NO.EDN-SE (10)F (9)07/2026-AIDS
Directorate of School Education
Himachal Pradesh

Dated: Shimla-171001 the August, 2026

To

All the Deputy Director of School Education (Secondary)
Himachal Pradesh

Subject: - **Regarding Intensified IEC Campaign and International Youth Day on 12th August 2026.**

Memo;

Please find enclosed herewith a copy of letter No. HPSACS /IEC/Intensified IEC Campaign /2025-26 dated 4th August 2026 alongwith its enclosures received from the Project Director, HPSACS, Shimla-02, on the subject cited above.

In this context, it is informed that, as per the instructions of the National AIDS Control Organization (NACO), Ministry of Health & Family Welfare, Government of India, the **Intensified IEC Campaign** is to be organized across the country from **12th August to 12th October, 2026**. The campaign is being launched in Himachal Pradesh from Shimla on **12th August, 2026**. The details of the campaign and the activities to be organized in Senior Secondary Schools are enclosed herewith. You are, therefore, directed to issue necessary instructions to all the Heads of GSSSs under your jurisdiction and ensure full support to the respective District AIDS Programme Officer for the selection and organization of activities in schools as mentioned at **Sr. Nos. 1.1 and 2.1** of the enclosed guidelines. You are further directed to ensure that the reports of the activities may be shared with the District AIDS Programme Officers (List attached)

Please treat it most urgent.

Addl. Director School Education
Himachal Pradesh

Endst. No. Even Dated: Shimla-171001 the August, 2026

Copy for information to:-

1. The Project Director, HPSACS, Khalini, Shimla-02, w.r.t his letter referred to above.
2. The Nodal Officer-IT Cell, Directorate of School Education, H.P, Shimla-1 with the remarks to upload the same on departmental website
3. Guard File.

Directorate of School Education
13 AUG 2026
Himachal Pradesh, Shimla-171001

Addl. Director School Education
Himachal Pradesh

No. HPSACS/IEC/ Intensified IEC Campaign/2025- 26 2064 - 67.

Government of Himachal Pradesh
Department of Health & Family Welfare
Himachal Pradesh State AIDS Control Society,
Hari Villa, Near Forest Rest House, Khalini, Shimla-2
Telephone: 0177-2621608 – Telefax: 0177-2625857 – Helpline: 1097
E-mail: sacshp@gmail.com – Website: www.sacshp.org

Dated: Shimla-171002, the 4-8- *August, 2026*

To

Director,
School Education Department,
Himachal Pradesh

Subject: **Regarding Intensified IEC Campaign and International Youth Day on 12th August 2026.**

Sir,

Reference to the subject cited above.

It is intimated that as per instructions of National AIDS Control Organization, Ministry of Health & Family Welfare, GoI, the Intensified IEC Campaign is to be organized in entire country including in all district of Himachal Pradesh from 12th August to 12th October 2026. Intensified IEC Campaign is being launched in Himachal Pradesh from Shimla on 12th August 2026. The key objective of the Campaign is to enhance awareness and education regarding HIV/AIDS among all segments of the society including youth, general population and rural areas and brief note on the Campaign is enclosed herewith. Also, Campaign on International Youth Day is to be organized from 12th August 2026 in all districts of Himachal Pradesh. In this regard, details of these Campaigns and activities related to Secondary and Senior Secondary School to be organized are as under:-

Intensified IEC Campaign-III 2026: Refer to Minutes of meeting held on 23th July 2026 (Physically/Virtually) is enclosed herewith.

(1) Intensified IEC Campaign:

Sr. No.	Activities	Districts	Timelines	Remarks
1.1	School outreach programme (Private Sec. & Sr. Secondary Schools)	Bilaspur, Chamba, Hamirpur, Kangra, Kinnaur, Kullu, Mandi, Shimla, Sirmaur, Solan & Una	12th August to 12th October 2026	

(2) Campaign on International Youth Day:-

Sr. No.	Period	Institutions	Remarks
2.1	28th & 30th August 2026	**Secondary and Senior Secondary Schools:** Pledge Reading "HIV Free Himachal" and other awareness activities for Secondary and Senior Secondary Schools including NSS, NCC And Scouts & Guides	

It is, therefore, requested to issue necessary to Deputy Director at district level for supporting District AIDS Programme Officer of concerned district for selection and organizing of activities in private schools as per Sr. No. 1 as above – mentioned and all government and private secondary and senior secondary schools to organize activities as per Sr. No. 2.6 as mentioned above in coordination with concerned District AIDS Programme Officer and share the report of activities accordingly. The list of District AIDS Programme Officer is enclosed herewith.

Yours faithfully,

Project Director,
HPSACS, Shimla

Endst. No. As above/- **Dated Shimla the**

CC to:-

1) All the Chief Medical Officers in HP for information please.
2) All the District AIDS Programme Officers in Himachal Pradesh for information and necessary action please.
3) Ms. Anjana Dhiman, Principal (School), Directorate School Education, HP for information and necessary action please.

Project Director,
HPSACS, Shimla

LIST OF CONTACT NUMBER OF CHIEF MEDICAL OFFICERS' and DISTRICT AIDS PROGRAMME OFFICERS' (DAPOs) FOR COORDINATION AT DISTRICT & FIELD LEVEL

Sr. No.	District	Name of DAPOs	Mobile No.	CMO's Office No.	Email ID
1.	Bilaspur	Dr. Deepak Gurung	88949-99037	01978-222586	cmoblsp@gmail.com dapobilaspur1@gmail.com mohbilaspur@gmail.com
2.	Chamba	Dr. Harit Puri	70180-41165	01899-222223	cmochambahp@yahoo.co.in dapocba123@gmail.com
3.	Hamirpur	Dr. Sunil Verma	91296-00006	01972-222223	cmohamirpur@gmail.com dapohmr@gmail.com nhmhamirpur1@gmail.com
4.	Kangra	Dr. Rajesh Sood	94180-64077	01892-224874	cmokangra@gmail.com drrksood@gmail.com nacphpkgr@gmail.com
5.	Kinnaur	Dr. Sudhir Negi	94187-85110	01786-222922	cmokinnaur@gmail.commoh-kinnaur@gmail.com dapokinnaur@gmail.com
6.	Kullu	Dr. Suresh	70182-97809	01902-223077	cmokullu@gmail.com lackullu@gmail.com
7.	Lahaul & Spiti	Dr. Jagdish Chand	94180-42950	01900-222243	cmokeylong23@gmail.com ictckeylong@gmail.com
8.	Mandi	Dr. Arindom Roy	94183-16416	01905-222177	cmomandihp@yahoo.co.in dapomandi@gmail.com
9.	Shimla	Dr. Tahsin Mushtaq	94190-62434	0177-2657225	cmoshimla@gmail.com mohshimla@gmail.com daposhimla@gmail.com
10.	Sirmour	Dr. Nishar Ahmad	78330-97025	01702-222543	cmosirmour@gmail.com daposirmaur@gmail.comveer. adgr@gmail.com
11.	Solan.	Dr. Gagan Deep	94180-03965	01792-224181	cmo-sol-hp@nic.in daposolan@gmail.com
12.	Una	Dr. Vishal Thakur	98163-40407	01975-226064	cmouna_hp@yahoo.co.in ostuna2015@gmail.com

THE MINUTES OF MEETING ON INTENSIFIED CAMPAIGN HELD UNDER THE CHAIRMANSHIP OF SH. BALBIR SINGH, DEPUTY CONTROLLER (F&A), HP STATE AIDS CONTROL SOCIETY ON 23rd JULY 2026 AT HIMACHAL PRADESH STATE AIDS CONTROL SOCIETY, KHALINI, SHIMLA-02 AT 03:00 PM.

Following participants attended the meeting:-

HPSACS:-

1. Mr. Vishal Acharya RC NACO.
2. Ms. Meena Kumari, Deputy Director TI, HPSACS.
3. Mr. Viney Kumar, Assistand Director SI, HPSACS.
4. Mr. Rahul Chauhan Assistant Director- IEC, HPSACS.
5. Mr. Rajinder Thakur, Accountant, HPSACS.
6. Ms. Nisha Thakur, DA, HPSACS.

Participants from other departments:-

1. Mr, Vijay Bragta, Joint Director, Panchayati Raj Department HP.
2. Dr. Renu Rana, OSD(C), Directorate of Higher Education, HP.
3. Ms. Anjana Dhiman, Principle, Department of School Education, HP
4. Mr. Navdeep Goel, IEC Consultant. NHM, HP.

Participants from other departments joined virtually:-

1. Mr. Vivek Kumar, Lech. ECE, Directatrate of Tech. Education Sunder Nagar.
2. Rakesh Sharma Principal Govt. Poly Tech. for Women Kandaghat Solan.
3. Mr. Sunil Kumar Govt. ITI Shamshi District Kullu.
4. Ms. Shalini Thakur Govt. Poly Tech. Poanta Sahib, Sirmour.

The Chairman welcomed all the participants and briefed them about the **Intensified IEC Campaign**, an important initiative launched by the National AIDS Control Organization (NACO) to strengthen HIV/AIDS awareness across the country.

The participants are also briefed that HPSACS has planned to implement **Phase-III of the Intensified IEC Campaign** for a period of two months, with the primary objective of enhancing awareness and education on HIV/AIDS among youth, the general population, key populations, pregnant women, and rural communities. The campaign will be launched across the State on **12th August, 2026.**

The key objectives of the IIC 2026-27 are:

i. To promote awareness about the 'routes of transmission of HIV.
ii. To promote literacy on the HIV and AIDS (Prevention & Control) Act 2017 to address stigma and discrimination towards people infected and affected by HIV/AIDS.
iii. To promote awareness of HIV and Syphilis among pregnant women/ANC attendees
iv. To create demand for services such as testing for HIV, condom, STI services and promote other services under NACP including the National AIDS Toll-free Helpline 1097.
v. To strengthen collaboration between various Government departments at State, District, Block and village level administration to promote awareness regarding HIV/AIDS.

Following agendas were taken up during the meeting:-

Agenda Item No. 2: Activities for Schools, University, Colleges, ITI, Technical Institutes, IIM, IIT, IIIT, NIT & NIFT

The following activities are to be organized for educational institutions:-

Sr. No.	Activity	Timelines	Districts
1	School outreach programme (Private Sec. & Sr. Secondary Schools)	12th August to 12th October 2026	All districts
2	Flash Mob	12th August to 12th October 2026	Hamirpur, Kangra, Kullu, Mandi, Shimla, Solan&Una
3	Digital Awareness, Pledge and Certificate	Round 1=12th August to 12th October 2026	All districts
4	RRC activities as per monthly activity plan issued vide letter No. HPSACS/IEC (Coll)25/Vol-V-666-671 dated 13-05-2026 respectively (brief detail of activities as below):-	12th August 2026 to 12th October 2026	All Districts
	Adopting of villages by 491 RRCs (RRCs functional before F.Y. 2024-25)	12th August 2026 to	
	Walkathon or cycle rally or skates rally by 491 RRCs	12th to 31st August 2026 to 12th October 2026	
	Session of HIV prevention by 491 RRCs	12th to 31st August 2026	
	Like & follow campaign on Social Media Handles of NACO and HPSACS (Facebook, Instagram& Twitter) by students of 491 RRCs	12th to 31st August 2026	
	2 Flash mobs per RRC by total 491 RRCs	1st September to 12th October 2026	
	Reel Making competition by 491 RRCs	1st September to 12th October 2026	
	Breakfreeindia.org Platform visit	12th to 31st August 2026	
	QR Code Quiz	1st = 18th to 22nd August; 2nd 25th to 31st August; 3rd = 7th to 13th Sept; 4th = 21st to 27th Sept; 5th = 5th to 11th Oct	

In this regard, following decisions were taken for successful organization of campaign:-

Decisions Taken

1. Higher Education Department

The Department shall:

- Issue instructions to all Government and Private Colleges to implement the Digital Awareness Campaign and all RRC activities within the prescribed timelines.
- Issue directions to the identified colleges to organize Flash Mob activities. The list of selected institutions will be provided by HPSACS.

2. Department of School Education

It was decided that the Intensified IEC Campaign will be implemented in all Senior Secondary Schools across eleven districts (except Lahaul & Spiti) through ICTC/STI Counsellors and Targeted Intervention (TI) project staff.

The Department shall:

- Issue instructions to all Deputy Directors of Elementary and Higher Education to facilitate the campaign.
- Support District AIDS Programme Officers (DAPOs) in identifying Private Secondary and Senior Secondary Schools for awareness sessions.
- Ensure that selected schools conduct awareness sessions with the support of DAPOs.
- Coordinate closely with HPSACS for effective implementation.

It was further decided that every participating school shall conduct **3–5 Morning Assembly Awareness Sessions** during the campaign period (12th August to 12th October, 2026) on topics such as:

- HIV/AIDS Prevention
- Sexually Transmitted Infections (STIs)
- Adolescent Education
- Tuberculosis (TB)
- Drug Abuse Prevention

The content for these sessions shall be jointly finalized by HPSACS and the Department of Higher Education and circulated to all concerned institutions.

3. Department of Technical Education

The Department shall issue necessary instructions to all Polytechnics, ITIs, Engineering Colleges, and other Technical Institutions to implement the Digital Awareness Campaign and RRC activities within the prescribed timelines.

4. Himachal Pradesh University and Sardar Patel University

Both Universities shall instruct all affiliated colleges and functional Red Ribbon Clubs to organize campaign activities as per the prescribed schedule.

5. IITs, IIITs, NITs, IIMs and NIFT

These premier institutions shall implement the Digital Awareness Campaign and all Red Ribbon Club activities during the campaign period.

Agenda Item No. 3: Activities at village and panchayat level

The following activities are to be organized for at village and panchayat level institutions:-

Sr. No.	Activity	Timelines	Districts
1	Gram Panchayat HIV Pledge/other activities	2nd October 2026	All Districts and Gram Panchayats
2	Village level meeting by ICTC Counselor, STI Counselors, TI Counselors & TI ORWs in Villages including filling of Self Risk Assessment Tool	12th August to 12th October 2026	All Districts
3	Folk Performances	12th September to 12th October 2026	Hamirpur, Kangra, Solan &Una

Decisions Taken

1. It was decided that the HIV Pledge shall be administered in all Gram Panchayats across all twelve districts on **2nd October, 2026.**
2. HPSACS shall provide printed pledge panels and IEC materials to the Panchayati Raj Department at the Block level for onward distribution to Gram Panchayats.
3. The Department of Panchayati Raj shall issue necessary instructions to District and Block-level officials to facilitate implementation of the campaign and ensure inclusion of the HIV Pledge as an agenda item during Gram Sabha meetings on **2nd October, 2026.**

Agenda Item No. 4: Door to Door Campaign through ASHA Workers and other activities

The following activities are to be organized:-

Sr. No.	Activity	Timelines	Districts
1	Door-to-door campaign with AHSAs	12th August to 12th October 2026	Hamirpur, Kangra, Mandi, Solan &Una **(Blocks details at Annexure-1)**
2	IPC Sessions during Village Health, Sanitation, and Nutrition Day (VHSND)	12th August to 12th October 2026	All Districts
3	Disseminating Information on HIV & STIs at AB-HWCs in Villages through IEC Materials	12th August to 12th October 2026	All Districts
4	Filling of Self Risk Assessment Tool by 50% households by ASHA workers during Door to Door	12th August to 12th October 2026	

Decisions Taken

1. ASHA Workers shall be sensitized on HIV/AIDS and the Intensified IEC Campaign through virtual training sessions conducted by District AIDS Programme Officers.
2. A total of **998 ASHA Workers** from Hamirpur, Kangra, Mandi, Solan, and Una districts shall receive an honorarium from HPSACS for conducting a five-day door-to-door awareness campaign.
3. ASHA Workers shall:

- Conduct household visits.
- Distribute IEC materials.
- Educate community members regarding HIV/AIDS, STIs, and Tuberculosis.
- Encourage completion of the Online HIV Self-Risk Assessment Tool through the SOCH QR Code and the Breakfree India Portal.

4. As per NACO guidelines, the State shall strive to achieve completion of the Online HIV Self-Risk Assessment Tool by **at least 50% of the assigned households (52,500 households out of 1,05,000 households).**
5. HPSACS shall recognize the top three performing districts based on the highest uptake of the Online HIV Self-Risk Assessment Tool.

The suggested performance categories shall be:

- **Outstanding:** Above 15%
- **Excellent:** 12–14.9%
- **Very Good:** 10–11.9%
- **Good:** 7–9.9%
- **Needs Improvement:** Below 7%

6. **Reporting:** The reporting and visuals of "intensified campaign" will be shared by the concerned during and after completion of the activity on daily basis. The reporting format also attached at **Annexure '2'.**
7. The National Health Mission (NHM) shall extend full support by issuing necessary instructions to all Panchayats, District and Block-level officials to facilitate successful implementation of the campaign.

Agenda Item No. 5: Suggestions by Departments

The representatives from various departments appreciated the initiative taken by HPSACS and assured full cooperation for the successful implementation of the Intensified IEC Campaign. They emphasized the importance of inter-departmental coordination, timely dissemination of IEC materials, and regular monitoring to ensure effective outreach across the State.

The meeting concluded with a vote of thanks to the Chair.

Balbir Singh,
Deputy Controller(F&A),
HPSACS, Shimla-02