



Enterprises & HIV/AIDS in India



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Prevention of HIV/AIDS in the world of work

-A Tripartite Response

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an operational manual
for enterprises

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An overview of the ILO Project in India



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FOREWORD

We are pleased to present this resource package to help Indian enterprises to respond to the challenges of HIV/AIDS. It brings together the experiences of some of the leading Indian enterprises and demonstrates that there are practical solutions and initiatives to develop effective responses to the HIV/AIDS epidemic and mitigate the impact on enterprises.

This package contains three components:

- a. A compilation of HIV/AIDS programmes and experiences of eight enterprises in India;
- b. A user-friendly operational manual, prepared to provide step-by-step guidelines to enterprises for initiation of HIV/AIDS programmes in their business units; and
- c. A multi media CD-ROM.

At the end of 2001, the number of people living with HIV/AIDS in India is estimated to be nearly 4 million, making India home to 10 percent of the world's HIV/AIDS population. The present figures are alarming with six states having reached the generalized stage of the epidemic. The world of work can get badly affected by HIV/AIDS and hence needs to play a key role in responding to this situation and contribute to protecting 400 million workers in India. The majority of workers are in the informal sector and are more vulnerable. They are decentralized in employment and hence reaching out to them is difficult and time consuming.

The recently adopted AIDS Policy of the Government of India stresses that *the organized and unorganized sector of industry needs to be mobilized for taking care of the health of the productive sections of their workforce*. This is necessary as HIV/AIDS hits hardest at the most productive segment of society. According to ILO estimates, globally nearly 25 million workers were living with HIV/AIDS at the end of 2001. In India, nearly 90 percent of the infections have been reported in the 15-49 years age group. HIV/AIDS is changing the age and gender distribution of the labour force and causing losses of skills and experience thus creating a number of new challenges for businesses.

Successful businesses are those that adapt to the changing environment in which they operate, be they changes in technology, legislation, markets or labour supply. HIV/AIDS has now also become a factor to be taken into account in manpower planning for efficient operations. The impact on enterprises can be wide-ranging. Workplaces in many countries report increases in absenteeism, staff turnover, cost of recruitment, training and in the cost of medical care. Other costs increases include insurance coverage, retirement funds and funeral fees. The death of colleagues and the fear of infection can also lower morale and productivity in the workplace.

In today's competitive marketplace, it is increasingly evident that employers must maintain a healthy and stable workforce to be successful. Of all the factors that affect enterprise efficiency and profit, human capital is the most important. Therefore, enterprises can play a vital role in the country's efforts as a part of their corporate social



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responsibility to limit the spread and effects of the epidemic. Studies on the impact of AIDS on business in sub-Saharan countries show that a proactive approach and investment in prevention, care and support measures is the most effective strategy both for the business and the community.

The International Labour Organization is fully committed in making a significant contribution to the global response to HIV/AIDS. It has produced a pioneering Code of Practice on HIV/AIDS and the World of Work. The Code provides guidelines for developing policy and programmes for addressing HIV/AIDS and reducing its impact on enterprises and workers. Indian experts were actively involved in the development of this Code, and provided valuable inputs during the tripartite meeting of experts at the ILO in May 2001 when the Code was drafted. We from ILO are now putting this Code into action by working closely with the Ministry of Labour, the National AIDS Control Organisation (NACO), employers' and workers' Education, UNAIDS and People Living with HIV/AIDS. Our efforts complement the national and state level initiatives being undertaken under the National AIDS Control Programme.

I would like to thank and congratulate all those who have worked hard to develop this package. I would particularly like to thank the eight enterprises that agreed to work with us to help document their work on HIV/AIDS. A very special thanks to Ms. Madhuvanti Deshmukh, who documented the work of five enterprises.

I would also like to acknowledge the support of the U.S. Department of Labor for the ILO's work on HIV/AIDS in India. It has enabled us to carry out our activities so far, including the development of this package.

Today no one can afford to ignore the HIV/AIDS epidemic. I hope the maximum possible number of Indian enterprises and employers' organizations will find this resource package a helpful and practical tool to enable them to effectively respond to the challenges that confront them and to contribute to global response to the epidemic.

Herman van der Laan
Director, ILO Office And
South Asia Multi Advisory Team (SAAT), New Delhi



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EXECUTIVE SUMMARY

It is a pleasure to present this compilation - HIV/AIDS Programmes of Eight Selected Indian Enterprises. At the outset, it is important to mention that this is not an evaluation of the work of enterprises on HIV/AIDS. The idea was, in fact, to document the key experiences and lessons for the benefit of other enterprises in India. Therefore, in consultation with the ILO constituents, National AIDS Control Organization (NACO) and UNAIDS, we selected eight programmes, including two from the public sector, supported by NACO.

Furthermore, this is not an attempt to collect the best practices in India. We believe that each enterprise that has responded to HIV/AIDS, has in its own way, taken a laudable initiative. However, for this particular documentation, we have reflected upon the experiences and lessons learnt during some of the longer running programmes.

The objective(s) of this documentation are:

- To document the nature of HIV/AIDS programmes being undertaken by some enterprises in India and study the emerging models of interventions.
- To use this documentation for the purposes of advocacy and training for development of an enhanced response to HIV/AIDS from the world of work in India.

The main experiences and lessons, learnt from this exercise are:

1 Key perceptions of the enterprises

We spoke to the chief executives of enterprises to understand their perspective, and find out why they chose to work in the area of HIV/AIDS. The following are the reasons articulated by them:

- Corporate social responsibility initiative should include HIV/AIDS;
- We are responsible and good corporate citizens over and above our normal operations;
- A healthy workforce is the biggest asset for a company;
- A healthy workforce means less absenteeism that translates into more production;
- Satisfaction of being an active partner in welfare;
- HIV records do not give the true picture, prevention is better for any company;
- HIV infection can result in loss of health and productivity;
- Any prevention effort will go a long way in slowing the progression of the disease across the globe;
- We believe in creating a nurturing, enabling and non-discriminatory environment at our workplace.

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2 How did the programmes start?

While estimates of HIV infections, globally and in India, did act as one of the important factors triggering action on the part of enterprises, there are useful lessons in the manner in which the programmes started:

- Personal initiative taken by a staff member within the enterprises. Individuals matter, as viewed rightly by a senior manager;
- Partnership with a local NGO in the initial stage;
- Inspirations received from the global corporate initiatives;
- Coming into notice the first HIV positive employee in the company;
- Support from international/bilateral agencies/State AIDS Control Societies; and
- Invitation and support from National AIDS Control Organization, particularly in the case of public sector enterprises.

3 Programme Coverage:

The enterprises documented by ILO have a very comprehensive programme now. But the evolution has been a gradual process:

- Generally, the programmes started small, with awareness efforts targeting regular workforce;
- The coverage gradually spread from the main office/plant to other plants or units of the enterprises;
- The coverage expanded gradually, in terms of coverage, spreading to families of workers as well as nearby communities in some cases;
- Experience reveals that the corporate sector has tremendous potential for reaching out to workers in the informal economy. There are good models of corporate-NGO partnership.

4 Components of HIV/AIDS programmes:

In terms of programme components, most of the programmes began with simple efforts for creating awareness. Technical help coming from local NGOs and other agencies meant a lot in the initial stages. Over a period of two to three years the programmes became comprehensive with enterprises developing policy on HIV/AIDS as well as proper prevention, care and support interventions. Key aspects of the programmes are:

Awareness generation and training through

- Specially trained peer educators (selected workers of the company);
- Use of Information, Education and Communication materials, either self developed or obtained from NGOs/government agencies;



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- Innovative use of street plays and other local media (cable TV network/Close TV circuit at railway station); Inclusion of HIV/AIDS in corporate communication efforts;
- Setting up special AIDS cell/help line;
- Integration of AIDS education in welfare programmes, run by enterprises in schools/hospitals/community;
- Organizing special events on World AIDS Day;
- Education and training of trade unions representatives;
- Informative power point presentations for the managerial staff; and
- Counseling services for staff/families and education of workers in general so that they do not discriminate against co-workers living with HIV/AIDS.

Condom distribution and treatment for Sexually Transmitted Infections (STIs):

Condom promotion (condom education and availability) and provision for treatment of STIs are other key approaches for prevention of HIV/AIDS, besides education.

- Companies having their own medical set up have successfully integrated treatment and counselling for STIs; and
- While all the companies are providing condom education, some have installed condom vending machines or other outlets for ensuring availability of condoms within their premises.

Policy on HIV/AIDS:

Six of the eight enterprises documented by ILO have a written policy on HIV/AIDS. Key elements of policy have been captured in the documentation for the benefit of other enterprises in India. It is important to develop the policy, following a consultative process within the enterprises. The ILO Code of practice can also be used as a reference to develop the policy as well as programmes on HIV/AIDS in the world of work. Regarding the policy, the experiences are:

- Policy statements reflect management's commitment towards provision of prevention and care programmes on HIV/AIDS and creation of a non-discriminatory environment for people living with HIV/AIDS;
- The policy was developed little later, after initiation of some initial efforts of awareness generation;
- The policy statements are in conformity with the Government of India's policy on HIV/AIDS and international guidelines, particularly the ILO Code of practice on HIV/AIDS and the world of work;
- Enterprises feel that assurances such as no screening of job applicants for HIV, no HIV testing of employees during employment, respect for confidentiality regarding HIV status, assurance of medical support within the company policy has helped a lot in creating an atmosphere of trust and confidence;
- In an enabling environment, prevention programmes become more effective;
- Most of the companies feel that they have simply put in the policy what they were doing already.

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Care and support of people living with HIV/AIDS:

A person infected with HIV can lead a healthy and productive life for years, and poses no risk to his or her fellow workers as the infection does not spread by shaking hands, sharing equipment, sharing utensils, sharing toilets etc. This means the infection should not debar a person from working. Moreover, if enterprises do not hire a person simply because of the HIV status, they might also be losing on a good human resource, who has years of productive life left. Enterprises have taken several laudable steps in developing the care and support programmes:

- Provision of counseling services to workers, and also to affected families wherever possible;
- Reimbursement of medical costs, laboratory tests and hospitalization expenses as per the company rules. This is generally the same as in case of other illnesses;
- Necessary adjustment in work whenever needed in case of HIV positive employee;
- Networking with nearby voluntary counseling and testing facilities; and
- Networking with NGOs/agencies working on care and support programmes.

Key Lessons:

Key lessons, that can help other enterprises start and run their programmes, are:

- Commitment and initiative from the top management means a lot. All the ongoing programmes have rated this as a key factor. The key indicators of management's commitment are:
 - HIV/AIDS as a dedicated staff responsibility;
 - A policy statement;
 - Participation in key events: meetings within the company/state level/national level;
 - Earmarked financial support for the programmes;
 - Mobilization of technical support from other agencies; and
 - Programme management system for HIV/AIDS.
- Integration of HIV/AIDS into the ongoing welfare programmes is necessary for long-term sustainability and cost effectiveness. Wherever possible, this integration should be done at the inception of the programme and at all levels.
- Trade unions and human resource department officials can play a key role. Special education and training programmes are needed for them.



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- Employers' organizations/chambers can provide a useful forum for sharing of experiences on HIV/AIDS by their member industries. They can help in development of a coordinated response by facilitating industries pool in their knowledge and technical resources.
- Initiation of HIV/AIDS programmes does not require much of financial resources. It does call for mobilizing technical resources that can be obtained from NGOs/State AIDS control Societies and international agencies.
- For long term sustainability of education programmes, it is necessary to develop a cadre of peer educators within the enterprises. These can be selected workers/trade unions representatives, even some in the supervisory cadre, who can be trained to educate others on a continuing basis.
- Creation of a non discriminatory environment for HIV positive people including counseling of co-workers and families helps a lot in enabling them to cope with their status.
- Sharing and coordination of information and activities amongst the enterprises helps in advocacy and mobilization of technical resources.

This documentation has been an enriching experience. It goes on to prove that some enterprises in India have already shown the way.

We still have a window of an opportunity left to control the spread of epidemic in India provided we work collectively, and more importantly expeditiously. There is not time for complacency. The world of work can play a key role in this effort. It has to do so considering the fact that HIV hits hardest at the most productive segment of society, in the age-group 15-49. The ILO Project is attempting to strengthen the world of work response in India, working closely with the national government (Ministry of Labour and Health, through NACO), employers' and workers' organizations, enterprises, State AIDS Control Societies, UNAIDS and last but certainly not the least, People Living with HIV/AIDS.

Along with this documentation, we have developed a multi-media CD-ROM and an operational manual to provide step-by step guidelines for initiation of HIV/AIDS programmes from the level of enterprises. These products will hopefully help enterprises, and also the employers' organizations, develop concrete responses to HIV/AIDS.

We, at the ILO, stand committed to join hands with you in the fight against HIV/AIDS.

31 May 2002

S.M.Afsar
National Project Coordinator, ILO
New Delhi



"First and foremost, we believe in having an atmosphere of mutual trust between the Management and Workforce. A healthy workforce is the biggest asset for the Company which maintains high morale. We see this as the biggest long-term benefit for the Company.

Secondly, a healthy workforce means less of absenteeism that translates into better productivity, which could be ascribed to the success of the programme. Implementation of National Public Health Programme at the community level in ideal fashion will not only bring satisfaction of being an active partner in welfare but also serve as a replicable model for others."

Mr Madhur Bajaj,
Vice-Chairman, Bajaj Auto Limited

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About the Company

The Bajaj Group is a family led business of 27 companies with manufacturing interests in two- and three- wheelers, steel, domestic and industrial electricals, sugar and ayurvedic medicines. Bajaj Auto Limited (BAL) is the largest manufacturer and marketer of two- and three- wheelers in India. BAL has been in operation since 1960. An industry leader, BAL commands a 30.6 per cent market share in India with an annual turnover of US\$ 850 millions approximately for 2001-2002.

Employee welfare and an enabling and supportive work environment are integral to the company's philosophy of making the workplace a source of pride and creativity.

Mr. Rahul Bajaj is BAL's current Chairman and Managing Director while Mr. Madhur Bajaj is the Vice-Chairman. The senior management comprises a President supported by Five Vice-Presidents and 16 General Managers.

Ongoing Social Initiatives

BAL has been committed to its social and environmental responsibilities both within and outside the Company, reiterating that a happy workforce is a productive workforce. The Company promotes several welfare programmes for its employees, as well as programmes related to environment, health, education and rural development in the communities around the Plant areas, and in the rural communities.

The welfare programmes of the company are implemented through different mechanisms.

- 1 Employee welfare and care programmes managed by the Company's Department of Industrial Medicine and Hygiene, which carries out

- ▶ Medical examination of the employees apart from its regular duties of treatment in accident cases, emergency medical care, etc.

- ▶ Education and counselling of the employees in nutrition related health problems, family welfare programmes and HIV/AIDS prevention and control programmes.

- 2 Samaj Seva Kendra (SSK) set up by BAL in 1975 for the purposes of providing social services to the communities, mainly urban, around the Bajaj Plants in Akurdi and Nigdi townships. The Kendra implements

- ▶ Activities for overall development of communities, which include education, health care, sports, women's empowerment, etc. Since August 1999, SSK has become a part of JBGVS.

- 3 Janakidevi Bajaj Gram Vikas Sanstha (JBGVS) formed in 1987, is a registered charitable trust, under the Society's Act that implements rural development initiatives in 24 villages adjoining the locations of BAL factories in Pune and Aurangabad. The villages are in Khed and Marol talukas of Pune District and Paithan and Gangapur talukas of Aurangabad District. The villages are selected keeping in mind criteria like remoteness, backwardness and people's responses.

- ▶ Activities focus on improvement of natural resources, increased productivity of land, development of human resources, especially empowerment of women through education, health, sanitation and income generation programmes.

HIV/AIDS Prevention and Care at the Workplace

BAL recognized the seriousness of the spread of HIV/AIDS in 1992 when the media reports brought the problem to the forefront in India, and particularly Maharashtra, which was experiencing a rapid rise in HIV rates. BAL was quick to recognize future



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implications of this rapidly growing threat on the very fabric of the society, including the workforce and thereby the economy, particularly Maharashtra, which was experiencing a rapid rise in HIV rates. BAL was quick to recognize future implications of this rapidly growing threat on the very fabric of the society, including the workforce and thereby the economy.

With its long and outstanding history of commitment to social issues, its recognition of the impact of HIV/AIDS pandemic on its own workforce, and a sensitive and committed senior management, BAL launched HIV/AIDS initiatives through its Department of Industrial Medicine and Hygiene.

The activities started with creating awareness for and providing counselling to the employees. Integrating information on HIV prevention within its ongoing Family Welfare training and awareness programmes made it easier to introduce the sensitive issues to the communities.

The Department of Industrial Medicine and Hygiene actively partnered the initiative with other related departments such as Personnel/Human Resource Development, Finance and Administration; as well as through NGOs. These partnerships are discussed in detail, later in the documentation.

HIV/AIDS Prevention and Care Activities

The scope of HIV prevention and care activities was further expanded through information provision and counselling.

The Company formulated its strategy based on the National Strategy and Action Plan for HIV Prevention and Control of the Government of India. The activities were developed and are being implemented in partnership with the communities themselves, the employees, trade unions and NGOs.

The activities are carried out for all the staff at various levels. Emphasis is on workmen including drivers and other staff members, and bachelors from the Graduate Training Engineers, Diploma Training Engineers programmes who are in the vulnerable age group of 17-20 years. Programmes have also been carried out for casual/contract employees, and are also being designed and implemented for senior management staff.

1 Awareness Generation and Training

Awareness among the employees is created through various media including display and distribution of information booklets, brochures, pamphlets, handouts, etc. in



partnership with NGOs. Additionally, frequent Essay, Poster and Slogan competitions are held among the employees who participate in large numbers. Information on HIV/AIDS as well as the services available are included in the in-house magazine called "Safar".

Training programmes on HIV/AIDS commenced as early as 1992 by integrating them with Family Welfare Training Programmes. BAL



is a pioneer in initiating training programmes in the industrial belt of Pune. 245 such programmes have been conducted covering nearly 9,253 members. Each training session is for a day with half a day devoted to HIV/AIDS and the other half to Family Welfare.



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Each session has not more than 40 trainees either from the divisions, or from DTEs (Diploma Trainee Engineers) and GTEs (Graduate Trainee Engineers) training programmes as well as the couples. Special focus is on TTAs (Technical Trade Apprentices) who form a group of adolescents, usually with a rural background and who are exposed to the urban life for the first time.

The company has also successfully conducted Training of Trainers programmes for Union Leaders, Worker Teachers, and 'Gunawant Kamgurs' as the Peer Trainers. These individuals are trained to act as peer educators for other staff members and disseminate information on HIV/AIDS and available services.

Trade Union Members are also actively involved in the programmes. Recently the company has initiated a consultation process with the trade union members and leaders through a series of workshops on how to devise an "Action Plan" which will detail the focus areas, strategies and activities as well as other partners, for BAL's HIV/AIDS Prevention and Control Programme. This activity is still in progress.

2 Condom Distribution

Initially introduced as a Family Planning measure, the company provides free good quality condoms at its medical centre. However, positioning condoms as a disease prevention tool has been accomplished through awareness generation. Apart from providing information on use of condoms, the company is planning to introduce condom vending machines at strategic locations in order to enhance easy access and to increase use of condoms.

3 Voluntary Counselling and Testing for HIV

The company at no point promotes or implements mandatory testing either before or during employment.

However, voluntary testing for HIV is offered free of cost to all employees, at the company's medical centre. The tests are carried out by competent and well-trained doctors using state of the art syringes, which are easy to use as well as safe for the medical staff. Tests are carried out in the laboratory in line with the testing guidelines using Elisa and Western Blot Tests. Written consent is obtained from all the employees undergoing the tests.

The staff practise Barrier Nursing quite strictly, which includes use of plastic gloves while handling open wounds, use of disposable syringes, needles and proper waste management. Through peer educators, special attention is given to those who are identified as practising high risk behaviour. These individuals are then encouraged to visit the counsellor and the centre for voluntary testing and counselling.

Pre- and Post- test counselling is provided by professional, well-qualified and well-trained counsellors at the centre. Information on voluntary testing and counselling services is disseminated through peer workers.

Confidentiality of individuals who are diagnosed as HIV-positive is maintained. Since HIV-positive persons continue to work in the industry, it becomes important to disclose their status to a few restricted staff who work directly with the individual, i.e. the supervisor, who adjusts the work load of the individual who is positive; or persons in the HR and Finance section who are involved in reimbursement of medicines, tests and other care. These staff are sensitized to HIV/AIDS and issues related to being positive, before disclosure.



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Through counselling, individuals are encouraged to cope with their status of being positive and share the status with their spouses. However, the choice is always with the individual. If family members are aware of the positive status of the individual, then counselling is done with the family members present.

As the disease progresses, a close follow up is maintained through extensive counselling along with medical treatment to both individual and family at various stages of the infection.

4 Care and Support to People Diagnosed as HIV-positive

This is one of the prime follow up concerns of the company. As mentioned earlier, individual and family counselling is provided to the person with HIV. The counsellors at BAL provide support to the HIV - positive persons during hospitalization, and liaison closely with the doctors at the hospital ensuring access to services without any discrimination. Post-hospitalization assistance is also provided to the patients.

Restricted confidentiality is maintained of the status of the individual, with consent from the individual and by sensitizing those to whom the status is disclosed. Additional care is taken to ensure that other peers and staff do not discriminate against the person. The individual enjoys equal and similar privileges as the other staff, including access to facilities such as dining, etc.

Through the company's 'adjustment to work' policy, attention is given to the HIV- positive person by adjusting the workload in proportion to physical status and ability. The Human Resources/Personnel Division is sensitive and flexible regarding sick leave and work hours.

The company provides 80 per cent financial assistance to HIV-

positive individuals for hospitalization, drug management, laboratory investigations, etc. The company also makes a provision for access to AZT to HIV- positive persons.

Adjustment to work is a policy which the company follows to balance out continuity or to maintain the production cycle, with employee welfare. This is implemented with reference to workers who are sick, including those who are HIV- positive. This policy is also implemented when workers and staff have to undergo trainings either on self development or on social issues.

Crucial ingredients to implementation of a successful work adjustment programme, as followed by BAL, are close coordination with other divisions such as Personnel/HR and Senior Management/Supervisors; and sensitization to HIV/AIDS and other related issues. This helps to promote a non-discriminatory and conducive work environment.

5 HIV/AIDS Workplace Policy and Implementation

BAL was one of the few leading companies to have adopted and implemented a successful HIV/AIDS workplace policy in 1995. The policy clearly states the company's commitment towards protection of rights and welfare of employees through awareness generation; and non-discrimination of those with HIV either during recruitment, or at workplace or for promotion, training and access to other facilities and perquisites. The company does not carry out any mandatory testing either pre-employment or during employment.

It also ensures that employees have access to in-house diagnostic facilities while maintaining confidentiality, and provides other services such as counselling, condoms, STI treatment, etc. It also emphasizes the need to build partnerships and improve the knowledge base through linkages with national and international programmes and forums. This policy is disseminated widely



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amongst all the employees through informal and formal mechanisms.

BAJAJ AUTO LTD.

HIV / AIDS

PREVENTION & CONTROL POLICY

Bajaj Auto believes that employees with HIV/AIDS should not be discriminated against at work and are entitled to the same rights and opportunities as people with other serious or life threatening illnesses.

We believe in actively creating awareness at various levels through formal and informal education. Further, employees are encouraged to utilize the in-house diagnostic facilities for HIV detection on purely voluntary basis as also to take recourse to the Condom Distribution Centre.

While maintaining full confidentiality about HIV- positive status, we offer care at all levels through counselling, family visits and support services including financial help.

We believe in a dynamic interaction with Government bodies and NGOs at national and International level with a view to constant up-dating and coordination of HIV / AIDS control strategies.

Mr. Madhur Bajaj,
Vice-Chairman

6 Integrating HIV/AIDS Activities with Other Ongoing Community Activities

BAL has made efforts to link HIV/AIDS prevention activities with

other outreach programmes through Samaj Seva Kendra and JBGVS. Trained and competent resource persons from other organizations and NGOs such as Prayas, NARI etc. as well as staff from the Department of Industrial Medicine and Hygiene conduct awareness and training sessions.

These sessions are carried out with communities - both urban and rural - surrounding the Bajaj plant; with 'Mahila Mandals'; health clinic attendees; couples; adolescents. HIV/AIDS information and services are integrated with other programmes such as Family Welfare, education, women's empowerment, etc.

> Advocacy Initiatives

BAL has been active in promoting and advocating HIV/AIDS workplace interventions. BAL is a part of the Indian Business Coalition and campaign for HIV/AIDS Prevention and Care. Mr Rahul Bajaj, BAL's CEO and MD is the founder member of the Prime Minister's National Business Trust for HIV/AIDS Prevention and Care Activities set up to boost the business sector's response to HIV/AIDS.

Vice-Chairman of BAL, Mr Madhur Bajaj, is the Chairman of the National Population and the Health Committee of Social Development and Community Affairs (SDCA) of the CII (Confederation of Indian Industries). He has been actively involved in the CII programmes related to HIV/AIDS and was instrumental in designing and the launching the HIV Intervention Workplace Policy and the Social Code of Conduct to be adopted by the CII members.

> Key Partnerships

BAL recognizes 'partnership building with other stakeholders' as a key to successful implementation of activities.



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Partnerships have been built with the communities, staff and trade union leaders and members for developing and implementing activities. NGOs such as Prayas, Health Plus and research institutions such as NARI based in Pune, extend programme implementation support by providing information materials, and acting as resource persons for programmes.

BAL is also an active member of the Technical Resource Group set up by the National AIDS Control Organisation (NACO) of Government of India at VV Giri National Labour Institute, Noida. BAL also collaborates with CII and international agencies such as ILO, UNDP, WHO for developing national responses and strategies for workplace interventions and reaching out to the unorganized sector; for updating BAL's own technical base; as well as for experience/information sharing with other corporate houses and businesses for building their capacities. BAL proposes to further strengthen partnerships with State Government agencies including State AIDS Control Societies.

Key Strengths

- Committed, supportive and aware Senior Management
- Involvement of staff members as Peer Educators/Influencers for behaviour change and referrals.
- Involvement and active participation of the trade unions within the company as peer influencers, as well as in the communities. Designing of HIV- related activities with suggestions and involvement of Trade Union members through workshops and small group sessions.
- A well-drafted HIV/AIDS Prevention & Control Policy. The policy promotes an enabling and supportive environment for HIV- positive people while discouraging mandatory testing for recruitment and employment.
- Awareness programmes backed by quality medical services including Voluntary Testing and Counselling Services. Medical professionals practice barrier nursing methods strictly.

- Care and support to HIV- positive employees by facilitating a :
 - ▶ Non- discriminatory work environment through sensitization of related staff members, senior management;
 - ▶ Supportive policies including medical reimbursements including provision for AZT work adjustment; counselling and voluntary testing and no mandatory testing for either recruitment or for any other employment related activity.

Key Lessons

- Overall philosophy and policy of the company and social commitment to welfare of the employees play a critical role in integrating HIV/AIDS activities.
- Integrating HIV/AIDS within ongoing social and development initiatives help gain acceptance and attention of the communities. Initial integration with family welfare activities of the company helped gain acceptance of employees and the management.
- Coordination between various departments (including medical and welfare, Personnel/Human Resources, Finance and Administration) within the Company helps in implementation of the policies.
- Implementing activities along with communities, NGOs, Research Institutions, Central and State Government, International Multi-lateral Agencies, helps to provide a holistic and quality package of services (such as Behaviour Change Communication (BCC), condom distribution, training, etc.) based on comparative advantages of each organization.
- Effective linkages with the national, state and local frameworks and action plans for technical collaborations to develop effective activities and strategies as well as to conduct advocacy with other business houses and groups.

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Employees' State Insurance Corporation (ESIC)

"As prevention is better than cure, greater emphasis should be given to IEC activities. Awareness is key to prevention, so awareness, and sensitization programmes have to be charted out in a manner so as to reach all the segments of the population covered by ESI scheme"

Extracted from project proposal submitted to NACO

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About ESIC

The Employees' State Insurance Corporation (ESIC) Scheme was initiated on February 24, 1952 at a time when the development of industry in India was still in a nascent stage. The scheme was initially launched in Delhi and Kanpur.

ESIC in India is an integrated social security system tailored to provide social protection to workers and their dependants in the organized sector, in contingencies, sickness, maternity and death or disablement due to an employment injury or occupational hazard.

The ESI scheme is mainly financed by contributions raised from employees covered under the scheme and their employers, as a fixed percentage of wages. Employees of covered units and establishments who earn wages upto Rs.6,500 per month come under the purview of the scheme for social security.

The employees covered under the scheme are entitled to medical facilities for self and dependants. They are also entitled to cash benefits in the event of specified contingencies resulting in loss of wages or capacity.

The scheme covers nearly 86 lakh employees and the total beneficiaries are over 232 lakhs. There are about 2 lakh factory units covered under the scheme.

HIV/AIDS Prevention Initiatives

Those who are covered under the ESI scheme are entitled to two kinds of benefits - (a) medical benefits, and (b) cash benefits. The ESI scheme provides medical services through a vast network of service outlets comprising 140 hospitals, 43 ESI Annexes, 1453 ESI dispensaries, 327 diagnostic centres and 5 occupational disease centres. The HIV/AIDS prevention initiative grew out of

the National AIDS Control Organization (NACO) meeting presided over by Shri. J.V.R. Prasada Rao, Additional Secretary & Project Director, Ministry of Health and Family Welfare in 1998 where he suggested that the vast network of ESI could provide a potential platform to initiate an HIV prevention programme especially since it was providing medical facilities and social security to employees in various sectors. He requested ESIC to submit a proposal to NACO for project funding on HIV/AIDS prevention initiatives.

A project coordination committee was formed in 1998 and in September 1999 a project proposal was presented to NACO for approval and funding. The main objectives of the project were as follows:

To reduce HIV infection amongst ESI beneficiaries by

- ▶ Reducing spread of HIV in poor, marginalized populations at highest risk of HIV infection, especially, migrant workers and industrial labourers
- ▶ Reducing the spread of HIV among populations at lower risk of HIV specially family members of the beneficiaries, ESI staff members, antenatal mothers, women IPs (Insured Persons), young executives, blood donors, etc.

To strengthen the capacity of ESIC to respond to long-term challenges presented by HIV/AIDS/STIs by

- ▶ Strengthening the impact and technical, managerial and financial sustainability of ESIC programmes by devolution of AIDS activities at various levels in the organizational setup.
- ▶ Building capacity for provision of community-based care to People Living with HIV/AIDS (PLWHA) and cost-effective treatment for various opportunistic infections.
- ▶ Promoting inter-sectoral links with State AIDS Control Societies, Voluntary Agencies, other Ministries, Women and Child Health Programmes, Tuberculosis Control Programme, etc.



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Project Implementation Team

The Project Director based in ESIC headquarters in Delhi manages the HIV/AIDS Prevention Project. The project team comprises of a blood banker, a microbiologist and a general physician. At the state level the respective ESI Directorates manage the programme. Usually a senior medical practitioner who acts as the nodal officer to implement the programme, manages the activities of hospital and dispensaries. The State level Directorates implement their programmes independently under the guidelines provided by NACO.

1 Reducing the spread of HIV in poor, marginalized populations at highest risk of HIV infection

Improved Care for Sexually Transmitted Infections (STIs) and management and strengthening of diagnostic facilities through

- ▶ Baseline assessment of existing Sexually Transmitted Diseases (STD) services. Strategy development and intervention.
- ▶ Training in Syndromic Management for dispensary doctors.
- ▶ Training of health workers.
- ▶ Improvement of referral services.
- ▶ Establishment of STD clinics along with counselling services.
- ▶ Strengthening of diagnostic facilities along with HIV testing.
- ▶ Screening for VDRL during ante-natal care (ANC).
- ▶ Ensuring availability and distribution of medicines across all ESI Hospitals and dispensaries.
- ▶ Evaluation of Syndromic Management protocols.
- ▶ 42 STD clinics are under various stages of completion which are likely to be commissioned soon.

Improved condom accessibility through

- ▶ Developing policy regarding procurement, storage and distribution of good quality condoms in ESI establishments through the Family Welfare Department.
- ▶ Increasing the number of outlets for distribution of condoms in all ESI hospitals and dispensaries and maintaining regular supply of condoms.
- ▶ Conducting Information, Education and Communication (IEC) campaign for effective use of condoms. Evaluating the activities for condom promotion on a regular basis.

Building capacity of service providers including

- ▶ Basic assessment of training needs
- ▶ Preparation of group specific training modules/courses with assistance from NACO and State AIDS Control Society (SACS) experts.

The training programme comprises training of trainers and covers doctors, nurses, paramedics, peer educators, etc. So far the project has trained over 3000 service providers

2 Reducing the spread of HIV in populations at lower risk of HIV

IEC activities for ESI Beneficiaries at Low Risk including baseline assessment and development of IEC programmes for STI/HIV/AIDS awareness, safe sex practices, condom promotion, STI presentation, voluntary testing.

Under the IEC activities separate programmes for women IPs and antenatal mothers are envisaged.

Improved STI care and management similar to that for high risk and marginalized populations.



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Devolution of AIDS activities to local level by

- ▶ Integrating AIDS control activity with RCH, Family Planning, National Tuberculosis Control Programme
- ▶ Coordination and collaboration with STD/antenatal clinics
- ▶ Evaluation and treatment of patient's contacts
- ▶ Procurement of condoms for family welfare and STI/HIV control
- ▶ Integration of STI, TB and HIV/AIDS training to medical and paramedical staff with emphasis on syndromic approach to STI

4 Building capacity for provision of low cost community care for PLWHA

Developing hospital and dispensary-based care through

- ▶ Training of doctors, nurses, health workers and other paramedics
- ▶ Provision of sufficient protective devices and consumables and treating facilities in the hospitals for PLWHA
- ▶ Counselling

Home based care through

- ▶ Coordination from dispensaries in the area
- ▶ Counselling and training to spouse/family members of PLWHA
- ▶ Assistance for formations of self help groups.

Cost effective treatment of Tuberculosis (TB) and other opportunistic infections through

5 Promoting intersectoral linkages with public, private, voluntary sectors

Establishing intersectoral collaboration through

Setting up a mechanism for involving NGOs in project activities.

- ▶ Effective collaboration with partners like large organizations, trade unions, employers' organizations in private and voluntary sectors
- ▶ Coordination with a range of workplace prevention programmes
- ▶ Linkages with other national programme

As a part of the collaborative efforts, ESIC has put up stalls in exhibitions organized by other government departments, for example, "Perfect Health Mela" organized by the Mahanagar Telephone Nigam Limited (MTNL).

ESIC also observes World AIDS Day during which various activities for dissemination of information are organized. Large displays containing information on HIV/AIDS are put up for the people visiting the stall and handouts providing basic information are distributed.

Problems Encountered and Future Strategies

The programme has not taken off as planned. There have been reporting problems from many State level ESICs, especially those under the State Government (e.g., Bihar, Kerala, Orissa). Due to irregular submission of accounts, proper flow of funds has not been ensured. This has also affected the programme functioning and future funding commitments.

ESIC functions in a decentralized manner. At the Regional and State levels the activities are administered and managed by the respective Directorates of the State Governments. This has direct implications for the successful implementation of the HIV/AIDS Prevention project. Since the State level programmes are independently run there is no control over the initiatives/activities pertaining to HIV/AIDS prevention.

The project progress activities are currently being monitored by a system developed by NACO.



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The project feels that much work needs to be done in the area of discrimination in provision of medical treatment to HIV infected. Concrete efforts need to be taken to remove the stigma, and care and support need to be further strengthened. So far the efforts of the project have been focussed on reaching out to the medical community; it is high time that the project develops a strategy to reach out to the general population as well. The project understands that it is difficult to bring about change in the sexual behaviour of individuals; however, with effective awareness generation a change in risk taking behavior could be achieved that will contain the spread of the virus.

The project has taken the initiatives to collaborate with the Confederation of Indian Industries (CII) and Punjab Haryana Delhi Chambers of Commerce (PHD). Negotiations are on with NACO for future funding on the lines of the activities carried out so far by the project. A new project proposal based on the achievement and activities initiated are being put up before NACO.

Key Strengths

- The entire ESIC staff, including paramedics are aware of the HIV/AIDS Prevention Project.
- A strong network of hospitals and dispensaries reaches out to every community in the country.
- All ESIC hospitals are equipped with Post Exposure Prophylaxis facilities to deal with any accidental exposure to HIV infection.

Key Lessons

- Due to the HIV/AIDS Prevention Project the levels of awareness among ESIC staff have increased.
- By instilling confidentiality and sympathetic counselling of professional blood donors, ESI is avoiding donors with

risky behaviour, who increase the spread of HIV infection through blood transfusion.

- Effective awareness through IEC has generated a demand from the beneficiaries to know more about HIV/AIDS and more people are coming forward for voluntary HIV testing.
- Since the current project team consists of medical doctors there is a need to have committed professionals to implement the programme at the national and State levels.
- Factory workers, hotel employees, employers, family members of employees, management staff, medical doctors and paramedical staff need special attention as ESI beneficiaries.
- The facilities at ESI institutions should be strengthened for diagnosis, management and rehabilitation for STI/HIV/AIDS cases.

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GlaxoSmithKline Pharmaceuticals Limited

"The HIV/AIDS pandemic is a major cause of concern and any activity to prevent or control it will go a long way in slowing the progression of the disease across the globe. HIV infection can result in loss of health and productivity of the patient. By contributing towards the cause of HIV prevention and control, especially at the workplace, the company enhances the quality of life of its employees and they in turn can ensure higher productivity for the organisation"

Mr. N.Y. Sanglikar
General Manager,
Corporate Communications,
GlaxoSmithKline, India

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> About the Company

GlaxoSmithKline (GSK) Pharmaceuticals is India's premier pharmaceutical company with an enviable market share of over 7 per cent. A household name in health care and a leader in veterinary products and laboratory chemicals, it has maintained its position for the past two decades.

Until September 30, 2001, the company's turnover was Rs. 818 crores with a profit after tax of Rs. 84 crores.

It has total staff strength of about 5000 employees. Mr. V. Thyagarajan is the Vice-Chairman & Managing Director for the India operations.

Being a pharmaceutical company, it is committed to fighting disease with safe and effective medicines, which match the consumers' expectations of quality, service, value and safety through constant innovation.

The company's overall mission is to improve the quality of human life by enabling people to do more, feel better and live longer.

> Social Initiatives

GSK has been committed to its social and health related activities since 1977. Good Corporate Citizen is a core value of GSK, which is defined by the company in terms of

- being proactive in improving the environment;
- participating in and contributing to the well-being of the local community;
- actively contributing to the national priorities in health and safety.

As a part of GSK's commitment to improving the environment, preventive health and development of local community, it has initiated various programmes by building effective partnerships with local NGOs, governments, and communities. The programmes address the above-mentioned issues with an active involvement of communities as peer leaders/members, in order to promote sustainable development and self-reliance. GSK has won many accolades for its social initiatives and programmes.

These activities are implemented through coordinated projects on urban community development, rural development, disaster relief, employee development, workplace initiatives, medical fraternity initiatives etc. Preventive health messages and information are mainstreamed within these overall development activities. Some health messages mainstreamed into the public arena through active campaigns, advertisements, exhibitions, posters, publications and booklets.

The welfare programmes of the company are implemented through the Corporate Communications Department, based in Mumbai which is the India Headquarters. The activities are coordinated and implemented by highly trained professionals and staff at the unit and the department.

The Department actively seeks partnerships of other related departments such as Marketing, Human Resources and Personnel, within the company.

The Corporate Communications Department makes constant efforts to involve company employees in contributing their time and expertise and other skills towards the various developmental programmes.



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HIV/AIDS Prevention and Care Activities at the Workplace

GSK recognized the impact of HIV and the seriousness of its spread, in 1991 and launched many awareness initiatives. Globally, it launched its fight against HIV/AIDS through its programme called "Positive Action" in 1992. This is the company's long-term, international programme of HIV/AIDS education, care and community support. The elements of this global programme are adapted and implemented by country offices.

Implementing various activities on HIV/AIDS prevention was natural and easy for the Company, given its vision and mission.

The three-pronged strategy for HIV/AIDS prevention and control, adopted by GSK includes:

- 1 Initiatives for the general public including awareness and prevention messages and access to drugs.
- 2 Initiatives with the medical fraternity as they are the prime 'change agents' on issues of health.
- 3 Initiatives for its own employees through workplace interventions.

HIV/AIDS Prevention and Care Activities:

Initiatives with the General Public

Awareness Generation and Training

- ▶ GSK's Corporate Communications staff in association with NGOs, schools, colleges, and other business houses carries out awareness building talks and discussions. In the past five years, the company has conducted more than 50 awareness sessions. GSK has also conducted awareness sessions for the

Nashik Police Department. Talks and exhibitions have been organized for forums such as the National Institute of Personnel Management (NIPM).

- ▶ Various audio-video materials have been developed by the Company on aspects of HIV/AIDS such as a short video film on "Human Face of AIDS", which has been produced in four major languages and screened at different fora.
- ▶ Recognizing the value of print media and public information, the Company launched a unique AIDS awareness campaign in 1996 in leading newspapers. This campaign was the first of its kind in India and provided readers with preventive and care related information on HIV/AIDS through questions and answers. These questions have been further compiled in a booklet and are being widely disseminated.



- ▶ The Company has sponsored many events such as 'Melas', which comprise street plays, and competitions on HIV/AIDS issues organised on occasions such as World AIDS Day.
- ▶ Information through booklets, leaflets, etc. which are produced by the Company, are disseminated through its networks of Medical Representatives and Stockists.
- ▶ GSK launched a month-long public campaign in 1999 in five leading theatre houses of Mumbai on the issues of mother to child transmission and community acceptance of HIV-positive people.



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► A unique and innovative initiative for counselling and information dissemination, is the 'Company's 24 hour help-line called the "Glaxo AIDS Helpline" that was launched in October 2000. Highly trained and professional staff run this helpline by providing information and counselling to callers from 10 a.m. to 9 p.m. Since its launch, approximately 8000 phone calls have been answered by the counsellors. Thereafter the callers can obtain basic information on HIV/AIDS issues, through a comprehensive interactive voice response that is operational from 9 p.m. to 10 a.m. available in Hindi, English and Marathi. The helpline focuses on various aspects related to general awareness, prevention and care, psychosocial support for HIV-positive people and information on post-exposure prophylaxis for doctors and healthcare workers.

Talking can be therapeutic...



Call us. Together, let's shatter myths,
let's conquer fears, let's talk about AIDS

The Company through active advertisements, ensures access to and use of this facility. Advertisements are placed in major suburban trains, radio programmes, newspapers, popular magazines, through posters and word of mouth. Advertisements are designed in different languages to ensure that they reach all sections of the community including the medical professionals.

This project was designed to provide immediate, complete and

factual information to the general public, supported by counselling. It aims at addressing various existing myths, misconceptions and prejudices related to issues of sexuality and HIV/AIDS. By remaining anonymous, the caller can speak at length about his/her fears, misconceptions, doubts etc. The highly trained staff provide counselling and further referrals if needed.

Care and Support to People Living with HIV

GSK believes in facilitating a non-discriminatory and enabling environment for those living with HIV. This is done by providing information, and addressing prejudices and attitudes of the general public and medical professionals. GSK also actively reaches out to people living positively through their networks, including families, as well as service providers - counsellors, doctors etc. Being a pharmaceutical company, GSK also contributes to the national priorities of health care access for HIV-positive individuals through its basic business of access to drugs.



► In 1998, Glaxo launched a special media campaign focussing on the concerns of HIV-positive people. The campaign featured four advertisements emphasizing a positive and non-discriminatory attitude towards HIV-positive individuals. The campaign dealt with



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the issues of discrimination, loneliness, fears and anxieties of the positive person, in a sensitive manner.

Many people living with HIV approached the company for further advice, referrals and guidance.

The campaign won the First Prize in 1999, in the category of Social Responsibility Communication, by the Association of Business Communicators in India. It also won the 1999 Global Award and the Finalist Certificate from the International New York Festival.



► Glaxo produced a 20 second spot film on HIV-positive children in 1999. This film deals with the issue of HIV affecting children in India, in an informative way. This film was screened on Zee Television.

a. "Living with HIV" was published by the Company in 1999, which provides basic information to HIV positive individuals and their families on treatment, care and related disease management issues. The booklet also provides a directory of service providers including counsellors, doctors from whom the positive individuals can access treatment, counselling and care in a non-discriminatory manner.

b. Access to drugs for persons living with HIV/AIDS: GSK plc offers renewed hope to individuals with HIV through a range of anti-retrovirals manufactured and marketed by the company. Through its constant research endeavours, efforts are made to constantly refine and discover newer therapies as more



• The story of death, pain and separation.

• They receive lots of emotional support and help.

• They are given regular medical check-ups and are advised to take medicine.

to be tested in the future. But it is a good idea to have a test.

This booklet says, it is advisable to discuss these matters with your religious priest. All these can affect the person's faith.

What do you tell?

It is important that you share very carefully about having your HIV status. There is a risk of misunderstanding that HIV and AIDS is a death sentence.

One of the best and most difficult decisions you may have to make is when you will tell your partner or other people. Being honest is probably the most caring and best advice they can give and a responsible one. From some of the stories of having HIV, it is particularly important to practice what you say and to be honest about your partner's status and not to tell others about your partner's status.

Remember that you should never tell anyone about your status. The only person it may be wise to tell is your doctor. They will help you to decide if and when they may need to know so that they can give you the best advice. The decision can only be made by you. Remember, it will not only be your life that is changing, but also the world.

Coping with prejudice

People with HIV infection can only live in spite of the likelihood of having the illness. They may face with prejudice, stigma and discrimination from family, friends, or the workplace and pressure from the medical community. The secret from this job is to maintain and care your body, the customer service. Remember, most prejudice, stigma, discrimination and the worst people experience HIV/AIDS is for fear. They are not in the business.

In the workplace

When you have HIV, if you decide to tell your employer, you are HIV positive, you should be allowed to continue working exactly as before. You should not be treated as if you are different. You are right to be protected from discrimination because of prejudice, or stigma, or fear. There is no need to tell anyone unless you wish to do so.

Keeping fit

If you are fit, you have a big future after you have been told that you are HIV positive. Stay fit and active. Regularly exercise, eat healthy food, get plenty of rest, and keep your immune system strong. It is important to take care of your body.

information is revealed on the structure and nature of the virus. Retrovir is the most widely studied and used drug for prevention of Mother to Child transmission and even today Combivir is the cornerstone of treatment of HIV. However, GSK firmly believes that access to drugs is not the only component for care of the positive person. Infrastructure for constant testing i.e. monitoring of viral load, treatment of opportunistic infections etc also include a high cost which needs to be looked at. For some developing nations, GSK has reviewed its pricing policy for the Anti Retroviral Drugs and has brought its prices down to almost one-tenth of its marketing price in other countries and regions.



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2 Initiatives with the Medical Fraternity

The Company has been proactively focussing on broadening and strengthening its partnerships with the medical fraternity through organization of conferences and awareness generation workshops, sponsorships, audio-visual materials, etc. Strategic partnerships have been forged with the aim of addressing information gaps, misconceptions, attitudes and beliefs of medical doctors on treatment and care issues related to HIV/AIDS. These forums and discussions facilitate provision of non-discriminatory medical services for HIV/AIDS care and management.

- ▶ Glaxo has participated and supported various symposia and meets for medical professionals. These include the First National Conference on Perinatal HIV and Paediatric AIDS in November 1998 and 1999; National Update on HIV/AIDS in 1999; and Conference on Effective Strategies for Prevention of HIV from Mother to Child, organized by TN MGR Medical University, Chennai, 1998, 1999 and 2000.
- ▶ Glaxo has played a key role in providing a platform to medical doctors to come together and share information, experiences, and a network. In February 1999, Glaxo facilitated formation of a forum called Glaxo Welcome Academic Initiative for Positive Action (GWAIPA) with three chapters in India - Mumbai, Chennai and Bangalore. Through this, a series of Continuing Medical Education (CME) programmes have been organized for doctors and health care workers at various locations in the country. In 1999, Glaxo also took the lead role in catalyzing the formation of AIDS Society of India (ASI), a single national body of medical experts actively working on HIV/AIDS. The Company has supported SHARE training programmes jointly conducted by International AIDS Society and ASI on training of medical professionals on HIV management.

- ▶ Educational posters and audio-visual materials have been produced and disseminated by the Company as tools for facilitating information sharing and discussions. A set of educational posters and leaflets on Post Exposure Prophylaxis (PEP) management and 'Universal Precautions' for health care workers were distributed in major institutions and polyclinics. The company has also produced a 20-minute film, "Living off the Cliff" dealing with HIV-positive patients, provision of Anti Retroviral Treatment, acceptance of HIV-positive patients, etc. The film is disseminated primarily through the CME events.

The Company has pioneered the preparation of HIV/AIDS teaching aids comprising 72 slides and text scripts to assist doctors and teachers in imparting information and trainings.

3 Workplace Interventions within the Company

- ▶ Corporate Policy on HIV/AIDS: GlaxoSmithKline in India adopted the Company's global policy on HIV/AIDS in 1995-96. Discussions on updating it further are currently under way. This policy has been disseminated widely to all the employees through circulars.

The policy very clearly outlines the Company's commitment towards provision of a non-discriminatory environment to individuals infected with HIV and protection and respect of their human rights.

With this firm belief in an HIV-positive individual's contribution, the policy outlines the need to treat him or her in the same non-discriminatory manner, as any other progressive or debilitating illness, with all the support that it entails.

The policy advocates against testing for HIV status as a pre-requisite for employment or continuing employment including pre-overseas travel or pre-expatriation medical assessments.



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GLAXO SMITHKLINE POLICY ON:

Human Immunodeficiency Virus (HIV) & Acquired Immune Deficiency Syndrome (AIDS)

GlaxoSmithKline has a policy of non-discrimination towards individuals who have, or may become infected with the human immunodeficiency virus (HIV) and who subsequently may go on to develop Acquired Immune Deficiency Syndrome (AIDS). The company recognizes that someone with HIV and AIDS, like anyone with a potentially progressive illness, will usually be able to continue making a valuable contribution to the success of the business for many years following diagnosis.

The key elements of the policy are:

- Approach individuals who have HIV and AIDS in the same manner as those with any other progressive or debilitating illness; with all the support that this entails.
- Maintain confidentiality at all times. Breach of confidentiality will be treated as a disciplinary matter.
- Discrimination, in any respect, against anyone who is HIV positive or who has AIDS will not be tolerated.
- The provision of health information for all employees on the human immunodeficiency virus and its effects.
- Not to test for HIV status as a prerequisite for employment, or continuing employment.

As an organization involved with biomedical research on HIV/AIDS, the policy additionally and clearly underlines the fact that HIV testing will not be carried out on employees engaged in research with HIV unless it takes place after full and open discussions by all parties and is always voluntary. It also requires the Company to obtain a prior and informed consent followed by counselling by a professional, of individuals, whose blood is drawn for research purposes.

It also defines the role and responsibilities of management for implementing the policy guidelines as mentioned above.

- ▶ The Company supports employees with serious illness, by providing special leave with half pay for up to a year and a half. This is applicable to individuals living with HIV/AIDS also. Regarding the work adjustment, on the recommendation of the company doctor, the employee may be given work that is physically less demanding.
- ▶ Trainings and awareness programmes for the staff are conducted frequently. Staff from the Social Work Unit actively engages in discussions, lectures, with the staff members. Information is also disseminated through posters, exhibitions on events such as the World AIDS Day. The Company encourages participation of other experts from the field, from the NGO sector and medical professionals, to provide information and address misconceptions.



Advocacy Initiatives

In keeping with the Company's commitment to developing social responses, Glaxo participated in a seminar of leading business houses in Mumbai, which



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resulted in formation of a participatory body called "Industry's Response to AIDS" (IRTA) comprising 13 representatives from the large corporate houses and unions. It has developed partnerships with various other corporate houses and facilitated exchange of information and experiences. Personnel from Glaxo along with L&T and Mahindra and Mahindra, were involved in designing and writing an HIV/AIDS policy guideline for Indian industries. "Corporate Response to AIDS: Policy Guidelines" in partnership with Bombay Chamber of Commerce and Industry (BCCI).

GSK has been able to sensitize and advocate to the media through their various press campaigns, social messages and advertisements.

GSK has been extending support to other Corporate and Business Houses by conducting awareness programmes and discussions.

Key Partnerships

GSK has built partnerships with the communities including youth groups, and NGOs such as Samvedan, Oasis, Swayamsiddha, Salvation Army, HIV/AIDS Information and Guidance Centre for developing and implementing outreach and community-based activities.

Active participation is also sought from the Company's other departments such as Marketing, Human Resource Development and Personnel, along with communication agencies such as XIC, SOMAC for developing effective public campaigns against HIV/AIDS, as well as developing print and audio-visual materials.

The Company proactively partners government institutions such as Maharashtra State AIDS Society (MSACS); the Mumbai District AIDS Society (MDACS); the State Health Services Department for conducting various awareness campaigns and events. It has also actively partnered with National AIDS Control Organisation

(NACO), Government of India along with UNAIDS, and UNICEF to participate in the feasibility study for prevention of mother to child transmission by providing subsidized drugs.

The company has partnered various medical institutions and hospitals, including agencies such as UNAIDS and Rotary International, to facilitate events and platforms for medical professionals.

Key Strengths

- Commitment and support from senior management at the global and local level helps in developing effective programme strategies and activities.
- The audio and video materials produced in English as well as local languages, with sensitive information on attitudes towards HIV/AIDS and the persons living with HIV/AIDS, facilitates an enabling environment. Different materials are produced for different target groups.
- The company has been able to effectively use its networks of medical representatives and stockists, to disseminate publications and audio-video materials to institutions, service delivery centres and the general public.
- Facilitating access to non-discriminatory treatment by tapping into networks of medical practitioners has proved to be an effective strategy.
- Initiatives to support non-discriminatory services to people with HIV/AIDS links information dissemination with service delivery. This includes sensitively designed media campaign, information booklets, etc., along with publication of a directory of services as well as booklets providing information for coping with the status.



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- A well-defined policy on HIV/AIDS prevention at the global level, adopted by the Company provides consistency in policies and messages for the Company. As an organization involved in biomedical research, the policy highlights the ethical and human rights vis-à-vis testing and samples.
- Designing, implementation, and monitoring of various activities by professionally qualified staff of the Company enhances and ensures quality of services.

> Key Lessons

- ▶ A comprehensive outreach programme should include awareness talks, exhibitions, wide dissemination of audio-video material and use of print media. Setting up of an AIDS helpline has also helped to reach out to the general public and address any myths, gaps and misconceptions.
- ▶ Advocacy and partnerships with stakeholders including communities, NGOs, research institutions, Central and State Government, international multilateral agencies and other business houses, is crucial for successful implementation of activities and advocacy.
- ▶ Implementation of activities, both information dissemination and service provision can be expanded through networks such as Medical Representatives and Stockists, Private Practitioners.

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LARSEN & TOUBRO LIMITED

L&T PLEDGE

WE L&T-ITES, HEREBY PLEDGE TO

-DO OUR BEST TO SPREAD
AWARENESS ABOUT HIV/AIDS.

-WE COMMIT OURSELVES TO BE PARTNERS IN
THIS ENDEAVOUR TO DISPEL FEARS AND
MISINFORMATION ABOUT AIDS.

-WE CONSIDER IT OUR DUTY TO PROVIDE
WARMTH AND CONCERN TO THE UNFORTUNATE
VICTIMS AND THEIR FAMILIES,

-WE SHALL CONSTANTLY STRIVE TO WORK
WITHIN OUR AVAILABLE RESOURCES TO MAKE
OUR COMPANY, OUR COUNTRY AND THIS WORLD
A SAFE AND HEALTHY PLACE
FOR OUR FUTURE GENERATION.

Mr. A.M. Nalk, CEO, L&T

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About the Company

Larsen & Toubro Limited (L&T) is one of the largest groups of companies in the private sector in India, which has multi-dimensional engineering capabilities, since 1938. It is a technology-driven company with leading edge capabilities in fields related to infrastructure and basic industries, namely, engineering and construction, cement, electricals and electronics, and construction equipment.

Mr A.M Naik is its current CEO and Dr Usha Krishna its Medical and Welfare Advisor.

The sales of the Company for the year 2000-01 touched Rs.8035.09 crores and net profit was Rs.338.70 crores before tax.

It has manufacturing facilities in 20 locations in India with over 26,000 employees in all its factories and establishments.

Ongoing Social Initiatives

Social welfare responsibility has been one of the prime concerns of the Company. L&T is committed to growth in consonance with the ecology and the needs of the communities it serves.

However, the activities are not limited to employee welfare only, and have been extended to cater to the overall well-being of the employees, the working community as well as the family.

L&T has activities for employees and their communities in the areas of Population Control, Community Development, Income Generation, Literacy and Education, Preventive Health, Maternal and Childcare, Tuberculosis and Leprosy Control, Environment Issues, Substance Abuse and Addiction, and Agriculture. There is an established and dedicated infrastructure for medical and welfare

services including hospitals at all factory locations in India. Additionally, there is a well-equipped diagnostic centre for speciality consultations for employees and their families in Mumbai. Activities related to reproductive and mother and child health programmes are provided free of cost to the community.

The welfare programmes of the Company are implemented through various mechanisms with employee and community participation being central to all. Key implementation strategies and approaches include

- ▶ Peer based programmes
- ▶ Training of Trainers
- ▶ Community mobilisation
- ▶ Networking with other service providers
- ▶ Volunteering by staff and their families

Local units and factories implement activities at the local levels. The Department of Medical, Health and Welfare services with its highly trained and professional staff provides need based assistance to these units and factories in designing policies, need based programme strategies and activities and overall guidance; monitors the progress of their activities; supports recruitment, and also provides technical support in devising systems for collecting information and reporting.

The project activities are further coordinated at the local level, by the Occupational Health Services Department of all branches and locations and implemented through their employees, trade union members and the families/wives of the employees.

HIV/AIDS Prevention and Care at the Workplace

L&T recognized the impact of HIV and the seriousness of its spread, way back in 1985. Based on the available epidemiological and demographic data for Mumbai, it was one of the first companies to acknowledge the need to work with the young



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population (18-35 years), since they were the most vulnerable populations and also comprised the productive workforce of the Company. Prevention and information dissemination were seen as the key strategies in the absence of any medical cure for HIV as also poor access to information and health care services in general in India. Initiating HIV prevention activities was thus seen as benefiting the employees, their families and communities, and hence the Company, in the long run. Awareness programmes were initiated in partnership with an NGO - DKT International that provided the necessary technical support including information, training etc.

Implementing and integrating activities on HIV/AIDS prevention with its workforce was comparatively easy for L&T, given its sensitive and aware top management and commitment to social issues and development, as stated in the vision statement.

With this approach and support from the senior management, L&T, in 1985, was one of the first few Corporates in the country to launch HIV prevention activities with a long-term view and strategy for the employees, their families and the community at Powai.

> HIV/AIDS Prevention and Care Activities

One of the initial responses of the company was awareness building and sensitization of staff, with the help of professionally trained social workers.

The scope of HIV prevention and care activities was further expanded from information provision to training, counselling, and effective networking to work towards discrimination free environment and a productive, healthy workforce.

1 Awareness Generation and Training

Awareness among the employees is created through various media and in partnership with various NGOs. The mechanisms used include print media such as posters, information booklets, brochures, pamphlets, handouts, street plays, lectures and discussions.



Senior management through their participation in these events, play a significant role in providing motivation and inspiration to other staff members. Some of the significant events include World AIDS Day celebration, oath/pledge taking ceremony by all employees to endorse their commitment to fight HIV/AIDS and to fight the stigma and discrimination against people who are HIV- positive through social acceptance and provision of care.



As per the figures of 1998-99, at Powai, 16,000 individuals were provided with AIDS information of which 10,000 were Mumbai-based employees; 2,000 were the wives of the employees; 2,500 were the children of the employees; and 1,500 were school children/youth.

Training programmes

► In order to expand information dissemination across all employees in all locations, the Employee Welfare Department identified 'Training of Trainers' as a useful strategy. Training



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sessions are conducted quarterly, for a duration of one and a half hours, which is seen as an ideal time that all the employees can spare.

80 Master Trainers were selected across various levels within the company, i.e. amongst the senior and middle level management, and unionized employees of the company. Well-designed training sessions were held for these 80 Master Trainers in English and Marathi (local languages). As per the data available for 1998-99, 80 trainers along with five social workers of the Company have conducted 206 programmes covering approximately 10,000 employees within the Company at Mumbai.

- ▶ Training sessions are conducted for apprentices including Graduate Trainees, students of the L&T Technical Institute and contract staff such as canteen services staff, drivers, etc.

Till date, 18 sessions have been conducted covering 122 staff, which include students from L&T Institute of Technology, Graduate Trainees, New Recruits, and Contractor's workmen at Powai office. At the Health Centre, Andheri, 613 sessions were conducted, covering approximately 5,958 individuals from the community who avail various services free of cost in the area of reproductive health care and mother and child health services.

- ▶ Community-based training programmes are conducted for the wives of the employees within their community settings.

Training sessions are designed in consultation with experts from the field. Resource persons are invited from outside (experts and professionals) as well as from within the company (counsellors, experienced trainers/staff).

Trade Union Members: L&T believes in equal participation by its staff members through organized trade unions in the design and implementation of activities. Representation of trade union at the IRTA (Industries Response to AIDS) coalition initiated and led by L&T, is an example of this.

Trade Union members are extremely committed to HIV/AIDS prevention and care issues. Meeting with some of the members highlighted the personal interest taken by senior Union Members in conducting programmes, providing emotional, physical and to the extent possible, financial support to individuals identified as HIV- positive. Regular home and hospital visits are undertaken by the members to the individual who is diagnosed as HIV- positive.

Union members are encouraged by the senior leaders to actively participate in training programmes as Trainers, Peer Educators as well as Trainees, and to conduct additional awareness programmes in the neighbourhood and during social occasions. This support reflects the non-discriminatory and non-judgemental attitudes being adopted by the leaders and members of trade unions, which is a direct result of the sensitization and training programmes conducted by L&T.

The efforts and positive attitudes of the leaders and members of the Union provide a role model for other members of the Union not only within L&T but also within Mumbai city.

A combination of methodologies is used for the sessions that include interactive discussions, slide presentations, lectures, quizzes, etc. Recently, in order to influence behaviour change and promote non-discrimination against persons living with HIV, emotive group intervention tools such as case study analysts through role plays, and small group discussions are being



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conducted during the sessions. These interventions focus on attitudes, beliefs and conditions that may lead to risky practices and also force the audience to deal with the emotions, anxieties and impact of being positive. Since these interventions have been initiated recently, no concrete data on their impact is yet available, but it is hoped that this "processing exercises" will influence the attitudes of the employees towards themselves as well as others who are diagnosed as HIV- positive. Information regarding available individual and family counselling services are also provided during these sessions.

Various supporting materials such as training manuals, slides, etc. are used for conducting the sessions. These manuals and slides are developed centrally at the Employee Welfare Department. However, trainers are also encouraged to adapt these slides and information and create their own materials.

2 Condom Distribution and STD Treatment

The company provides free good quality condoms at all medical centres, Health Centre, Andheri and through a vending machine at its Powai Centre. STD cases are identified through indirect indicators such as absenteeism and through reported symptoms by the individual. They are referred to the nearest health centre for clinical diagnosis of STDs through syndromic as well as laboratory approaches. The Company provides free medicines for treatment of STD as well as information and counselling on risky behavioural practices, HIV and its impacts. It also informally monitors compliance to treatment and recurrence of STDs.

3 Counselling

Counselling services are provided to all employees and their families by professionally trained counsellors employed by the company. These counsellors through individual and family counselling provide information on prevention of HIV/AIDS,

pre-test counselling to employees who want to be tested, and



referrals to Voluntary Testing Centres. Counselling is also provided to individuals diagnosed as HIV-positive, as well as to their family members. Many workers/staff who have been trained by the Company on the HIV/AIDS issues, act as Peer Counsellors to their co-workers.

4 Care and Support to People diagnosed as HIV-positive

In addition to individual counselling, the counsellors and doctors at L&T provide support to the HIV -positive persons during hospitalization, and liaise closely with the doctors at the hospital ensuring access to services without any discrimination. Post-hospitalization assistance is also provided to the patients through home visits.

HIV- positive individuals are identified either through indirect indicators such as frequent leave and absenteeism, regular treatment from the company medical centre for opportunistic infection, and other symptoms such as persistent fever, cough, diarrhoea, etc. These individuals after pre-test counselling are referred for Testing with Consent, to the identified centres. Post-test counselling is also provided to individuals who are diagnosed as positive, to help them cope with their status. Information on risky behaviours and conditions, and impact of HIV is also provided to those who are not diagnosed as HIV- positive. Many employees get tested on their own from different centres. Post-test counselling is provided to these individuals as well while providing them with assistance in dealing positively with their HIV status. The counsellors maintain confidentiality on the status of the employees who are diagnosed as positive. The individuals are encouraged to share the results with their families. Restricted



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disclosure to appropriate company personnel, on a case-to-case basis with prior consent of the individual is followed to provide assistance for leave, etc.

The Company has a general medical scheme for reimbursement and hospitalization benefits to employees and their families. The company also has an education scheme for deceased employees' children upto 25 years of age. These general employee welfare schemes are extended to HIV- positive employees and their families as well.

Leave required by an employee for illness, hospitalization is authorized by the Administration and Personnel Division. Appropriate work adjustments are carried out if the worker is not fit for a certain period. Group counselling is arranged where a newly revealed status requires department colleagues to provide long-term support and no discrimination.

5 HIV/AIDS Workplace Policy and Implementation

L&T adopted and implemented a very successful HIV/AIDS workplace policy in 2000. This policy has been disseminated widely to all its employees through circulars and education brochures such as "AIDS - Fears & Facts"

L&T's policy clearly outlines the Company's commitment towards dissemination of accurate information to all and care of HIV-positive individuals at the workplace that is free of all forms of discrimination. At no point does the company conduct mandatory testing.

This policy is further strengthened through implementation of the L&T pledge, which all employees are required to take. The L&T pledge enforces each employee's commitment to spread awareness about HIV/AIDS in order to dispel all myths and misconceptions, provide care and support to PLWHA and their families, and to make the world a healthier and happier place to live in.

The Company's vision statement also supports the implementation and commitment to the above.

HIV/AIDS

Policy on HIV/AIDS

- ▶ L&T shall foster a culture of caring towards individuals who are infected with Human Immunodeficiency Virus(HIV)/ Acquired Immune Deficiency Syndrome (AIDS).
- ▶ Awareness will continue to be imparted to all employees on HIV/AIDS.
- ▶ L&T does not discriminate against employees based on known or suspected HIV status.
- ▶ Medical check-up of employees does not include testing for HIV/AIDS status.
- ▶ The Management respects the right of confidentiality about the HIV status of employees.
- ▶ Counselling services are available for employees and their family members seeking help on issues related to HIV/AIDS.
- ▶ Health care personnel follow 'universal precautions' to prevent spread of the disease.

A.M. NAIK
MANAGING DIRECTOR &
CHIEF EXECUTIVE OFFICER

October 24, 2000



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6 HIV/AIDS Activities in the Larger Community

- ▶ L&T while recognizing the need to target the young and adolescents, conducts awareness programmes for school children through partnership with some of the municipal schools around Powai in Mumbai on issues related to HIV/AIDS, Gender, Family Life Education, etc.
- ▶ Many staff who have been trained by the Company reported that they had conducted awareness programmes within their own communities, neighbourhood, local Parish schools, etc. Wives of staff have also been actively participating in awareness programmes in slums and communities around the plants and offices.
- ▶ Awareness programmes are conducted in slum communities around the Powai offices and other factories and locations with the help of NGOs and outreach workers.
- ▶ Recently, L&T partnered Bombay Municipal Corporation (BMC) in the implementation of Direct Observation Treatment Schedule (DOTS) programme for control and prevention of Tuberculosis through their Clinic at Koldongri Municipal Dispensary in Andheri, Mumbai. Counselling services for TB and HIV prevention are provided to the communities and individuals with HIV who seek treatment.
- ▶ L&T collaborated with Family Planning Association of India (FPAI) & Jagjivan Ram Railway Hospital to organize a seminar on "Counselling for Reproductive and Sexual Health" where HIV-AIDS was one of the topics of discussion.

> Advocacy Initiatives

- In 1995, recognizing the need for partnerships and collaboration and taking the cue from the corporate responses in the US, L&T took the initiative of organizing a seminar with leading business houses in Mumbai. This seminar resulted in the formation of a participatory body called Industry's Response to AIDS (IRTA) comprising 13 representatives from the large corporate houses and unions. This initiative was the first of its kind at that time in India, and though it was not long standing, it paved the way for future business coalition strategies and responses to the HIV epidemic in India.

AN ENDURING ENDEAVOUR

"L&T with the help of the Bombay Chamber of Commerce and Industry, Confederation of Indian Industries, Association of Trained Social Workers and NGOs, is ensuring that the Company's work in the field of AIDS is a continual endeavour that benefits not only the Company but also the society. Efforts in this area include:

- ▶ Replication of the training module, audio-visual material and street plays within and outside the Company
- ▶ Written policies that can be adopted by other companies
- ▶ Replication of awareness modules in the communities close to L&T factories and establishments all over India"

- Personnel from L&T have been instrumental in designing and writing HIV/AIDS policy guidelines for Indian industries



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called "Corporate Response to AIDS: Policy Guidelines" in partnership with Bombay Chamber of Commerce and Industry (BCCI), where L&T is a member of its Social Infrastructure Committee

- L&T has extended support to other Corporate and Business Houses to initiate and implement policies and strategies for HIV/AIDS at the workplace through sharing of experiences of ongoing initiatives, sharing of available materials such as training modules, audio visual materials, booklets ("Ray of Hope"), street plays, written company policies and lessons learned while implementing these activities. Currently Thernax and Marico Industries are in dialogue with the staff of L&T to initiate HIV/AIDS activities within their workplace.
- L&T members by virtue of their expertise are invited to various national and international fora to provide technical inputs for formulation of various strategies and policies. L&T is a member of the "Technical Resource Group for Workplace Interventions" of the National AIDS Control Programme of India at the national level along with VV Giri National Labour Institute; and at the state level of technical groups initiated by State AIDS Societies, USAID and FHI. It is also represented in the Committee formed by the Governor of Maharashtra.
- L&T has conducted advocacy campaigns with the media through press briefings, individual press interviews, and Government bodies and institutions to take up the cause of HIV/AIDS.
- L&T staff have attended various workshops /trainings conducted by international bodies such as the ILO, NGOs such as Lawyers' Collective, and State Government institutions, to update their knowledge and information base.

- L&T has won many accolades and awards for its pioneering work in implementing successful HIV workplace intervention programmes and for being a responsible Corporate. In 1999, L&T received the prestigious annual award for "Business Excellence in Response to HIV/AIDS" from The Global Business Council, London in recognition of its efforts to destigmatize HIV status in the workplace and for realizing the need to take a long-term view of HIV/AIDS implications for its employees, their families and the community at large.

➤ Key Partnerships

- L&T works through building partnerships with the communities, staff, and trade union leaders and members for developing and implementing activities.
- L&T actively participates with NGOs such as ARCON, CCDT, Kripa Foundation, World Vision, CASP, Sion and KEM Hospitals, and the State Department of Health Services and State AIDS Control Society, Family Planning Association of India and Jagjivanram Railway Hospital. These partnerships support the community outreach services of L&T and provide other referral services such as testing and counselling, health care and facilitating participation of HIV- positive employees at the People Living With HIV/AIDS (PLWHA) groups and networks.

➤ Key Strengths

- Commitment and support of senior management.
- Strong Vision Statement and policy on HIV/AIDS prevention and facilitating a non-discriminatory work environment for people living with HIV. This is further strengthened by the L&T pledge taken by every employee



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- ▶ An effective Peer Education model for behaviour change: Identification of 80 selected workers and training them as peer educators to work with workers/families on a continuous basis.
- ▶ Training programmes with different training methodologies (lectures, discussions, simulation and group exercises) and tools (slides, presentations, etc.) for behaviour change and to address myths, misconceptions and attitudes related to HIV.
- ▶ A comprehensive care and support programme including counselling, referrals and work adjustment.
- ▶ Designing multi-lingual education materials (audio-visual and print), for different groups helps in acceptance and understanding of the messages.
- ▶ Implementation of co-worker counselling has been found to be effective for referrals and coping with the status of being positive.
- ▶ Building partnerships with communities, NGOs, research institutions, Central and State Government, international multilateral agencies, is crucial.

Key Lessons

- ▶ Senior Management's participation in implementation of activities provides motivation to other staff and members.
- ▶ Partnership with NGOs for start up activities, ongoing technical support for implementation activities, and support for provision of services to the communities is critical. This ensures quality services delivery to individuals and communities.
- ▶ Involvement of trade union members in the designing and implementation stages of the programme is critical. Commitment and participation of trade union leaders and senior members act as significant influencing factors for behaviour change as well as care and support for employees and communities.
- ▶ Training of staff and union members has motivated them to conduct outreach programmes for their families and communities.
- ▶ Sharing and coordination of information and activities with other Corporate and Business Houses helps in advocating workplace interventions for HIV prevention.
- ▶ A non-discriminatory and enabling work environment can be facilitated through well-designed training programmes for staff at different levels and effective peer education strategies.

enterprises & HIV/aids in india



Mahindra and Mahindra Limited
Automotive Sector and Farm Equipment Sector

"Mahindra & Mahindra believes in the creation of a nurturing, enabling and non-discriminatory work environment for all its employees. AIDS related issues are a testing ground for that policy."

We are committed to caring for and fully supporting AIDS affected employees and to the spread of education on AIDS issues among employees and their families"

Mrs. Anuradha Anand Mahindra

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About the Company

Mahindra & Mahindra Ltd. (M&M), is the flagship company of the Mahindra Group of companies. It is one of the largest private sector companies in India, and amongst the top ten industrial houses in India. Over the years, the Company has expanded its operations from automobiles and tractors to steel, trading and manufacturing of Ash Handling Plants & Travelling Water Screens, and businesses such as Hotels, Financial Services, Auto components, Information Technology, Infrastructure Development and Trading. It declared total sales of Rs. 44.76 billion in the financial year 2000-2001.

The manufacturing of Utility Vehicles and Light Commercial Vehicles is under the Automotive Sector and Tractor manufacturing is under the Farm Equipment Sector - Tractor Division (FES).

Mr Keshub Mahindra is the Chairman and Mr Anand Mahindra is the Vice - Chairman and Managing Director of Mahindra & Mahindra Ltd. Mr Alan Durante is the President of the Automotive Sector and Mr K.J.Devnala is the President of the Farm Equipment Sector.

Current Social Initiatives

As a core business value, M&M believes that its human resources are its richest assets, and thus the wealth generated by the Company must go towards the enrichment of its people.

As a part of M&M's contribution to the social sector, the Company is implementing various programmes along with community members, staff, trade union workers, NGOs, Government institutions, academic and medical institutions. Projects have been initiated in the areas of education and training by providing

quality education to various age groups and socio-economic classes. A special emphasis is on the education of underprivileged girl children in urban and rural areas. Other areas of support include health, social welfare, environment, income generation, special projects for the physically and mentally challenged, and disaster relief. In order to ensure good health of its employees, the Company has initiated activities on nutrition, family planning and sex education, social awareness on various issues such as AIDS, Cancer, Diabetes, heart care, etc. Regular health check ups and awareness initiatives are undertaken for the communities around the plants as well. Contributions to natural calamities in the form of medical and other relief are managed by the Mahindra Foundation. M&M is the chief sponsor of this foundation.

The welfare programmes of the company are implemented through the Welfare Centres along with the Medical Centres. For the FES, Tractor Division, these centres are a part of the Personnel and Industrial Relations Division. Highly trained and professional social workers and counsellors run the Welfare Centres, whereas qualified doctors manage the Medical Centres, ensuring high quality of health care services to employees.

The Company encourages partnership building and networking with other NGOs, community and youth groups, academic institutions and State Government institutions for providing effective and holistic services to its employees as well as the communities it serves.

HIV/AIDS Prevention and Care Activities

HIV/AIDS activities were started for both the Automotive Sector as well as Farm Equipment Sector - Tractors Division in 1994 when the company recognized the alarming rise of the HIV infection in India.



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At the Automotive Sector Welfare Centre, the social workers and counsellors initiated dialogue with other business houses such as L&T and Glaxo. Recognizing the various impacts of HIV/AIDS, a need to develop awareness initiatives within the respective companies was felt. Thus the Company got involved in various HIV/AIDS initiatives. Implementing activities on HIV/AIDS prevention was easy for the company, given its core values and presence of numerous social projects, especially on health and family welfare for the employees and the communities.

1 Awareness Generation and Training

Awareness activities are carried out in both the divisions along with the staff and members of the Trade Union. These include information dissemination through exhibitions, posters, pamphlets, booklets, street play, newsletter articles and interactive discussions with employees, which provide a platform to the employees to ask questions, clarify, misconceptions, etc.



Counsellors and medical doctors participate actively in these discussions to provide answers and clarifications. Posters are put up at various strategic locations of the Company, which reinforce messages. For those seeking additional information or for those who miss the interactive discussions, booklets and pamphlets are provided through different outlets such as the canteen, making access to information easy for the employees.

Members of the Trade Union are involved very closely in the implementation of the programme and participate actively in the awareness programmes. The Company treats them as equal partners. In the FES Division, due to consistent efforts of the staff, including Personnel and Industrial Relations Division staff,

including the General Manager, Mr Satish Ghogare, to build confidence, trust and partnership with the Trade Union representatives and members, involvement of the members and representatives has increased dramatically. Some of the Trade Union members and staff volunteer their time and skills for social initiatives. This group, after attending various awareness sessions, expressed an interest in working on issues of HIV/AIDS. They were given further training on HIV/AIDS, on motivation and being peer educators, as well as education materials and condoms. The group since then has been regularly conducting one-to-one as well as group discussions on HIV/AIDS, providing information to and facilitating referrals for the employees.

The staff have also visited communities around the factory, three police stations, hospitals, etc. for conducting discussions on HIV/AIDS.

2 Condom Distribution and STD Treatment

Quality condoms are distributed free of cost. Condoms are kept at the Welfare Centres, Family Counselling Centres and the Medical Centre. The Company as a component of the family welfare programmes had initiated condom distribution and promotion. Later, information about condoms as disease prevention tools was also disseminated.

The doctors at the Medical Centre treat STD infections detected by referral centres. Necessary medication is also provided under the general medical care scheme of the Company. At the FES Tractor Division, STD detection tests are carried out during the regular health checkups by a panel of doctors and those infected are provided with medication as well as counselling. Similarly, many STD patients that attend the medical centre and the clinic indicate their symptoms, and doctors either treat patients by syndromic management strategy or refer them to a laboratory for testing.



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1 Care and Support to People Living with HIV/AIDS

Counsellors at the Welfare Centre as well as the Medical Centre for both the divisions, provide counselling to the individuals on HIV/AIDS. For voluntary testing, individuals are referred to recognised centres for HIV tests after pre-test counselling. The counsellors ensure that post-test counselling is provided to persons detected with HIV. The counsellors help the individual to cope with the disease at various stages of its progression. The counsellors also facilitate the individual's participation in the positive people's networks through various NGOs, medical institutions, etc. General confidentiality is maintained of the individual's status. However, restricted sharing of information with the respective department head or colleagues is undertaken while ensuring that the individual with HIV is not discriminated at any point. He or she is also encouraged to share his/her status and fears with the spouse and the family.

Medical costs including medication, laboratory tests and hospitalization expenses are borne by the Company for all health ailments. HIV is included under this general medical scheme for the employees. Specific tests required for HIV/AIDS, including the medication are covered under this scheme, but require recommendation from the medical doctor of the Company.

The Medical and Welfare Centre at the FES division, organizes regular health check up camps. During these camps, voluntary HIV testing is offered to the employees with pre- and post-test counselling by the counsellors. Also, the department has an extensive network with hospitals and recognized testing centres, where individuals are referred after pre-test counselling.

Specific efforts were made by the staff of both the sectors to ensure that hospitals around the vicinity as well as those empanelled with the companies, admit and attend to HIV-positive individuals. They

are specifically requested not to mention the status of the individual on his/her discharge card but to inform the same to the company doctor. The company doctor then refers the employee to the welfare centre for follow-up and counselling. This advocacy is done through extensive discussions and visits by the staff from the Welfare Centre and Medical Centre.

Advocacy Initiatives

Personnel from M&M along with others from L&T and Glaxo, were involved in designing and writing an HIV/AIDS policy guideline for Indian industries entitled, "Corporate Response to AIDS: Policy Guidelines" in partnership with Bombay Chamber of Commerce and Industry (BCCI).

M&M has active linkages with other industries (L&T, Glaxo) and shares its programmes such as street plays and education materials with them.

Key Partnerships

Both the divisions carry out proactive partnerships with NGOs, medical institutions and communities.

The company also has linkages with the programmes of Mumbai District AIDS Control Society (MDACS), and Maharashtra State AIDS Society (MSACS). The company uses information and education materials developed by the two societies, extensively during the awareness generation activities and training programmes. These materials include posters, pamphlets, leaflets, etc. Some materials are adapted to suit specific information needs and the requirements of the employees. M&M also uses materials produced and distributed by CIL.



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> Key Strengths:

- Support from senior management has helped to implement HIV prevention and care activities. Co-ordination between various departments including medical, social welfare, HRD/Personnel has helped in promoting a non-discriminatory work environment with policies such as work adjustment, leave, etc.
- Interactive and multi-lingual communication strategies have a significant impact. Making information available at popular locations such as the canteen, is an effective way of awareness generation.
- Involvement of the Trade Union is critical and productive. Time and effort need to be invested to build the knowledge and skills base of the members to act as change agents. Trade union members can act as effective peer influencers.
- Comprehensive care and support services are facilitated by providing Voluntary Counselling and Testing services within the general health services, referrals and advocacy.

> Key Lessons

- Building Partnerships with communities, NGOs, research institutions, Central and State Government, international multilateral agencies, is central to successful implementation of activities and advocacy.
- Provision of facilities such as Voluntary Testing with Counselling, holistic medical care, etc. enable HIV- positive employees to deal with their status more effectively and productively.
- Outreach and advocacy initiatives with care providers and

institutions (hospitals around the plant) help in facilitating non-discriminatory care and support to HIV-positive employees.

- Successful information dissemination strategies can include usage of existing IEC materials of the SACS, and making them available to all employees at different access points, such as canteens.
- The Human Resources Division can play a key and active role in facilitating participation and involvement of Trade Union members and other staff.

**Steel Authority of India Limited (SAIL)**

"SAIL is at the forefront in providing all developmental opportunities to its employees and believes in creating an enabling work environment. HIV/AIDS Programme, in association with National AIDS Control Organisation [NACO], Ministry of Health & Family Welfare, Government of India is one such key initiative being undertaken in SAIL. Through active involvement of all sections of society in combating the menace of HIV/AIDS, especially at workplace, mutual trust; quality of life and; ultimately enhancement of higher productivity is ensured. While the programme has been envisaged in targeting the employees in the first phase, it is already in the process of reaching out to the general community living in the peripheral areas of the steel townships/ mines through Family Health Awareness Campaigns; School AIDS Education Programme and; IEC campaigns."

Mr. Arvind Pandey
Chairman, SAIL

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Raising Awareness

The implementation strategy in SAIL is multipronged and includes training and awareness raising through IEC programmes. The awareness levels of steel plant and mine workers is high. SAIL has been using the IEC materials produced by NACO and integrated them with its communication channel. Some of the features are:

- Use of the in-house cable TV network, in-house communication magazines and local talent in dance and drama troupes. This is a very effective strategy to reach out and raise awareness levels in a large population within the township.
- HIV/AIDS awareness programme has been integrated (as half-day training programme) with the full-fledged training programmes on safety and skill upgradation etc., for workers of plants / units.
- IRPs visit the shopfloors in plants to deliver HIV/AIDS awareness messages.
- Some of the plants/units use the local Mahila Samitis for creating awareness among families of employees and the surrounding population.
- Health programmes are organized in the community to create awareness
- Awareness raising is extended to Sarpanches, Panches and other opinion leaders on the issue of HIV/AIDS.
- All health community days like World Health Day, World AIDS Day, Family Health Awareness Campaign, are observed.

Monitoring and Evaluation

A committee comprising representatives from the Department of Human Resources, Finance, Purchase and Medical has been constituted under the guidance of the Director, Medical and Health Services in plants and units. The NACO representatives visit the plant sites from time to time. Reports of

implementation activities like blood units collected, number of

STDs, HIV/AIDS cases are sent by the plants/units to the respective State AIDS Cells on monthly, quarterly and annual bases. These reports are forwarded to NACO for compilation.

HIV/AIDS Policy:

A workplace HIV/AIDS policy prepared in consultation with Heads of Medical and Personnel and approved by the Board of Directors of SAIL has been incorporated into SAIL's personnel policies.

Constant updating of information on HIV/AIDS is done to ensure that the workers and the population / townships surrounding the plants are benefited. The medical personnel have been trained to follow the universal guidelines for infection control including HIV/AIDS.

The salient features of the SAIL HIV/AIDS Policy

- Implement HIV/AIDS policies and directions of Government
- Collaborate with NACO in all programmes and relevant sectors
- The management and trade unions to endorse a non-discriminatory policy
- Educate employees with accurate information on risk reduction
- Educate employees and families by effective IEC activities
- Educate employees on safe blood donation and transfusion
- Maintain confidentiality of medical information, especially HIV status
- No obligation of employees to inform the employer about their HIV status
- Screening of HIV/AIDS will not be a part of annual health check-ups, unless desired by the employee
- Observe non-discriminatory practices with infected employee in respect to promotion, training and benefits
- No termination on the grounds of HIV status
- HIV- positive employees to be allowed to work as long as they are able to work, they can be shifted to another job with less physical strain, if situations demand
- Discourage employee's tendency to not work because of HIV/status, counselling will be provided that they do not pose a threat of spreading the infection in normal working environment

SAIL follows a decentralized approach for implementing the HIV/AIDS prevention programme at plants and units. The respective steel plants and the units carry out all the welfare and HIV/AIDS prevention activities.



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desire of employees to know about HIV/AIDS has been increasing. The Unions have shown a positive response in accelerating the channels of communication. In some plants efforts have been made to select employees to act as Internal Resource Persons to facilitate awareness creation among co-employees.

The key activities of the programme include:

- ▶ Training of medical, paramedical personnel in the plants and unit hospitals through IRPs.
- ▶ Family Health Awareness Campaign to be observed in all plants/units townships and surrounding areas for control of Sexually Transmitted Diseases / Infections (STDs/STIs).
- ▶ Strengthening of STD clinics as part of ongoing efforts along with effective condom distribution.
- ▶ Ensuring Safe Blood and Blood products.
- ▶ Advocacy programmes on HIV/AIDS awareness for executives and workers of the Company.
- ▶ Extensive IEC efforts in all townships and peripheral areas of SAIL plants / units / subsidiaries using all available communication channels especially for youths as part of outreach programme.
- ▶ Targeted IEC for school children using the guidelines provided by NACO.
- ▶ Formulation of SAIL HIV/AIDS policy.
- ▶ Seven Voluntary Counselling and Testing Centres (VCTCs) at selected plant locations have been established.

Bhilai Steel Plant - A Case Study

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Contact Persons:

Dr. S.K. Ghosh, Director, JLN Hospital & Research Centre (Retd.)
Dr. S M Iqbal, Director, JLN Hospital & Research Centre
Dr. C. Ramanan, Jt. Director & Convenor, HIV/AIDS Project, JLN
Hospital & Research Centre, Bhilai Steel Plant, Bhilai

About Bhilai Steel Plant

The Bhilai Steel Plant (BSP) was established in the mid 1950s and the Bhilai Township developed around the plant. The township is spread over 12 square kilometres and has approximately a five lakh population. BSP employs more than 42,000 workers. BSP township is a self-reliant township providing basic amenities like hospital, educational institutions, and markets to its inhabitants.

The Jawahar Lal Nehru Hospital and Research Centre maintained by BSP is the largest hospital in the State of Chattisgarh. The hospital on an average caters to nearly 7,000 out patients every day. JLN Hospital is the only hospital in Bhilai to provide all modern facilities including super specialty services. The hospital employs over 1,600 staff constituting doctors, paramedics, and other staff.

BSP AIDS Control Cell

The J LN Hospital and Research Centre manage the AIDS control programme at Bhilai Steel Plant and Bhilai township. The AIDS Cell is headed by the Director Medical and Health Services and the programme team constitutes a Dermatologist, Venereologist,



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Pathologist, Micro-biologist, Physician, Surgeon, Gynecologist, Occupational Health Physician, Public Health Officer, Finance Manager and Personnel Manager.

Coverage and Activities

The thrust has been to generate HIV/AIDS awareness among the hospital staff including doctors and paramedics. The HIV/AIDS awareness generation programme includes training on epidemiology, clinical manifestation of AIDS and preventive measures. 1806 participants have been covered since the inception of the HIV/AIDS Cell. The break up of the training programmes is shown in the text box.

Category of Staff Participants	
Nursing staff*	608
Doctors*	475
Office staff	118
Union Representatives	88
Medical staff (Laundry, tailoring, kitchen)	32
Medical department (Technical staff)	159
Mines Executives	58
Mines Hospital staff	30
Management Trainees	81
Principals and Lecturers (of schools and colleges)	83
Class IV employees of Hospital	74
Total	1806
* The figures include refresher training for Doctors and Nurses	

The National Occupational Health Service Centre (NOHS), a unit of BSP provides safety-training programmes for the workers on shopfloors. Besides safety-training programmes it also monitors the health status of the workers for ensuring safety in the workplace and regularly monitor, the levels of heat, noise and hazardous chemicals. An innovative approach has been to integrate HIV/AIDS awareness programme with the on-going OHS/Safety programmes in the plant. The HIV/AIDS programme is earmarked for a half day, where doctors, IRPs and Senior Trade Union leaders, who have been sensitized, specifically take sessions, as per the guidelines issued by NACO. This approach has helped SAIL in controlling cost and also covering more employees in shorter periods.

The training programmes for schools and colleges as part of School AIDS Education Programme had some initial problems because of the parents' objections to discussions on issues of sex and sexuality, condom use, etc. Therefore, the need to create IEC materials that are culturally sensitive is being contemplated. A common approach is being formulated where doctors and teachers collectively take up the awareness programme as per the manual provided by NACO.

Besides the HIV/AIDS awareness generation programme, the JLN Hospital is involved in AIDS surveillance and screening of blood in the Blood Bank for HIV infection. The reports of these activities are sent to the Chattisgarh State AIDS Control Society on a regular basis.

Health awareness camps including HIV/AIDS are organized in the community and all national health days are observed. Resource persons from various institutions from other States are invited to give lectures on HIV/AIDS issues.

Vision for Future Programme

■ Though the present HIV/AIDS team has been performing



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admirably, the team feels that there is a need to have more dedicated staff to reach out to the workers and community at large. The doctors engaged in the HIV/AIDS prevention programme are pre-occupied with routine work due to which they are unable to provide sufficient time to HIV/AIDS prevention programme. As the programme grows bigger, specialized-trained staff may be earmarked for this programme.

- The team emphasized the need to identify and network with the local Non-Governmental Organizations (NGOs) to reach out to the community. NGOs are being identified for various projects.
- There is a need for technical assistance in developing a strategy to reach out to the workers at shopfloors in the units/plants. Assistance is also required in terms of providing training to the workers. The team feels the need for role-plays to sensitize the workers.
- A need to upgrade the existing Blood Bank facility is a top priority of future programme activities.
- Innovative, cost-effective and modern strategies need to be evolved for continuous IEC in and around plant townships, with special emphasis on Family Health Awareness Campaign (FHAC), condom promotion and early detection/proper treatment of STD/STI/RTI, etc.

Key Strengths

- State of the art hospitals in plant locations providing all super specialty services.
- Strong infrastructure support to reach out to the neighbouring communities of steel plants.
- A comprehensive policy on HIV/AIDS.
- Continued financial commitment from NACO.
- Dedicated leadership the Chairman, SAIL is a founder member of India Business Trust to combat HIV/AIDS at workplace.

Key Lessons

- Integration of HIV/AIDS prevention programme with the health infrastructure proves to be cost effective and efficient.
- The use of in-house cable TV network is effective to reach out to the employees and their families on messages of HIV/AIDS leading to higher awareness.
- Regular Family Health Awareness camps provide opportunities for HIV/AIDS awareness generation and early detection/cure of STDs/STIs/RTIs.
- Availability of highly trained and motivated professionals for sharing of experiences and providing leadership in HIV/AIDS prevention at the workplace.



Tata Tea Limited, South India Plantation Division

" HIV records do not give the true picture. Since the numbers are small, it is not possible to talk about the impact that HIV can have on the company but in our view prevention is better for any company. We are committed to sustain efforts for prevention of HIV transmission among our workers, their families as well as nearby communities".

Mr. Vijayakumar,
General Manager, Tata Tea. Munnar.

Contact Person for the HIV/AIDS Programme:

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Project Director, Integrated Sexual Health (ISH) Project
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About the Company

Tata Tea Limited, with its operations in South and North-East India, is one of the largest integrated tea companies in the world. In its South India Plantation Division, spread over the states of Kerala and Tamil Nadu, the company employs nearly 27,000 workers in 30 tea estates (6 in Tamil Nadu and 24 in Kerala). Taking into account the families of employees, the company caters to the needs of around one lakh (1 million) population in South India alone. The company's regional office at Munnar is headed by a General Manager, who is accountable to the Executive Director based in Cochin for all operations of the South India Plantation Division.

Social/Welfare Initiatives

The Company recognizes that its most invaluable asset is its workforce, and no efforts are spared to ensure that each and every worker enjoys a condition of relative prosperity and comfort. The benefits of the company's welfare programmes go beyond employees/families to the nearby communities. Some of the efforts undertaken by the Company include the following:

- Free housing with provision of electricity, water and recreational facilities for employees. Encouragement to employees to grow vegetables in their kitchen gardens.
- A veterinary department to look after cattle owned by the employees.
- Free medical services provided through 32 estate hospitals, seven group hospitals and one well-equipped 200-bed General Hospital. This hospital with all major specialties is the referral centre for estate hospitals located in the region.
- A well-conceived Community Development and Social Welfare (CD&SW) Scheme. Under this, Medical Officers, Nurses, Welfare Officers and Link Workers work on issues like health education, family planning, child welfare, immunization, nutrition, water supply, etc.

- Day care centres (creches) in each State to look after the children of working mothers. The creche Attendant is trained in earlychild hood care.
- Schools and vocational training centres for the benefit of workers' children/dependants.
- Project DARE (Development Activities in Rehabilitative Education) to rehabilitate handicapped children of the workers.

Programme on HIV/AIDS Prevention and Care

Evolution of the Programme

The first case of HIV/AIDS was detected in the General Hospital in December 1996. Dr. Rafique, the Medical Officer in charge of Skin and STD Department at the General Hospital, took the initiative of seeking support from international agencies for starting an HIV/AIDS awareness project. A needs assessment study was carried out with support from the Department for International Development's Partnership in Sexual Health Project (PSH) in Kerala. One constraint faced in initiation of the HIV/AIDS project was that the Tata management is not mandated to receive funds from outside agencies for any development and social welfare activities. This was resolved by entering into a partnership with the Indian Medical Association (IMA), Munnar Branch. Thus began the Integrated Sexual Health (ISH) Project in this tea plantation region as an innovative tripartite (State AIDS Cell, IMA and Tata Tea) model. The project, under implementation since 1997, has full support from the Company. The Vice-President of the Company is on the Steering Committee of the project and the Company provides infrastructural, medical and logistic support. The Project is funded by the Kerala State AIDS Control Society (KSACS).



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The Project Implementation Team and Coverage

The Project Director provides a committed leadership to the Project and his contribution is well-recognized by the management.

- ▶ Besides the PD, there is a full-time Project Manager, a Counsellor, four field workers, and an Accountant.
- ▶ There is a good gender balance in the team to sensitively address the needs of women tea plantation workers.
- ▶ A female sex worker has been involved as Peer Educator.
- ▶ At the field level, Link Workers (selected and trained workers under the Community Development and Social Welfare Scheme of Tata Tea) are involved to create awareness about STIs/HIV/AIDS.
- ▶ At present, the HIV/AIDS programme covers 18 tea estates, working through the project team and some 450 Link Workers. Besides, the programme also reaches out to sex workers operating in Munnar town.

Project Components

Behaviour change communication

At the grassroots level, Link Workers work as Peer Educators. They provide basic information about STIs/HIV and safe sex using condoms. They have been given training and pictorial IEC materials to facilitate their work. Link workers also refer/accompany patients for treatment of STIs to estate hospitals/the General Hospital.

The main focus of educational efforts is on workers having /suspected to be having high-risk behaviour. Link workers, coming from the community, are in the best position to identify such people and educate them. Link worker's meetings are held

every month on all the estates. The management staff, medical officer, welfare officer, project staff and link workers attend these meetings.

The project also organizes HIV/AIDS education and training programmes for trade union representatives and estate managers.

Condom promotion

To promote the practice of safe sex among the target community the project is attempting to increase access to condoms and educate people about the protection condoms provide from STIs/HIV. Condom distribution is done through outlets set up in the estates as well as through the link-workers/peer educators. Demonstrations are also held by the staff to educate people about the correct use of condoms.

Diagnosis and treatment of Sexually Transmitted Infections (STIs)

STI care is provided through the well-established network of Estate Hospitals and General Hospital. Link workers play a key role in explaining symptoms of STIs and refer the patients to hospital(s). Treatment records are maintained at the hospitals, where free treatment and counselling is given for STIs. Counselling services are also provided to people coming for STI care.

Networking and advocacy

The project has created an enabling environment by building and maintaining a good relationship with the local NGOs, government departments and local bodies (Panchayats). The project has received support from the State Management Agency, supported by DFID for PSH project as well as the Kerala State AIDS Control Society. The project has used occasions like World AIDS Day to



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network with local programmes/groups like NSS volunteers from government colleges, as well as events like cartoon exhibitions, Red ribbon distribution, Vilambara Rally, public meetings, etc. The project has thus ensured support from different institutions for conducting awareness programmes. The project has received support from the Gram Panchayat to operate a counselling sub-centre in Panchayat campus.

The Project Director has developed a number of web pages on subjects related to HIV/AIDS. This won him the MacArthur Fellowship for Leadership Development Award for 2001-2002.

MacArthur Fellowship for Leadership Development Award for 2001-2002.

Policy related to HIV/AIDS

The project has facilitated the development of a policy for HIV/AIDS. The South India Plantation Division of Tata Tea Ltd. was one of the signatories to the declaration signed by corporate houses to show their commitment to HIV/AIDS, at the 5th International Congress on AIDS in Asia and the Pacific (5th ICAAP) on the 23 October 1999 in Kuala Lumpur.

Based on this historic declaration, the Project developed a clear policy statement, which has been approved by the top management at Munnar.

Care and support for People Living With HIV/AIDS (PLWHA)

So far, the Project has been able to detect 27 HIV positive persons (15 male and 12 female). Seven have died of AIDS as per available records. However, the project staff feels that this number may not represent the true scenario as there may be many undetected HIV-positive people in the project areas. Most of the

Key Elements of Tata Tea, South India Plantation Division's HIV/AIDS Policy

- No pre-employment screening for HIV.
- Non discrimination towards employees living with HIV/AIDS.
- Commitment to protect workforce from HIV through awareness and sensitization efforts.
- Commitment to maintain confidentiality regarding HIV status.
- Commitment to make available all standard social security benefits to HIV positive employees.
- Commitment to introduce reasonable changes in working arrangements, whenever needed.
- No termination due to HIV status. Fitness to work is the only criteria as in case of other illnesses.
- Special care of health providers to protect them from infection in case of occupational exposure.
- Free treatment of opportunistic infections associated with HIV.
- No obligation for the employee to inform the employer regarding his/her HIV/AIDS status.

cases detected so far have been the result of testing based on clinical symptoms of HIV/AIDS or on suspicion, when symptoms do not respond to conventional methods of treatment. Testing for HIV is done at the General Hospital with informed consent along with pre- and post-test counselling. As of date no sero-prevalence studies have been carried out. The General Hospital at Munnar has facilities for ELISA/Rapid Triple Dot Test.

Medical costs including medication, laboratory tests and hospitalization expenses are borne by the Company for all health ailments. HIV is included under the general medical scheme of the company. However, the Company does not provide Anti Retroviral Treatment.



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> Key Strengths

- Strong management support and the Company's welfare-oriented vision.
- A well-written policy on HIV/AIDS.
- Initiative and commitment from the Project Director.
- Comprehensive health infrastructure to support STI/HIV care and counselling.
- Link workers from among the workers in who are in a good position to act as Peer Educators.
- A good system of programme management (planning, monitoring and evaluation).
- Good technical support from SMA, Kerala and KSACS, apart from funding.
- Incorporation of vulnerable groups including sex workers in addition to general working population

> Key Lessons

- The Project demonstrates that initiative and commitment have contributed to developing a partnership between local branch of IMA, Tata Tea and the then State AIDS Cell (now KSACS).
- The project shows up a partnership model that can be replicated by corporate houses if they join hands with local groups like IMA/NGOs etc.
- Integration of HIV/AIDS into the ongoing welfare programmes is necessary for long-term sustainability and cost effectiveness. Wherever possible, this integration should be done at the inception of the programme and at all levels.
- Bringing HIV/AIDS into the fold of overall health education has distinct advantages which need to be harnessed to accelerate the pace of empowerment.
- Need to sensitize and educate key people in the workplace setting such as trade unions, estate managers and welfare officers.
- Importance of conducting needs assessment before starting an

Link Workers - a key to behaviour change:

Link Workers, selected from each residential line, are key to welfare programmes. Welfare Officers/Estate Managers regularly review their work in monthly meetings. The project has integrated HIV/AIDS in the overall activities being undertaken by them. They receive regular training and IEC materials to facilitate their education work.

" Since we belong to the community, we know the people very well. Based on our understanding, we make it a priority to reach out to people with high-risk behaviour on a priority basis. We involve them in discussion first and in the process educate them about safe sex behaviour/STI and HIV/AIDS"

intervention. It is extremely important to assess the vulnerability of the target population to STI/HIV in order to design appropriate interventions.

- Periodic assessment of the impact of such programmes on behavioural changes and vulnerability may be valuable in framing future strategies for intervention.

enterprises & HIV/aids in india



TATA Steel, Jamshedpur

"I do believe that we in the Group have held a view and held a sense of purpose that our companies are not in existence just to run our business and to make profit - and that we are responsible and good corporate citizens over and above our normal operations. By that I mean, that we play a part in the community and we shoulder community responsibility as part of social responsibility of our nation. And, these responsibilities are not to be confused with employee welfare, but they go beyond our employees and in fact concentrate on contribution to the community and to the nation."

Mr. Ratan N. Tata
Chairman

Contact Person for the HIV/AIDS programme:

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About the Company

Tata Steel, a flagship company of the Tata Group that was set up in 1907, has been a pioneer in ushering India into state of the art technology. A continuing modernization process has enabled the Company to emerge as one of the most modern integrated steel plants in the world. The total turnover for 2000-2001 was approximately Rs. 80,000 million. The Chairman's statement in the Annual Report for 2000-2001 highlights 'the people' as their greatest strength. Products of the company include billets, blooms and slabs, wire rods, forging quality steel, hot and cold rolled sheets and coils, HR plates, bearings, agricultural implements, coal and coke, iron ore, dolomite, ferro alloys, chrome ore and chrome concentrate, and others.

Mr Ratan Tata is the Chairman of the Company, and Mr B Muthuraman is the Managing Director. There are two Deputy Managing Directors for Steel and Corporate Services respectively.

Implementing Social Initiatives

The Tata group of companies have been pioneers in social and community initiatives. Strong values of Jamshetji Tata, founder of the group of companies, were translated into the groups' mission and vision statements. These values are reflected in the group's purpose statement, which is "improvement of quality of life in India". Trust, Integrity, Respect for individuals, Credibility and Excellence form the group's core values. Social Responsibility features as one of the key business processes of the group.

Mr Ratan Tata, Chairman of Tata Steel, later formalized these values and statements into company policies. Core to the business excellence model is social welfare translated into company's corporate social policy, which elicits commitment at the level of Board of Directors. Each group is designated with the responsibility of translating the policy into programmes while

allocating a dedicated budget, time and staff for the implementation.

Tata Steel has been a responsible and conscientious corporate house since inception. It initiated its corporate social responsibility activities as employee welfare activities and later expanded them to community and social development initiatives for both rural and urban communities. Its social commitment comprises social welfare and environment issues, which have changed lives and life styles while making a difference during times of crisis. Tata Steel's proactive involvement has helped build communities and a stronger nation.

As a good corporate citizen, Tata Steel has identified itself with the growth and development of the nation, aiding it in times of natural calamities and providing benefits to the needy. Tata Steel shared Rs. 378.40 million worth of the wealth it generated for the welfare of people. Initial social focus of the company was on tribal welfare, health and education. In the current years, TATA Steel, while continuing its thrust as a good corporate citizen, has concentrated on relief in parts of India which are affected by natural calamities, community and rural development, greening and environmental issues, empowerment and family initiatives, and sports. Community development projects focus on community and women's empowerment, income generation skills and opportunities, health, and education.

The welfare programmes of the company are implemented through different mechanisms.

Tata Steel reaches out to different segments of community through the following departments:

- Centre for Family Initiatives, which operates 27 clinics in the city of Jamshedpur and promotes safe motherhood, child survival, health awareness and imparts sex education and



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conducts HIV/AIDS activities. It reaches approximately 2 lakh population through Mother and Child Clinics.

- Community Development and Social Welfare Department operates mainly in the slum areas of the city through 12 main centres and 4 sub centres.
- Tata Steel Rural Development Society, set up in 1979, has a mobile medical team and imparts awareness on HIV/AIDS through the mobile units, video vans, and Mahila Mandals (women's groups in the villages) as well as through outreach workers and peer educators. It also sponsors access to health care and treatment through an initiative called "Lifeline Express", a mobile health care unit (train), in collaboration with Impact India. (This train travels throughout the country making quality health care accessible to remote areas. Operations and treatment are provided for Polio Deformity, Ophthalmology, Orthopaedic, ENT and cleft lip) and AIDS Awareness Programmes are also conducted at the venue.
- Tata Steel Tribal and Harijan Welfare Cell, set up in 1974, regularly carries out health care and AIDS awareness programmes among tribal communities besides educational and cultural development schemes.
- Tata Steel Education Department runs AIDS awareness programmes for Classes 6-12 in all Tata Steel Schools, private schools in Jamshedpur, and colleges. Trainings are conducted for all teachers as well.
- Ladies Core Group, provides AIDS awareness programmes through the women empowerment programmes on domestic management.
- AIDS Cell at Tata Main Hospital is responsible for conducting various AIDS Awareness Programmes and

Training of Trainers programmes as well as for generating IEC (Information Education Communication) materials. Counselling of all referred STD and HIV/AIDS patients as well as their family members is done here while maintaining their confidentiality.

- Tata Main Hospital along with its Dispensaries in Jamshedpur and within the Works is the medical centre for Tata Steel employees and their family members. Various programmes on health topics including AIDS Awareness Programme are regularly conducted by the medical staff. Treatment without discrimination is done for all HIV-positive patients as well as those referred from other medical institutions.
- Nodal Centre - AIDS, Tata Steel, coordinates all the above activities for Tata Steel in the twin districts of East & West Singhbhum.

Tata Steel is the only company to be featured in Global Compact's report on "Statements of Participation". Global Compact was initiated by the UN Secretary General, which believes that the capability to create wealth and to meet company responsibility to their customers, employees, and shareholders is essential to its success. Through Global Compact partnerships, Tata Steel proactively seeks partnerships on social development among businesses, NGOs, UN organizations, government and other bodies. As part of its commitment, Tata Steel has decided to include in its social policy its endorsement and support to the principles of Global Compact (GC).

Tata Steel has won many accolades and awards for their corporate social initiatives.



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> HIV/AIDS Prevention and Care at the Work Place

The Company realized the magnitude of HIV/AIDS and its human and economic implications especially for the productive workforce through reports, publications and media. Though no official figures or statistics are available, Tata Steel recognized the potential vulnerability of Jamshedpur as a town and the areas around it, to HIV/AIDS. Factors that contribute to the vulnerability of this town and surrounding areas include the fact that Jamshedpur is an industrial town with a large workforce and migrant labour, which has high youth population. The town's proximity to the national highway marked by a high movement of goods also contributes to the vulnerability of the town. Many business and social visitors visit the town. The town is marked by substance abuse and mobile sex workers who provide services to the workers and migrants. The surrounding rural population has negligible access to health care services.

Given the Company's vision and mission statement, its core values, the emphasis on social initiatives and policies, and a long and outstanding history of social outreach activities, initiating and integrating HIV/AIDS related activities, was fairly easy. This was further made possible due to whole-hearted support of the Company's aware and sensitive top and senior management. Thus in 1992, HIV/AIDS activities were integrated within Medical & Welfare components of the company. Many departments have integrated HIV/AIDS prevention activities within their existing social welfare and development programmes such as on community outreach, community health, family welfare, drug de-addiction and education.

> HIV/AIDS Prevention and Care Activities

Coverage

HIV/AIDS related activities are carried out for employees as well as non-employee communities. Activities were initially started as awareness generation and sensitization activities and later expanded to counselling, voluntary testing, STD treatment, and care of the HIV-positive. Services are provided to communities in the urban areas of Jamshedpur and rural areas around it.

Key Activities

1 Awareness Generation and Training

Awareness is generated through various media including hoardings in the city, posters and handbills, screening of documentaries, videos, etc. through local cable operators, dedicated AIDS site within the Tata intranet, HIV prevention presentations on all office computers, 'Nukkad Nataks' or Street Plays, print media - internal and external, film shows at various events and through the video van, Close Circuit TV at railway station, and through programmes and jingles on the local radio station. Three message pillars have also been erected at different strategic locations in the city, as well as a Translite at the Railway Station Enquiry. In-house publications of Tata Steel, "Talmel" and "Tisco Samachar" which are published in Hindi, and "Tisco News" in English, also carry articles, news, information on HIV/AIDS. Information is provided through handbills, e-mail queries, telephone queries at the AIDS Cell at Tata Main Hospital from 9 to 11 a.m. A dedicated telephone helpline has also been set up at the AIDS Nodal Centre. This service is widely advertised through handbills, boardings, group discussions at street plays, counselling sessions, etc.

Street plays (Nukkad Nataks) in regional languages on the issues of HIV/AIDS have been developed. Shows are performed on various occasions including World AIDS Day, regular shows, any exhibitions, in bastis/slum communities, training programmes, etc.



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Through the community outreach initiatives (SAHAS, Family Initiatives, Kalyani, etc.), health melas, street plays and video shows through mobile vans are conducted in the villages, rural and urban slum areas around Jamshedpur for communities with specific focus on adolescents, girls and women.

From April 2001- January 2002, 1166 awareness programmes covering 75,507 individuals, have been carried out. The Core Group - AIDS has also linked Drug & Alcohol Awareness Programmes to its AIDS Awareness Programme, and during the same period conducted 325 programmes covering 25,025 participants. Approximately 38 showings of street plays were conducted from April 2001- January 2002, covering 18,856 individuals. These shows are followed by one-to-one and group discussions on various issues related to HIV/AIDS. Referrals are made to the Tata Steel Core Group - AIDS and the AIDS Cell at Tata Main Hospital for further information and services.

Awareness activities are carried out at every possible opportunity, for example, during Census 2001, teachers from Tisco-run schools, who were the enumerators, distributed 1 lakh multi-lingual handbills on AIDS. AIDS messages were shown in 175 spots on BBC TV Channel as a run-up to World AIDS Day 2001.

A special and dedicated AIDS Cell was set up at the Tata Main Hospital in 1994, which acts a central and referral point to provide information and counselling through telephone and e-mail, and individual counselling. The cell also conducts and coordinates AIDS awareness programmes and provides technical support to other programmes and departments. It constantly aims at strengthening the knowledge base of the senior management, colleagues of AIDS Core Group and hospital personnel by positive and their family members.

The AIDS Cell and Nodal Centre-AIDS is ably coordinated and managed by a highly trained and sensitive professional, Dr. H. Gardin.

Two health care and counselling centres have been set up by the company at the Transport Nagar and Hot Strip Mill Gate which are the two biggest Truck Halt Points. Information, condoms, counselling and treatment for STDs is provided to the truck drivers and their helpers who attend the clinics. Referrals are made for further information or treatment of STD and HIV, to the AIDS Cell of Tata Main Hospital.

AIDS Awareness Programme is now included in the Managing Director's Score Card.

Tata Steel has set up a dedicated Core Group on HIV/AIDS, which is chaired by Mr A.N. Singh, who is the Deputy Managing Director for Corporate Services. Ms Shakti Sharma, Head of Social Services and Family Initiatives is the Coordinator. Dr. H Gardin who is in charge of the Nodal Centre for HIV/AIDS at Tata Main Hospital, is the Convener. Other members of the Core Group include representatives from the departments of Human Resources and Personnel; Education; Family Initiatives; Tata Steel Rural Development Society; Community Development and Social Welfare; Corporate Communications; Corporate Administrative Societies; and the hospital. The Core Group meets every month amongst themselves to discuss issues, share experiences and updates on progress, and meets with the Chairman once in two-three months. Special meetings are convened on a need basis. Through this Core Group, targets are given to each department to conduct AIDS related activities within and through their department staff and initiatives. Activities on AIDS are integrated with the department work plans and monitoring mechanisms.

This Core Group while reflecting on the commitment of senior staff, also provides an excellent model of inter-departmental cooperation and exchange.

Each department further implements these activities and uses a forum called Joint Department Councils (JDCs) where department management staff and trade union members sit together to discuss issues related to department, welfare, family, etc. JDCs are conducted twice every month. This forum provides an excellent opportunity to involve the trade union members as well.



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Training programmes on HIV/AIDS are conducted for employees, union members, other NGOs, peer educators and community outreach workers of the rural outreach programme, community development programmes, teachers of various schools. In 2001, 10 training programmes were conducted covering 343 grassroot level workers.

Trade Union Members are actively involved in all the programmes and activities of the company including HIV/AIDS. Tata Workers Union leaders and members are provided with trainings and information on HIV/AIDS, are involved in drawing strategies as well as implementing department activities.

Union leaders and members through the Tata Workers' Union organise employee training programmes on various issues such as information on the plant, industry, safety, health, etc. Training modules have been developed for use by the trainers during these programmes. Recognising the urgent and critical need to impart HIV related education, a separate module has been developed on issues related to HIV/AIDS for these plus trainings. Separate trainings are also conducted for the same. Between January and November 2001, 47 training programmes were conducted by the Tata Workers Union covering 1047 individuals. Since 1992 approximately 45 batches of 25 persons each have been trained on AIDS each year.

The trained members provide further trainings, information and support to other staff and their families. They also make referrals for further information, medical services and support, to the Nodal Centre for AIDS at the Tata Main Hospital or the Core Group on HIV/AIDS.



Through the education department's programme with schools and colleges, teachers were trained on issues of HIV/AIDS. Awareness programmes were conducted in most high schools. However, evaluation and feedback sessions of the first round of trainings conducted in 2000 and 2001 revealed that the awareness amongst teachers and students was

74 per cent, not as high as TISCO wanted. Hence a second round of trainings has been initiated for teachers where they are now encouraged to talk to students.

Training of trainers (TOT) programmes are also conducted for other departments of Tata Steel Personnel, Corporate Communications, Education, and Medical including doctors and other staff at Tata Main Hospital.

2 Condom Distribution

The Company believes in providing quality condoms. The Company has installed four condom vending machines at different points in the city which include a truckers stop, bus stand, public toilets in busy market places frequented by vulnerable populations. Condoms are also provided free of cost through the outreach programmes of the Family Initiatives Department, Tata Steel Rural Development Society, Community Development and Social Welfare Department, and AIDS Cell at Tata Main Hospital.

3 Voluntary Counselling and Testing for HIV

Counselling is provided by the Company through their various programmes at the Jamshedpur Blood Bank, and at Tata Main Hospital's AIDS Cell. Trained counsellors provide pre- and post-test counselling for those who are referred as well as those who come voluntarily for testing. Testing is conducted at the Tata Main Hospital with informed consent of the patient and in a non-discriminatory manner while maintaining strict confidentiality. The results are not available to anyone except patients, and with their knowledge to the treating doctor, counsellor and the laboratory staff. The staff including the doctor and the technician at the laboratory of the Tata Main Hospital are aware and highly sensitive to HIV/AIDS issues. Tests are carried out in a systematic and careful manner while using Universal Safety Precautions including disposable syringes, gloves, etc. The individual who is



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being tested is treated with dignity and sensitivity by the laboratory staff without discrimination.

In line with the principles of respecting human rights of the individual who is diagnosed as HIV-positive, Tata Steel and Hospital employees are encouraged not to keep copies of the records of the positive results. Records are centrally maintained at the AIDS Cell.

4 Care and Support to People Diagnosed as HIV-Positive

This is one of the prime follow up concerns of the Company. Counselling is provided to the individual and his/her family members as well. Tata Main Hospital provides care and support to employees as well as those who have been referred by other hospitals or doctors. There have been many instances where other hospitals have refused treatment to the HIV-positive and the members of the Core Group on HIV/ AIDS of Tata Steel have come to their aid while protecting their rights and providing quality treatment.

The Company also implements the work adjustment policy for any employee who is ill and that includes HIV/AIDS. The Personnel Department ensures that the individual infected with HIV is not discriminated at work and is provided with work that he or she can handle at different stages of the infection.

5 Jamshedpur Blood Bank

This blood bank while ensuring safe blood to the patients, also encourages voluntary blood donations and conducts several awareness activities and blood donation camps. It has also been designated as the regional Screening Centre where each unit of blood is screened for HIV, Hepatitis B and Syphilis. The blood



centre has facilities for counselling with trained counsellors from All India Women's Council (AIWC). The centre maintains strict confidentiality of the reports and discreetly informs the HIV-positive person.

6 HIV/AIDS Workplace Policy and Implementation

Tata Steel has evolved a very effective policy on HIV/AIDS. The policy ensures protection and promotion of human rights and non-discrimination towards those who are positive. The Company does not follow any pre-employment screening, or during employment screening. HIV-positive individuals are not discriminated for promotion, transfers, etc. A healthy, sensitive and non-judgemental work atmosphere is facilitated through trainings and counselling of employees. The personnel officers attend the "Training of Trainers" programmes.

Advocacy Initiatives

As stated in the Global Compact programme mentioned earlier, "partnership building with other stakeholders" has been recognized by Tata Steel as a key to successful implementation of activities.

Partnerships are built with the communities, staff and trade union leaders and members for developing and implementing activities. NGOs such as SEEDS (Socio-Economic & Education Society) and AID (All India Development) extend programme implementation support by providing services to the community along with information materials, by acting as resource persons for various training and awareness programmes.

Tata Steel has also partnered other civil society organizations such as the Police, schools and colleges, media, prison staff, youth development programmes such as Nehru Yuva Kendra, Geetika Academic Institute & Sunrise Production, for conducting awareness programmes.



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Tata Steel has actively partnered the Global Council on HIV/AIDS, Confederation of Indian Industries (CII), Tata Council of Community Initiatives, WHO, NACO, Red Cross, Rotary International, INP+, and British Council.

> Key Partnerships

Through partnership with Social Development & Community Affairs (SDCA) Panel of CII (Eastern Region), Tata Steel has conducted advocacy and awareness programmes, provided technical support to other business houses - medium and small -for developing HIV prevention and care activities. Tata Steel Core group members act as resource persons at the sensitization workshops for other industries and personnel. IEC materials of CII are also shared widely with all the industries. The Coordinator of the Tata Steel Core Group is also the Convenor of the SDCA panel of the CII (Eastern Region) and thus provides a useful link for sharing information, knowledge and conducting advocacy. Emphasis is given to an integrated approach for implementing HIV activities.

Partnerships have been formed with other groups of Tata companies such as TELCO, Tata Cummins, TAYO, TRF, etc. for implementing activities and sharing information, lessons learnt and IEC materials.

The Tata Group was one of the key players and members at the Prime Minister's meeting to set up a national forum of corporate houses on HIV/AIDS activities.

> Key Strengths

■ Strong social commitment of the management based on the Company's core values and vision helps in translating policies into concrete activities.

■ Activities with specific targets/key result areas are integrated within each department's workplan. Allocating specific staff and time for HIV/AIDS activities ensures effective implementation of the activities.

■ Integration of HIV/AIDS with ongoing initiatives such as tribal outreach and welfare, city development and slum development activities, family welfare activities, medical services, education, human resource training etc. has helped in effective implementation and higher outreach for HIV/AIDS activities. This has also ensured provision of comprehensive and holistic services to the target groups.

■ Conducting specific trainings for the trade union members and employees helps in facilitating their support. Trade Union has been an active player in the implementation of HIV/AIDS and other activities through forums such as IDCs.

■ Making condoms available through vending machines, at different locations in the city, has helped to increased acceptance and usage of condoms.

■ Setting up of Voluntary Testing facilities along with Counselling services at the main centres in the city is an effective strategy for extending care support. This also helps in addressing stigma and discrimination against HIV. People diagnosed with HIV are referred for treatment to the Tata Hospital.

■ Care and Support initiatives include medical reimbursements, referrals, counselling and work adjustment policies.

■ Implementation of the HIV prevention and care policy facilitates a healthy, sensitive and non-judgmental work environment.



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> Key Lessons

- Well-designed coordination and implementation mechanisms such as Core Groups & Joint Department Councils (JDCs) facilitate inter-departmental co-ordination and effective implementation of activities.
- Integrating HIV/AIDS with ongoing programmes for empowerment of women and wives of workers has shown positive and effective results.
- Use of multi-pronged IEC strategies including print media, street plays, exhibitions etc. helps in raising the level of awareness amongst the general public.
- Providing quality and non-discriminatory treatment and care support to HIV-positive individuals is critical, along with raising awareness and setting up of Voluntary Testing Services.
- Networking and partnerships with NGOs, other business houses, civil society organizations is central to effective implementation of HIV prevention and care activities.



International Labour Organisation
 'Prevention of HIV/AIDS in the World of Work: A Tripartite Response'

ILO's tripartite action on HIV/AIDS in India

India has an estimated 3.97 million People Living With HIV/AIDS (PLWHA) at the end of 2001. As elsewhere in the world, the maximum number of infections (about 89%) have been reported from the most productive 15-49 age group. HIV/AIDS, therefore, has emerged as a major threat to the world of work.

This highlights the need for immediate efforts to protect some 400 million workers in India from the deadly virus. The main challenge is to reach out to the more vulnerable informal sector labour, which forms about 93% of the total workforce in India.

The ILO, in consultation with its Indian tripartite constituents and the National AIDS Control Organization (NACO), has developed a three-phased programme, aimed at establishing a sustainable national action on HIV/AIDS prevention, care and support in the world of work.

The first phase of the project, being implemented with support from the US Department of Labour, aims at mobilizing the ILO's tripartite partners (government, employers' and workers' organizations) and preparing a comprehensive Plan Of Action for implementation in the second phase. The V.V. Giri National Labour Institute (VVGNI), NOIDA, which also houses the Technical Resource Group for workplace interventions under the National AIDS Control Programme, is the nodal implementing agency under the ILO project.

Notable features of the ILO Project:

- Guidance to the project by a high level Project Management Team, comprising representatives from the Ministry of Labour (MOL), NACO, employers' and workers' organizations, VVGNI, UNAIDS, People Living With HIV/AIDS (PLWHA) and ILO;
- Mainstream HIV/AIDS within Ministry of Labour: The Project works closely with key institutions of the MOL like VVGNI and Central Board for Workers Education (CBWE) in an attempt to mainstream HIV/AIDS within the Ministry of Labour.
- Mobilization of partners through stakeholders' meetings/consultations/seminars etc. in an attempt to put HIV/AIDS on their agenda;
- Research based advocacy: documentation of corporate responses to HIV/AIDS, compilation and dissemination of existing research studies on HIV/AIDS in the world of work, and initiation of action research projects;
- Build response capacity of partners through training programmes for trade unions, employers' organizations, enterprises, NGOs implementing HIV projects with the informal sector labour (truck drivers/migrant workers etc.);
- Provision of technical support to enterprises to help them develop their policy/programmes on HIV/AIDS.
- Facilitate closer collaboration between the HIV/AIDS efforts of enterprises and State/District AIDS Control Societies;
- Promote adoption of the ILO's Code of practice on HIV/AIDS and the world of work;
- Coordinate with UNAIDS and NACO in setting up state level business coalitions.

For more information on the project, Please contact:

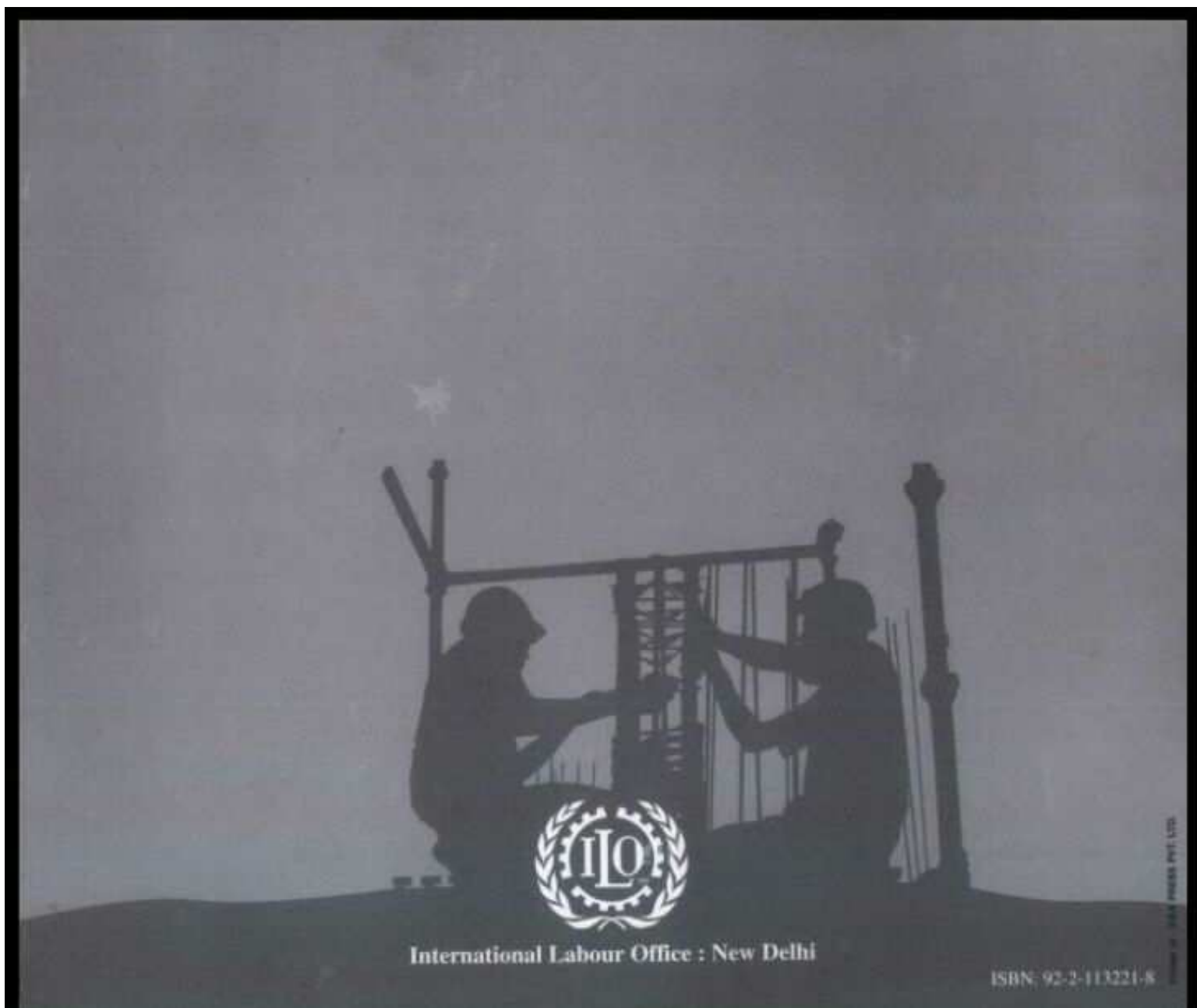
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