



स्वास्थ्य एवं परिवार कल्याण मंत्रालय

MINISTRY OF HEALTH & FAMILY WELFARE

स्वास्थ्य एवं परिवार कल्याण विभाग

DEPARTMENT OF HEALTH & FAMILY WELFARE (/?Q=EN)



Ministry of Cooperation, Govt of India



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STEPS TAKEN BY THE GOVERNMENT FOR HIV/AIDS AWARENESS

Submitted by admin1 on Wed, 07/23/2025 - 14:06

STEPS TAKEN BY THE GOVERNMENT FOR HIV/AIDS AWARENESS

NACO strengthens nationwide awareness campaigns on HIV/AIDS through multimedia and targeted outreach

Nationwide rollout of 1,619 projects to support high-risk populations in HIV response

Thematic campaigns launched to promote inclusivity and safeguard rights of people living with HIV

To address discrimination against People Living with HIV, Ombudsmen appointed in 34 States/UTs

Posted On: 22 JUL 2025 4:03PM by PIB Delhi

National Aids Control Organization (NACO), a division of the Ministry of Health and Family Welfare, undertakes the responsibility to strengthen the awareness campaign against HIV/AIDs, through comprehensive multimedia campaigns, including mass media initiatives, and promote available services and facilities across the country.

To enhance outreach, these efforts are further reinforced through outdoor media such as hoardings, bus panels, information kiosks, folk performances, and IEC (Information, Education, and Communication) vans. Additionally, digital platforms and social media are actively leveraged to ensure broader engagement and awareness generation, especially among younger and tech-savvy audiences. At the interpersonal level, awareness is promoted through training and sensitization programmes targeting Self-Help Groups, Anganwadi Workers, ASHAs, members of Panchayati Raj Institutions, and other key stakeholders. These grassroots-level interventions play a vital role in fostering community-level awareness and behavioural change.

In addition, High Risk Groups including Female Sex Workers (FSW), Men having Sex with Men (MSM), People Who Inject Drugs (PWID), Hijra/Transgender (TG) individuals, truck drivers, and migrants are specifically addressed through 1,619 Targeted Intervention projects across the country. These interventions are designed to ensure equitable access to prevention, testing, treatment, and care

services for the most vulnerable populations. Through this multi-tiered communication strategy, NACO continues its commitment to eliminating stigma, expanding access to services, and ultimately achieving the goal of ending the AIDS epidemic as a public health threat.

To prevent discrimination against People Living with HIV (PLHIV), thematic campaigns are being implemented across the country. These campaigns aim to raise awareness, reduce stigma, and foster inclusivity in diverse settings, including workplaces, healthcare facilities, educational institutions, and communities at large.

In alignment with the provisions of the HIV and AIDS (Prevention and Control) Act, 2017, Ombudsmen have been appointed in 34 States and Union Territories to address complaints related to discrimination against PLHIV. These efforts underscore the Government's commitment to protecting the rights and dignity of PLHIV and promoting an inclusive and supportive environment for all.

The Union Minister of State for Health and Family Welfare, Smt. Anupriya Patel stated this in a written reply in the Rajya Sabha today.

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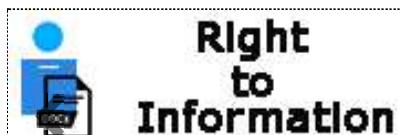
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