offers an opportunity to undertake sensitization of employees and community. Once industries document and share experiences for common learning, provide opportunities within their organization for the implementation of non-discriminatory practices and facilitate access to information and treatment, the partnership between the Government initiatives and the private sector mechanism and expertise would be truly strengthened in the effort towards the prevention and control of HIV/AIDS in the country.

**Swagata Sen Pillai
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A Case Study: Employer Led Model

Tamil Nadu TSU successfully implemented the ELM in the state by adopting a comprehensive strategy for reaching out to the migrants. The model evolved series of linked phases. Primarily mapping the industries spread across the state by engaging District Program Managers of The District AIDS Prevention Control Units (DAPCUs). Prioritizing 248 industries across the state based on migrants' workforce (500), district epidemiological profiling (DEP) and client profiling through high-risk groups (HRGs) feedback. Identifying and engaging key stakeholders at state and regional level by holding consultations. A breakthrough was the state level meeting conducted on June 19, 2014 chaired by Project Director, Tamil Nadu State AIDS Control Society (TNSACS). The meeting facilitated the take-off of ELM in state through the commitment given by Directorate of Industrial Safety and Health (DISH), State Industries Promotion Corporation of Tamil Nadu (SIPCOT) and Labour Department in partnering with SACS ELM. And finally, adopting a cluster approach i.e. of dividing the geographical area in five clusters based on sizeable number of industries with large migrant workforce and holding regional sensitization meeting in chosen cluster.

As of now 26 industries in Tamil Nadu covering 27,593 workforce have signed the MOU. Obtaining MOU involved follow-up with the district authorities as well as SACS officials. Training for these industries were planned with inputs from SACS and TSU. Training of trainers (ToTs) were conducted in eight batches covering 14 signed MOU industries. The training focused on basics of HIV/AIDS, STI symptoms and treatment, support system, condom promotion, counselling and developing action plan for industry. Presently, 165 master trainers are available now with the industries.

At present eight industries are conducting awareness session through their trained ToTs. Out of 27,593 informal workforce associated with the partnered industries, 2,223 covered through awareness sessions, 93 undergone HIV testing wherein one tested positive referred to antiretroviral (ART) center and 350 undergone STI screening and one was treated.

In conversation with Dr. Prakash Pokharna, Chief Medical Officer, Ambuja Cements Limited (ACL)



Q1. In preventing HIV/AIDS, how the contribution of industries under ELM will add value to the national programme?

The ELM has indeed given a new impetus to the National program on HIV awareness. ACL is already committed to this cause past 12 years. With ELM stakeholders like industries, NACO and SACS are partnering together and getting new recognition and significance. We are indeed proud and thankful to NACO for the same. ACL has been conducting HIV awareness program since many years. Further, in alignment with the National policy on HIV, ACL has its own policy on HIV/ AIDS.

Q2. How the Industry has overcome leveraging resources for HIV/AIDS activity; and this activity has enriched the Corporate Social Responsibility commitments of the industry?

In ACL, HIV awareness is not compulsory, but it is purely a voluntary activity under CSR. Of course, after ELM, Maharashtra State AIDS Control Society (MSACS) has been a great support in leveraging this activity and taking it to the next level. Regular voluntary counselling and testing (VCT), skit plays, condom demonstration and distribution has added new dimension to our efforts.

Q3. What further needs to be done to strengthen the ELM? What are the challenges for the private sector?

ELM after its implementation has made a remarkable difference to this program. However, the fact remains, HIV/AIDS drive is a voluntary activity. Industries need to come forward and take it up seriously in a big way to realise the goal of "Getting to Zero". Further, Industries as part of CSR should prepare an annual calendar to cover all the categories of stakeholders e.g. associated employees, contract workman, wage board, educational institutions and society beyond.

On the other hand SACS should have regular interaction and extend support to leverage this activity and appreciate the industries for their contribution. There are certain challenges in the implementation of ELM like since no extra remuneration is paid for this activity and it makes the program difficult to sustain. In addition, the fear of social discrimination and stigma is also a challenge for the private sector. Voluntary participation by workmen needs lot of commitment.

Q4. Please share at least two suggestions to strengthen the industry partnership with NACO/SACS in controlling the HIV epidemic?

Two suggestions to strengthen the industry partnership with NACO/SACS in controlling the HIV epidemic would be:

- Making resources available e.g. condom outlets, HIV testing facility as well as awareness material
- Technical and scientific training to industry, periodically, to sustain the program



Lucas TVS, Auto Electricals Company signing MOU on ELM with Tamil Nadu State AIDS Control Society

In Conversation with Mr Vivek Prakash, Vice President-CSR, Jubilant Life Sciences Limited



Q1. In preventing HIV/AIDS, how the contribution of Industries under ELM will add value to the national programme?

ELM is helping the corporate to build their internal capacity to proactively prevent the spread of HIV/AIDS. It aims at creating an enabling environment and adding more value in the National programme. Industries are one of the major employment

sector for covering a big chunk of working group and their associates who are being made aware about HIV/AIDS.

Q2. How the Industry has overcome leveraging resources for HIV/AIDS activity; and this activity has enriched the Corporate Social Responsibility commitments of the industry?

Employees and community well-being are pillar for sustainability. Responses towards HIV/AIDS under ELM are giving an opportunity to corporate to utilize their CSR Fund. This activity is already part of Schedule VII of the Companies Act 2013. For big corporate, CSR spending on health including HIV/AIDS does not serve the social causes only, it is also an economic investment for sustained productivity.

Q3. What further needs to be done to strengthen the ELM? What are the challenges for the private sector?

• Currently big part of the private sector is into Small and medium enterprises (SME) or Micro, small and medium enterprises (MSME) categories. One of the challenge is to develop workplace program and also to develop team within the organization

• A big part of the work force is either on contractual basis or is into migrant laborers category. In such cases follow up and tracking is different, hence regularity in program is required to cover all the employees/workers

Q4. Please share at least two suggestions to strengthen the industry partnership with NACO/SACS in controlling the HIV epidemic?

• Regular mentoring and support from NACO/SACS, training of trainers so that reach could be high; sensitization workshop for the officials and workers on HIV/AIDS

• National level recognition to partnering industries

• Incentive or support to industries to extend their program among supply chain, especially amongst SME/MSME because they cannot create their own team

• For unorganized sectors, like, brick field, construction, petty labour supply, commercial plantation, even farming, etc. just like welfare cess implementation of awareness and developing support system for HIV/AIDS should be made mandatory

• Just like wage register and safely register a session for all the workers by a certified trainer should be made mandatory for all such unorganized sectors

In conversation with Mr. Chandra Prakash, Team Leader, Ambuja Foundation



Q 1. In preventing HIV/AIDS, how the contribution of Industries under ELM will add value to the national programme?

ELM will contribute in a substantial way as a large number of vulnerable groups will come under direct supervision of corporate houses in terms of regular compulsory check up to minimize the chances of new infection. It will also provide institutional support for care and treatment to PLHIV. The value addition lies in making the services at the door step of the vulnerable groups to come under a comprehensive care facility as opposed to voluntary care seeking from a distance.

Q 2. How the Industry has overcome leveraging resources for HIV/AIDS activity; and this activity has enriched the Corporate Social Responsibility commitments of the industry?

With blending of a mandatory element in CSR through amendment of Companies Act 2013, a large amount is now being spent for social causes. Health comprises a substantial part of such spending. Additional resources are now available for HIV/AIDS activities. In case of big corporates, CSR spending on HIV not only serves the social cause, it is also an economic investment for sustained productivity.

Q 3. What further needs to be done to strengthen the ELM? What are the challenges for the private sector?

ELM is a well devised program. However, monitoring of the activities of each industrial partner must be done expeditiously to improve upon the performance on continuous basis. Besides this, refresher training at regular interval could be imparted to the personnel engaged in implementing ELM.

Q 4. Please share at least two suggestions to strengthen the industry partnership with NACO/SACS in controlling the HIV epidemic?

Firstly, for corporate sectors not coming under mandatory CSR spending should be brought under the ambit of HIV/AIDS activities. It should be seen that it is feasible with granting some sort of financial relief like tax exemption or making such sector participate in targeted intervention (TI) on some mandatory stipulation should be initiated.

Secondly unorganized sectors, like, brick field, construction, petty labour supply, commercial plantation, even farming, etc. should not be left on TI alone. Efforts should be made to enrol and provide HIV/AIDS services to all the human resources engaged in unorganized sector, irrespective of whether they have migrated or not.

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News Box

- Social Protection tools were developed for PLHIV and other vulnerable by PIPPSE team in close consultation with NACO and the Hindi version were launched by Union Minister for Health and Family Welfare, Shri J.P. Nadda on World AIDS Day, December 1, 2015 at New Delhi. The same tools (posters and video) in English were launched at the National Conference of HIV Sensitive Social Protection at Kerala during December 9-10, 2015

- A film on pre- and post-test HIV/AIDS counselling 'Kuch Kehna Hai' produced by Goa Technical Support Unit (GTSU) was released on December 1, 2015, World AIDS Day by the Hon'ble Deputy Chief Minister, Goa, Mr. Francis D'Souza

- Kerala TSU assisted a TG-TI project in reporting event called 'Pushpak', which sensitized public on TG issues using four different public transportation modes (Bus, Aeroplane, Train, Boat); further a documentary film titled 'Red-Blue-Green-Yellow on the lives of HRGs (CHOLA CBO led FSW TI Project) was produced

- An article written by PIPPSE in Marathi was published in the 'ArogyaPatrika,' an IEC Magazine published by Department of Public Health, Maharashtra; an article by Dr Ashok Agarwal, COP, PIPPSE was published in Deccan Herald Newspaper titled 'Continue focus on AIDS Programme' on the World AIDS Day, which is available at <http://www.deccanherald.com/content/514899/continue-focus-aids-programme.html>

- Under DNM, PIPPSE presented the innovative Testing Through Target Intervention (TTTI) approach of community based HIV testing during the National Consultation on HIV testing services, November 26-27, 2015; PIPPSE further contributed in writing a chapter on TTTI for the revised National HIV Testing Guidelines

- PIPPSE submitted two innovations-Migrant Service Delivery System (MSDS) and TTTI for the upcoming one day exhibition to be organized by Indian Council of Medical Research (ICMR) on "Innovations in Medical Science and biotechnology" at Rashtrapati Bhawan, New Delhi from March 12-18, 2016

- During the quarter 2,03,664 calls were received by the National HIV/AIDS Helpline

- MSDS is scaled up and implemented in: all the 22 destination TIs in Thane, all 44 destination TIs of Gujarat, all 13 destination TIs in Delhi and four out of seven destination TIs in Uttarakhand

Events Diary

- PIPPSE to present one oral and six poster presentations in the 12th International Congress on AIDS in Asia and the Pacific (ICAAP) 2016 at Dhaka, Bangladesh from March 12-14, 2016

- The pilot roll-out of Outreach Prevention and Assessment Module (OPAM) of the AIDS Prevention and Treatment System (APATS) in Thane for strengthening delivery and management of HIV/AIDS services by targeted intervention (TI) project for key population

- PIPPSE in collaboration with NACO to conduct induction training for newly recruited POs across all eight TSUs supported by the project

- PIPPSE to participate in the 6th Annual PHFI Research Symposium