

**GOVERNMENT OF INDIA  
MINISTRY OF HEALTH AND FAMILY WELFARE  
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**RAJYA SABHA  
UNSTARRED QUESTION NO. 287  
TO BE ANSWERED ON 22<sup>ND</sup> JULY, 2025**

**INITIATIVES FOR HIV/AIDS AWARENESS**

**287 : SMT. RANJEET RANJAN:**

Will the **MINISTER OF HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) the initiatives undertaken to raise HIV/AIDS awareness, targeting general and high-risk groups, as part of the National AIDS Control Programme (NACP);
- (b) the measures to prevent discrimination against people Living with HIV/AIDS, ensuring access to health care and social services, in line with the HIV/AIDS (Prevention and Control) Act, 2017; and
- (c) the system for tracking HIV/AIDS patients from diagnosis to treatment, including testing, linkage to antiretroviral therapy (ART), and monitoring to achieve the UNAIDS 95-95-95 targets?

**ANSWER**

**THE MINISTER OF STATE IN MINISTRY OF HEALTH AND FAMILY WELFARE  
(SMT. ANUPRIYA PATEL)**

- (a) NACO undertakes comprehensive multimedia campaigns, including mass media initiatives, to raise awareness on HIV/AIDS and promote available services and facilities across the country. These campaigns are further reinforced through outdoor media such as hoardings, bus panels, information kiosks, folk performances, and IEC vans. Additionally, social media platforms are actively leveraged for digital outreach and awareness generation. At the interpersonal level, awareness is promoted through training and sensitization programmes targeting Self-Help Groups, Anganwadi Workers, ASHA, members of Panchayati Raj Institutions, and other key stakeholders. In addition, High Risk Groups including Female Sex Workers (FSW), Men having Sex with Men (MSM), People Who Inject Drugs (PWID), Hijra/ Transgender (TG) and truck drivers and migrants are specifically addressed through 1619 Targeted Intervention projects across the country.

(b) Thematic campaigns are being implemented to prevent discrimination against People Living with HIV (PLHIV). These campaigns aim to raise awareness, reduce stigma, and promote inclusivity across various settings, including workplaces, healthcare facilities, educational institutes and communities. In line with the provisions of the HIV and AIDS (Prevention and Control) Act, 2017, Ombudsmen have been appointed in 34 States/UTs to address complaints related to discrimination against PLHIV.

(c) Under the National AIDS & STD Control Programme (NACP), a comprehensive Management Information System (MIS) through the SOCH portal is being implemented to effectively track beneficiaries including People Living with HIV (PLHIV) across the HIV care continuum from diagnosis and linkage to Antiretroviral Treatment (ART). The SOCH-MIS captures individual-level data of PLHIV across all service delivery points, and enables real-time tracking of service uptake and ensures minimal loss to follow-up.

Staff at Integrated Counselling and Testing Centres (ICTCs) ensure preparedness counselling at the time of HIV diagnosis and facilitate timely linkage of newly diagnosed PLHIV to the nearest ART Centre for initiation of treatment. At ART Centre, PLHIV are monitored for treatment adherence as well as for adverse drug effects, management of opportunistic infections and comorbidities, CD4 and Viral load testing.

Additionally, Care and Support Centres (CSC) under NACP provide psychosocial counselling, peer support, outreach services and linkages to social welfare schemes.

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