



Reaching One ... Reaching All !

 Special Event

Mini Marathon :

For creating awareness amongst youth population, Maharashtra State AIDS Control Society conducts Mini Marathon in each Districts. This event was organized under the Chairmanship of District Collector. These mini marathon was flagged off in each district by guardian minister.

Tan Man :

MSACS orgained 66 shows of a popular Marathi Play 'Tan Man' written by a well known play Wright Shri. Ratnakar Matkari and anchored by a well known artist Tushar Dalvi at all District Headquarters in Maharashtra. This play is based on HIV/AIDS and deals with the issue of stigma and discrimination and care and support. These all shows were organized at district headquarters for general public, medical practioners and women groups.

Gazal Sammelan (Aurangabad) :

As a part of awareness activity MSACS sponsored a Gazal Sammelan which was held on 12th to 13th February 2005 at Aurangabad. This event was helpful to aware the youths about the menace of HIV/AIDS.

Marathi Natya Sammelan:

Since Akhil Bharatiya Natya Sammelan is a biggest event in the field of theatre, MSACS sponsored this event for creating awareness amongst the general public and youths too. Approximately 1 lakh audience was presented to this event to whom superstar Amitabh Bacchan and all other well known theater personalities called for to fight against the menace of HIV/AIDS.

International Marathon :

To spread the message of prevention and care of AIDS, Pune International Marathon, an organisation is pioneering in organizing International Marathon was organized in association with MSACS. This year this marathon was organised with the slogan `Race against AIDS' on 19th Dec. 2004, wherein 30,000 runners across 20 countries were participated.

Youth Insynch-2005 :

The mega cultural gathering of the college going student from all part of Maharashtra under the aegis of 'Youth Insynch' with the slogan 'Youth against AIDS' was organised.



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 Fairs and Festivals

Since the fairs and the festivals are the cultural reflection of the community, Maharashtra State AIDS Control Society utilizing these religious and cultural events as an alternative media for creating awareness amongst the population by conducting various activities

Jyotiba Yatra, Wadi Ratnagiri, Dist. Kolhapur :

Jyotiba religious fair is one of the most famous religious fair of Maharashtra, where lakhs of devotees comes every year. This year Maharashtra State AIDS Control Society conducted awareness campaign in this fair by putting a stall at the main gate and displaying the flex banners across the festival area. On this occasion wide print media campaign was undertaken in which special greeting cards with HIV/AIDS message were distributed amongst the devotees and shows of street plays were arranged.

Ekvira Devi Yatra, Dhule.

This is a very traditional festival of the Dhule District which celebrates every year in the month of April for the period of 15 days in which approximately 8 to 10 lakhs devotees from different part of the district comes together. Since fair and festivals are the effective tools to mobilize the large number of people, MSACS conducted a special awareness campaign in this festival to create awareness about HIV/AIDS amongst the devotees.

Vitthal Yatra, Amalner:

Vitthal Yatra is wellknown religious festival in Jalgaon district, where MSACS conducted awareness campaign amongst devotees in the month of May, 2005. On this occasion various activities such as exhibition of HIV/AIDS material, distribution of IEC material and street play were organized.

Saptshrungi Gad Yatra, Nasik

Saptshrungi Devi yatra is famous religious festival held in Nasik district where approximately 10 lakh devotees come every year. In this festival MSACS conducted awareness campaign by displaying banners, putting an exhibition and organizing street plays on Saptshrungi Gad.

Kalika Devi Yatra, Chandrapur

On the same line, MSACS conducted awareness campaign in Kalika Yatra which held in Chandrapur district.





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Media Post Advertisement Campaign:

MSACS has conducted a Media Post Advertising Campaign through Post Cards, Inland Cards, Meghdoot Cards by joining hands with the department of posts, Govt. of India, these cards distributed through the Districts Post Offices all over the Maharashtra.

Posters:

MSACS has designed and developed 2 lakhs posters on stigma and discrimination and women, girls, HIV and AIDS. These all posters are being distributed to PHCs, DHO, CS, Rural Hospitals, Medical Colleges, Sub-District Centres and NGOs.



USE OF ELECTRONIC MEDIA

All India Radio

Valentine Day Special:

MSACS sponsored a live special programme on Valentine Day which is widely popular amongst the youth.

Vanita Mandal:

MSACS has sponsored the Vanita Mandal, a live programme deals with health issues related to the women from June 2005 to December 2005.

Yuvawani:

Yuvawani is a popular youth programme which telecast in every week. These two programmes are to be telecasted from all over the Maharashtra.

Television:

MSACS has developed the five television spots on VCTC, Blood Safety, STD, Stigma and Discrimination and Child Discrimination which were telecasted on Sahyadri a Marathi Channel of Doordarshan, ETV Marathi and C News, a local satellite channel.



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This mega show was organized on 3rd Feb. to 6th Feb. 2005, where Bollywood Stars such as Jackie Shroff, Mallika Sherawat, Govinda participated in it.

Career Mahotsav:

To aware the youth population about the danger of HIV/AIDS, MSACS in association with Pune Sanskriti Vaibhav Trust, Pune organized Career Mahotsav in Pune wherein thousands of students were participated. On this occasion wide publicity campaign through exhibition stall, paper advertisement, banners, hoardings, posters, pamphlets, t-shirts and caps carrying the message of HIV/AIDS etc. were undertaken.

State Level One Act Play Competition on HIV/AIDS:

For creating awareness amongst the youths, MSACS conducted a State Level One Act Play Competition titled "Kalpana Ek, Avishkar Anek" on the subject Women, Girls, HIV and AIDS. In this competition 35 groups from all over the Maharashtra were participated and performed. This event was widely appreciated by youth population.

Youth Festival:

MSACS conducted a month long campaign in Pune District in association with Bharatiya Kranti Sena by conducting Cricket Tournaments, Exhibition and displaying the banners in and around the Pune.

HIV/AIDS Awareness Rally:

MSACS sponsored a HIV/AIDS awareness rally organized by Dr. Babasaheb Ambedkar Marathon Samittee, Thane. This rally was useful for creating awareness amongst the population. Approximately 5,000 youths, social workers were participated in the Rally.

State Level Table Tennis Competition:

Since sports event are useful for creating awareness amongst the youth population, MSACS sponsored a State Level Table Tennis Competition which was held in Dombivli in Thane District.

Gazal Mahafil:

MSACS organized Gazal Mahafil by well known Marathi and Urdu Gazal Singer Gazalnawaz Shri. Bhimrao Panchale in Ambejogai and Kej in Beed


Primary Teachers Convention:

MSACS sponsored a State Level Primary Teachers Convention organized by Maharashtra State Primary Teachers Association headed by Hon'ble MLA Shri. Shivajirao Patil which was held in Amravati.





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 Awareness Campaign through Folk Media:

Tivasa Yatra (Amravati District):

A weeklong awareness campaign was conducted for 'Tamasha Artisit' who are one of the vulnerable and high risk group, gathered from all over Maharashtra at Chandur Bazaar in Amravati District. Approximately 1000 Tamasha Artisits were involved and performed their arts during this Yatra. MSACS along with our local NGOs undertaken a fortnight campaign by putting a stall, displaying the banners and organizing street plays.

Mahalaxmi Festival Campaign on the occasion of Dassera (Kolhapur):

Since Dassera is well known religious event of Maharashtra, MSACS conducted a fortnight awareness campaign at Kolhapur in Mahalaxmi Festival. Under this campaign, MSACS designed and distributed special flash cards printed with the idol of Goddess Mahalaxmi and the message of HIV/AIDS.

Varnam's awareness campaign (24 Jan. to 7 Feb. 2005):

Considering the important of the folk media, MSACS conducted a massive awareness campaign in Satara, Ratnagiri and Sindhudurg districts through popular folk arts of Maharashtra. This campaign was targeted to youths and general public too.

Maiboli's campaign:

The another campaign was conducted in Pune District through Maiboli organisation for the youth and general public.

Anand Jain Seva Mandal (Ahmednagar):

On the same line awareness activity was conducted in Ahmednagar District in north region of Maharashtra, to mobilize the entire community.

Route Plus:

MSACS conducted a awareness campaign in Pune District through Route Plus, a organization of people living with HIV/AIDS for creating awareness amongst the high risk groups as well as general population.

Maharashtra Samajik Vikas Trust:

To mobilize the people towards the spread of HIV/AIDS, MSACS conducted awareness campaign in Raigad District through Maharashtra Samajik Vikas Trust, Pen.



INFORMATIVE ACTIVITIES



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Social Activities Integration:


Since Sangli is one of the High Prevalence District, MSACS conducted a massive awareness campaign in this District through Social Activities Integration Organization.

Youth Awareness Programme:

MSACS conducted the youth awareness campaign in Thane District by Shivrai Charitable Trust and Samarth Seva Shikshan Mandal for creating awareness amongst the College going Students, which was widely appreciated by College Youths from Thane District

Religious Campaign:

MSACS organized religious campaign in association with Shri. Sant Seva Sangh, Pune a organization widely known for the same in Kolhapur, Nasik, Solapur, Alandi, Srirampur.

 PROMOTIONAL ACTIVITIES

Colour Folders:

Maharashtra State AIDS Control Society developed two four colour Folders on Prevention of Parents to Child Transmission (PPTCT) and Voluntary Counselling and Testing Centre (VCTC).

Hoarding:

MSACS has erected special permanent hoardings in the premises of Civil Hospitals on PPTCT and VCTC programme.

Quarterly Magazine:

Maharashtra State AIDS Control Society has started its own quarterly Bulletin-Magazine titled to 'Ekach Nirdhar' for Doctors, NGOs, CBOs, Primary Health Centres, Medical Colleges, MLAs, MPs, Collectors, Commissioners, CEOs which carries the updated information about HIV/AIDS and MSACS activities. Now it has become a State Level activities.

Documentary "Nirdharacha Mahameru" :

Maharashtra State AIDS Control Society has developed an informative film about HIV/AIDS and MSACS activities of related awareness programs

