



National AIDS Control Organization  
India's voice against AIDS

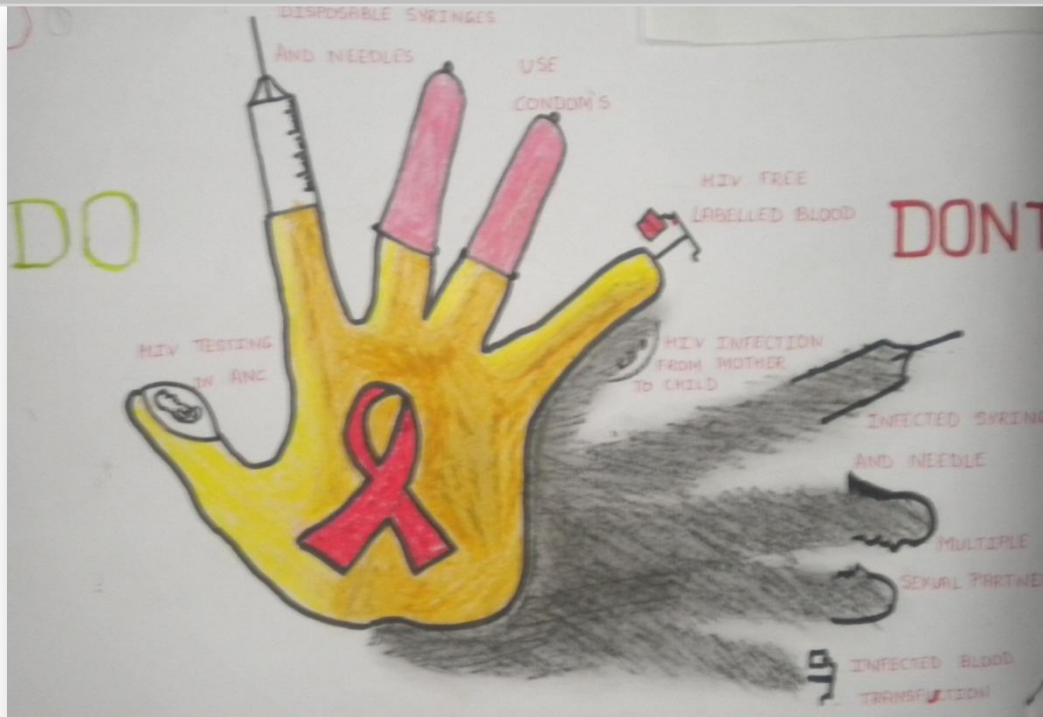


Brihanmumbai Municipal Corporation



Mumbai Districts  
AIDS Control Society

# STANDING TOGETHER IN THE FIGHT AGAINST HIV/AIDS



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# **History of Collaboration**

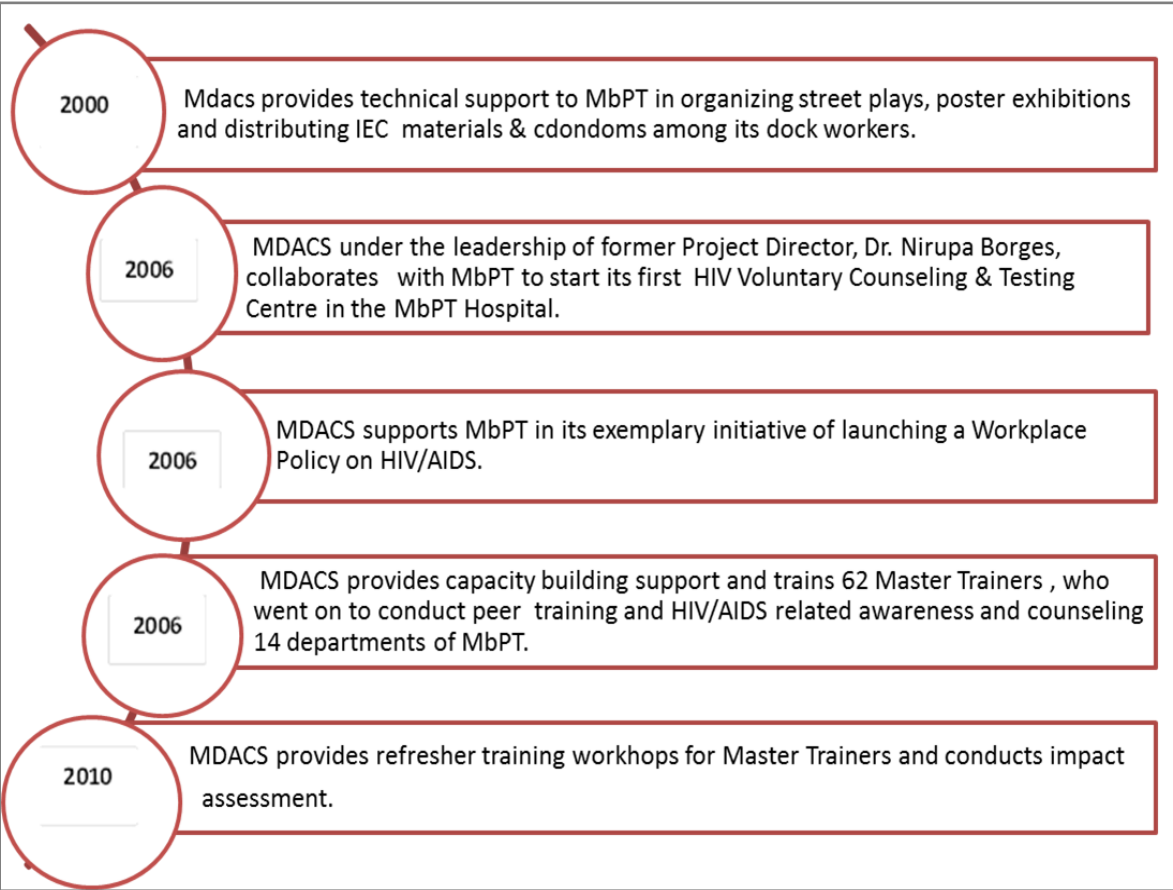
**between**

**Mumbai Districts AIDS Control Society & Mumbai Port Trust**

**Established in 1873, Mumbai Port Trust (MbPT)** is the second largest port in India and handles around 12 percent of the total sea borne trade handled by all major ports of the country. MbPT has long been the principal gateway to India and has played a pivotal role in the development of the national economy, trade & commerce and prosperity of Mumbai city in particular. The port has achieved this position through continuous endeavor to serve the changing needs of maritime trade.

**Mumbai Districts AIDS Control Society (MDACS)**, an autonomous body registered under Charitable Trust Act was established on 27th July 1998 by Municipal Corporation of Greater Mumbai (MCGM) for prevention and control of HIV/AIDS in Mumbai. MDACS is in its 15<sup>th</sup> year of establishment and continues to develop sustained collaborations with stakeholders with the core objective of controlling the epidemic as well as mainstreaming it to reduce stigma and discrimination. This World AIDS Day Initiative with Mumbai Port Trust is an example such a collaborative intervention.

MbPT was the first port in the country to implement a Workplace Policy on HIV/AIDS on 1<sup>st</sup> of December, 2006. However MbPT's efforts on HIV/AIDS prevention, treatment and care commenced since the early 1990's. Mumbai Districts AIDS Control Society has been associated with MbPT since the early 2000, in this fight against HIV/AIDS.





“It is with great happiness in my heart that I would like to share with you all; that one of our employees who came to us in 1994 with the news that he was infected with the HIV virus is still living. It has been almost 20 years since this incident and he continues to lead a normal and healthy life. He has fought valiantly and continues to be a role model not just for the infected but for all. This, I feel is the biggest achievement for us as an organization that has worked tirelessly against the epidemic and the stigma & discrimination that comes along with it.”

Ms. Elize D’Silva  
Senior Health Educator,  
Mumbai Port Trust

The above quote very succinctly presents the tone of the MbPT’s actions and interventions against HIV/AIDS and also speaks of the effectiveness of its sustained efforts.

In the event of World AIDS Day this year, MbPT’s family welfare centre that is in charge of the organization’s health communication initiatives & Mainstreaming cell of MDACS decided that they would commemorate this day in an innovative, focused and engaging manner as against taking the routine and predictable route of conducting mass events, rallies and the likes.

MbPT & MDACS got together to brainstorm the agenda for WAD 2012. Mumbai Districts AIDS Control Society offered technical support in this endeavor through its mainstreaming wing of IEC division. After multiple discussions, it was decided to organize a variety of week-long activities for all MbPT employees during the first week of December, 2012. Apart from these activities, it was also decided to organize street plays in 9 locations across the city, near the port trust office and residential spaces, with the sole objective of creating awareness about HIV/AIDS and informing the public about prevention.

**The prime objective of the agenda was to inform, engage and get the MbPT employees to talk about HIV/AIDS and express their thoughts about the epidemic. Employees should not only be aware of how HIV spreads and how it can be prevented, but should also be aware of the deeper nuances - like how stigma could affect a person’s life and how support on the other hand could help the person cope and lead a normal life.**

**The activities aimed to bring HIV/AIDS out in the public domain and encourage healthy conversations. By doing so, it has also tried to reduce to an extent the stigma that is attached to the virus.**

# AGENDA for MbPT **WORLD AIDS DAY**

## A. Week-long Activities

It was decided that week long activities including the following, would be organized by MbPT for all its employees in collaboration with MDACS.

No.	Competition	Date	Topic
1.	Essay Writing Competition	04 Dec	a) Your understanding of HIV/AIDS OR b) Care & support for an HIV + person
2.	Poster Drawing Competition	05 Dec	Do's & Don'ts of HIV/AIDS
3.	Question & Answer Competition	06 Dec	History & present status of HIV/AIDS

These competitions were conducted in each of the 14 MbPT departments across their 3 work zones including head office at Ballard pier, Nirmal & Shramik Bhavan at Dockyard road and Mumbai Port Trust Hospital at Wadala. Each department has a liaison officer who coordinates the HIV/AIDS related activities. These officers coordinated participant registrations. With a competitive spirit on the fore, these activities created the buzz of an internal festival.

**A total of 356 employees participated in the week long activities.**

Mumbai Districts AIDS Control Society provided technical support through its Mainstreaming wing of IEC division for this event by organizing for jury members for each of the competitions as well as provided prizes in the form of trophies and certificates. MDACS also provided folk troupes for the conduct of street plays and coordinated with HLL Ltd. To conduct condom awareness during the street plays.

## B. Street Plays

Date	Time	Place
10 Dec	12.30 p.m.	Ambedkar Bhavan, in front of St. George Hospital, C.S.T.
	2.00 p.m.	Masjid Bunder(E)
	4.30 p.m.	Shramik Bhavan, Carnac Bunder, Masjid
11 Dec	11.00 a.m.	Ekatanagar, MbPT Colony, Dockyard
	1.00 p.m.	Nirman Bhavan, Dockyard
12 Dec	2.00 p.m.	Abhilasha nagar, MbPT Colony, Dockyard - 10
	9.00 a.m.	Seva Bhavan, Nadkarni Park, Wadala
	10.30 a.m.	Port Trust Hospital, Wadala
	1.00 p.m.	Sadbhavananagar, Wadala

## Event Proceedings

### A.1 Essay Competition

This competition was held across 14 departments on the 4<sup>th</sup> of December, 2012.

MbPT's family welfare centre staff ensured that event venues were organized, seating arrangements were taken care of and stationary was provided. Event started on time at all the 3 venues (Wadala, Dockyard & Ballard Pier) and participants were given the 2 topics (as listed earlier) and asked to write their thoughts and opinions. They were also informed that at the end of the competition, 3 winners from each department would be awarded trophies and certificates. This incentive boosted the participant morale even further.

At each of the three venues, participants displayed a very serious approach to the competition and started writing from the word GO.

*Presented below are some images that capture the tone of the essay competition and the earnestness with which the MbPT employees participated in this activity.*



*Seen in the above image is a participant from the Chief Engineering Department.*



*Seen in the images above are participants from the Accounts & CWO departments at the MbPT Head Office, lost in their thoughts while writing the essay.*

*The CWO department in particular seemed to be more participative, writing their essays while also joking around, a large number of employees participating in the same. The Chief Engineering Department immersed themselves into their essays in a serious way.*





*Seen in the images above are participants from the Medical department at the MbPT Hospital, Wadala, jotting their thoughts down during the essay competition.*

*This department had the maximum number of participants. They not only reached the competition venue on time, but also sat for an entire hour before they would let go of their essays. Participants shared that the essay writing event was interesting, innovative and also did not require a lot of preparation, as one had to just come and express their own thoughts and existing knowledge about HIV/AIDS.*

## A. 2 Poster Drawing Competition

Just like the essay writing competition, this one too, was held at the same time across the three venues of Wadala, Dockyard and Ballard Pier.

Initially participants from some departments were wary of entering into this competition they perceived that it required certified drawing skill and only the most artistic contestant would bag the prize.

However, MbPT family welfare centre staff, that was responsible for mobilizing participants, encouraged all to participate and informed them that there were no bounds on artistic ability; anybody could participate and prizes would be judged on the concept and not the accuracy of the drawing. With this motivation, a lot of participants stepped up and took part in the poster making competition.

**And the masterpieces follow.....**



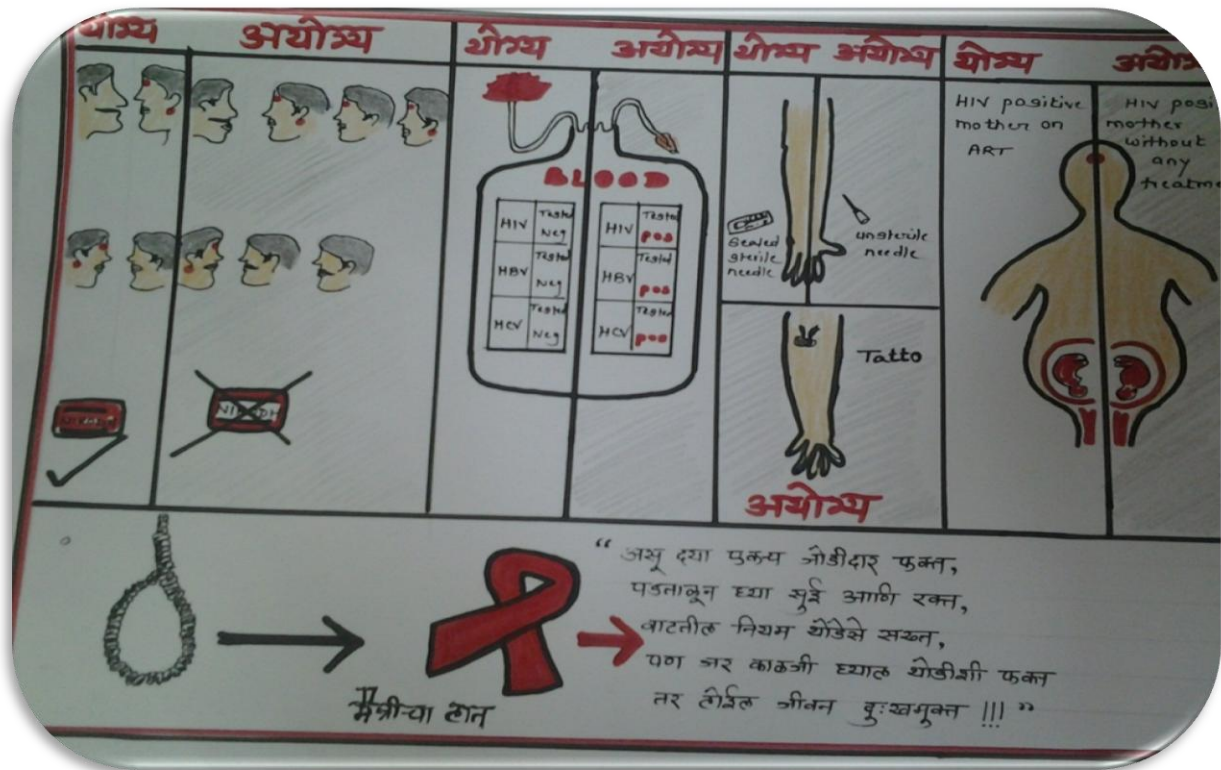




*This poster is a prize winner, bagging the first prize across all the 14 MbPT departments.*

*With an exceptionally innovative concept, the participant has managed to depict the dual message of modes of HIV transmission as well as the methods of prevention.*

*This poster was appreciated by all members of the staff during the final prize distribution display.*









### A.3 Question & Answer Competition



*This image speaks of the seriousness with which the MbPT employees took this competition. Seen in the image above are staff members of the Chief Engineering Department.*



*Seen in the images above are employees from the Mumbai Port Hospital and Labour Department at the Ballard Pier Head office.*



## B. Street Plays







*A total of 9 street plays were conducted by MDACS supported folk troupes, on the 10<sup>th</sup>, 11<sup>th</sup> & 12<sup>th</sup> December, around the office areas of MbPT as well as the staff residential quarters. Each play drew a crowd of around 40-100 people.*

*The folk troupes were accompanied by HLL condom promotion team, who conducted brief information and awareness sessions after each play. These sessions focused on prevention and condom use. Following the session, the HLL team also distributed IEC materials to the audience.*



## Prize Distribution



A prize distribution ceremony was organized by MbPT on the 21<sup>st</sup> of December, 2012 in the Mumbai Port Trust Hospital, Wadala.

This event saw a healthy turnout of around 100 staff members from across the 14 departments of MbPT.

Posters drawn by all the participants were displayed in one section of the hall. As they entered the hall, employees stopped by this section and appreciated the posters.

The chief guests for this ceremony were Ms. Dnyaneshwari Sonawane (CSM Consultant, MDACS), Mr. Vijay Ajanikar (Assistant Director, MDACS) & Dr. Kamaskar (Mumbai Port Trust Hospital).

As seen in the images below, Ms. Elize D'Silva (Senior Health Educator, MbPT) felicitating Dr. Kamaskar & Mrs. Dnyaneshwari Sonawane.





As seen in the image above, Ms. Elize D'Silva addresses the audience and informs them about the HIV/AIDS related initiatives that MbPT has been organizing since early 2000. Ms. D'Silva also shared about the long association between MbPT and MDACS.

Followed by Ms. Elize' address, two participants came forward to share their experiences of the week long activities.



*"I would like to thank the master trainers for their efforts in training and sensitizing us about the issue of HIV/AIDS for the last 6 years. It is because of these efforts that we were able to freely express ourselves during this week long competitions."*



*"These competitions have seen a lot of participation even from the women employees, which is very encouraging. At the start it was extremely difficult to talk about HIV/AIDS openly, but all of this is slowly changing and the equal participation from both the genders is a clear indication of that."*



## Glimpses of the Prize Distribution







## Department Honours



# IMPACT ASSESSMENT



- These weeklong activities conducted in observance of World AIDS Day, 2012, received a healthy participation with **a total of 356 employees** taking part and sharing their thoughts and ideas about HIV/AIDS.
- **The activities were innovative and engaging.** Participants shared that they enjoyed the events and also added that these competitions gave them a platform to discuss HIV/AIDS.
- **Thought provoking essays and posters** prepared by the employees was an indication of their increased knowledge and awareness levels about HIV/AIDS as well highlighted their awareness about stigma and discrimination.
- **Many female participants** came forward to participate and have also won multiple prizes in these competitions, indicating an almost equal participation by both the genders in the discussion on HIV/AIDS.
- This event has not only helped to **reduce the stigma & discrimination** around HIV/AIDS at the MbPT workplace, but has also **motivated the employees** to continue working towards prevention & control of HIV at the workplace and in public settings.