

GSACS LAUNCHES INTENSIFIED IEC CAMPAIGN ON INTERNATIONAL YOUTH DAY

Panaji – [August 12, 2024](#)

In observance of International Youth Day 2024, the Goa State AIDS Control Society (GSACS), in collaboration with Shri Bhumika Nursing College and Shri Bhumika Higher Secondary School, Poriem-Sattari, launched an Intensified Information, Education, and Communication (IEC) Campaign. The event took place at the Shri Bhumika Nursing College & Shri Bhumika Higher Secondary School, Poriem.

The State-level function was honored by the presence of Dr. Deviya Rane, MLA of Poriem and Chairperson of Goa Forest Development Corporation. Dr. Rane inaugurated the 171st Red Ribbon Club (RRC) at the venue and also unveiled the new mascot for GSACS. This year's theme for International Youth Day, "From Clicks to Progress: Youth Digital Pathways for Sustainable Development Goals," emphasizes the role of youth in digital advocacy and sustainable development.

In her address, Dr. Deviya Rane underscored the importance of youth engagement in creating awareness about HIV/AIDS. "Youth are the architects of [tomorrow's](#) world, and it is in their hands to shape the future by addressing critical issues like HIV/AIDS," said Dr. Rane. She highlighted the significance of open communication channels to educate and engage the community on HIV/AIDS, stressing the need to dispel myths and reduce stigma. "HIV-positive individuals require support from both their families and society," she added. IEC campaign is the platform to focus on community development, critical issues, disseminate information on health, education, sanitation etc to the people and create awareness about it, she informed.

Dr. Shaheen Saiyed, Deputy Director of the Directorate of Health Services, spoke about the importance of acceptance and non-discrimination against HIV-positive individuals. "Youth must be alert, informed, and make educated choices," she said. Dr. Saiyed encouraged students to leverage the Red Ribbon Club to promote HIV/AIDS awareness and foster a positive societal response.

Dr. Lalitha Umraskar, Project Director of GSACS, provided insights into the campaign's objectives and statistics related to AIDS cases. She emphasized the role of tech-savvy youth in driving digital awareness and outlined various campaign activities planned across Goa.

The event also featured a dynamic Flash Mob performance by students from Vidya Prabodhini College, Porvorim, adding a vibrant touch to the event. Also, Prizes were distributed for various competitions.

Dr. Vikas Naik, Health Officer, Community Health Centre, Valpoi; Shri Sagun Wadkar, ZP Member; Smt Devyani Gawas, ZP Member; Smt Rati Gaonkar, Sarpanch, Poriem; Shri Atmaram Shetye, Dy. Sarpanch, Poriem; Shri Yashwant Sawant, Principal, Shri Bhumika Higher Secondary School; Shri Shivajirao Rane, Manager.

Shri Raosaheb Rane, Vice Principal, Shri Bhumika Higher Secondary School; Shri Shankar Chari, Treasurer, Bhumika Shikshan Saunsta; Shri Akeeb Shaikh, Extension Educator, Community Health Centre, Valpoi; Shri Umakant Sawant, Joint Director, State AIDS Control Society were the dignitaries present for the event.

Dr. S. Vasanthakumari, Principal, Shri Bhumika Nursing College, Poriem, Sattari gave the welcome speech.

The function was compered by Smt. Diksha Parab and Nisha Gaonkar of Shri Bhumika Nursing College.

The vote of thanks was delivered by Shri Yeshwant Sawant, Principal of Shri Bhumika Higher Secondary School.

This IEC campaign is part of a nationwide initiative running from [August 12, 2024](#), to [October 31, 2024](#). It aims to support HIV/AIDS awareness efforts across the country. In Goa, Health Centres and GSACS-funded NGOs will conduct awareness activities in 390 villages, including Panchayats and schools. The campaign will feature 60 Flash Mobs and 100 folk troupe performances, with a strong emphasis on rural outreach. Additionally, a comprehensive social media campaign and the establishment of 26 Red Ribbon Youth Clubs by the Nehru Yuva Kendra Sangthan (NYKS) will further enhance outreach efforts.

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