

HIV & YOU

AN HIV/AIDS AWARENESS PROGRAMME AMONG MIGRANT INDUSTRIAL
WORKERS AND SURROUNDING COMMUNITIES

BY
PEOPLE LIVING WITH HIV/AIDS



United Nations Development Programme



Indian Network for People Living with HIV/AIDS

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FOREWORD

This document features "HIV & YOU," an innovative and easily replicable programme targeted at raising awareness of HIV among migrant workers and communities through the involvement of People Living with HIV/AIDS (PLWHA). The programme also aims at mobilising the support of the private sector and promoting Corporate Social Responsibility (CSR) in the region.

"HIV & YOU," developed and facilitated by the UNDP Regional HIV and Development Programme, South and North East Asia, in partnership with the Indian Network for People Living with HIV (INP+), acquires particular significance in Asia Pacific because the region witnesses large scale migration of people. Poverty, diminishing choices, denial of rights, and lack of access to information and services make migrant populations particularly vulnerable to HIV/AIDS. This initia-

tive is an effort to address it through innovative partnerships.

The key partners in this effort are various groups of people working with medium and small scale industries, particularly migrant and contractual labourers and their communities; the corporate sector; and people living with HIV/AIDS. The key goal is to reach out, not only to the mainstream industrial workforce populations, which are primarily migrants, in these industries, but also to populations that are peripheral to the industry, such as contract labourers, truck drivers and suppliers.

A critical aspect of the initiative is that it provides a platform for operationalisation of GIPA (Greater Involvement of People Living with HIV/AIDS), which calls for meaningful involvement of PLWHA in all aspects of the response to the epidemic, while addressing

the needs of migrant industrial workforce populations. For the first time, under this initiative, PLWHA have begun to conduct training workshops for industrial workers, serving the dual purposes of training and making people more aware of the broader issues regarding the epidemic. The PLWHA involvement also helps demolish the existing stereotypes of positive persons and creates avenues for income generation.

The programme has been piloted in two plants of the medium scale industrial manufacturer, Jubilant Organosys Limited - at

Gajraula, Uttar Pradesh and Nira, Maharashtra in India. The partners in the pilots were Jubilant Organosys, and INP+ with UNDP as the facilitator. The response to the programme has been encouraging and has shown immense promise of scalability across the region.



Dr. Maxine Olson
*UNDP Resident Representative &
UN Resident Coordinator*

THE RATIONALE

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In the Asia Pacific region, migrants are among the groups who are most vulnerable to HIV. Close to 80 percent¹ PLWHA respondents, in a UNDP survey in Asia Pacific, cited migration as the main factor that led to their vulnerability to HIV. Migration and mobility of people are widespread within and between the countries of the region, and are intrinsic to the changing patterns of economic life. In South Asia alone, there are currently over 200 million people² on the move.

However, it is important to note that migration by itself is not a vulnerability factor but creates conditions that make people susceptible to HIV. Vulnerability arises from the social and economic conditions, in which people live and work. Poverty and lack of resources may force those moving from one

place to other trade or sell sex for goods, services and cash in order to survive and/or continue their travel. Many migrants work in low paid, unskilled jobs in hostile environments. Their vulnerability also arises from their human need for company, intimacy, and sex. Being away from their families, their home communities, and familiar socio-cultural norms can lead to isolation and loneliness, and ignorance about available services. Cultural and linguistic barriers heighten their lack of access to the services that exist. These factors increase their vulnerability to HIV, as well as the difficulties of living with HIV/AIDS. Addressing the vulnerabilities of this group in the region is crucial to any integrated response to the epidemic.

An important lesson learned in addressing the vulnerabilities of people and dealing with the HIV/AIDS epidemic in the Asia Pacific region, and elsewhere in the world, during

¹ UNDP, 2004

² UNDP, 2002

the last two decades has been the need for multi-sectoral responses built on partnerships between key stakeholders - governments, media, vulnerable groups such as migrants and sex workers, civil society organisations, international organisations and the corporate sector, to name a few.

One of the most important stakeholders in the responses that address the vulnerabilities of migrants, their families and communities is the corporate sector. Involvement of the corporate sector not only provides a unique opportunity of reaching out to migrants, their families and communities through the workplace, but also to safeguard its interest as evidence from various parts of the world shows that the impact on HIV can be severe on it.

An equally important learning from the

responses has been the need to involve People Living with HIV/AIDS (PLWHA) in all aspects of the response to the epidemic, particularly prevention and care, reflecting the true spirit behind the principles of GIPA (Greater Involvement of People Living with HIV/AIDS). It has now been widely acknowledged that the immense experience of PLWHA in negotiating with the epidemic and their first hand knowledge can be an extremely vital ingredient to successful responses. There is increasing recognition that they should be provided with opportunities to move past their advocacy role and undertake prevention and care activities. Needless to say, it is also an empowering exercise for PLWHA besides opening new avenues of income generation for PLWHA groups. The increased visibility of PLWHA in productive roles also helps to reduce the stigma and discrimination faced by them.

THE METHODOLOGY

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It is safe to say that the methodology for this initiative emerged from its implementation. It was 'demand driven' and was developed in consultation with all the partners. The endeavour has been to truly incorporate GIPA principles, acknowledging that the involvement of PLWHA is integral to the success of any response against the epidemic. The purpose of the design is to equip migrants with information to protect themselves, their families and communities and create an environment within which they can discuss and seek clarifications on myths and provide support to each other.

THE PROCESS

The initiative aims to capitalise on the synergy produced by the strategic partnership between UNDP, PLWHA organisations and the corporate sector. Hence, each of the three partners in this initiative has a

specific role to play.

The partner PLWHA organisation sends a team of trainers, which comprises three persons - one medical expert on HIV issues, one PLWHA and one facilitator. The training workshops are designed to be need based, sensitive to the requirements of the stakeholders. The sessions are designed for four groups in particular: management; workers; contract labourers; and communities, including families. In one day, two to three sessions of two to three hours each, are organised with reasonable flexibility built in to accommodate the specific needs of the participants in different settings.

For the success of such an initiative, the corporate organisation needs to be fully involved. The onus of creating a conducive environment for the training lies with the management. Being the hosts of the training,

they have the leverage in advocating amongst their employees, the importance of these workshops. In addition, they need to offer the PLWHA trainer with a fee for his/her services. Further, the company is required to dedicate one person through the process of training as a facilitator who could later follow up on the workshops and ensure that the results are sustained.

In the pilots that were undertaken, UNDP Regional HIV and Development Programme was the facilitator and worked closely with INP+ to strengthen their capacity as trainers and speakers. INP+ in turn provided training inputs and Jubilant Organosys hosted the training, provided logistical support to trainers and follow up action.

CONTENT

Each workshop is divided into three sessions - Basic facts about HIV and AIDS; Sex and Sexuality; and Life after HIV. Expanse of each programme differs but each session takes on an average two to three hours.

The first session is designed to get the participants acquainted with the basic facts about HIV/AIDS. Fundamental information about how

HIV is transmitted, what are the tests available and what treatment options are available is provided in this session.

The second session is planned to break the silence and secrecy around sexuality and sex practices, besides advocating for safer sex. The session not only provides detailed information about what body fluids contain HIV, but also information about what acts during sexual intercourse are safer. This session also has a built in condom demonstration component.

The third session is designed to facilitate sharing of experience and to discuss life after HIV. In this session, the HIV-positive trainer discloses his/her identity and shares his/her experiences as a person living with HIV/AIDS with the participants. It specifically aims at sensitising participants towards their rights, as well as the rights of HIV-positive people.

The resource persons present the information through games, role plays, demonstrations etc. Interaction from the group is encouraged. The training sessions are followed by discussions among the participants about the issues raised during the session. In addition, depending on the need of the workers, some informal sessions are held at places where people gather for leisure.

THE PROGRAMME

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The distinctiveness of the "HIV & YOU" initiative emerges from the triangular partnership between the medium small scale industrial house, Jubilant Organosys, INP+ and UNDP; and the resultant synergy.

The focus of "HIV & YOU" is on migrant workers and contractual labourers with an innovative strategy being employed of reaching out to both long term migrants; and frequently mobile populations and their families and communities through the workplace settings focussing on medium and small/medium scale industries like iron foundries, brick-making units, and ceramic units, which primarily employ unskilled workers and attract migrant labour populations. In this sense, "HIV & YOU" complements other workplace and community based initiatives because it aims to reach out to populations which have hitherto been difficult to reach.

The initiative also positions corporate social responsibility of the medium and small scale industrial sectors in the region. The initiative benefits the corporates in more ways than one. It offers a practical and viable method for corporates to get involved in prevention activities without putting excessive load on them either in terms of time or financial resources. What is required is their wholehearted commitment to make the programme successful. Their involvement is limited to sparing workers some time to attend the workshops and paying the PLWHA trainer a fee as they would pay any expert, knowing that their contributions are going directly to the benefits of their industry. Moreover, their involvement in activities for workers helps create a positive work environment facilitating improved employee-employer relations. At another level, it leads to increased sensitisation of the management, many of whom see a PLWHA for the first time.

This establishes room for future action, manifesting in many ways like setting up of condom dispensing machines and sensitive workplace policies. It also provides an opportunity for mainstreaming of HIV issues and allows an opportunity of integrating HIV into the ongoing welfare activities of corporate organisations. Further, it offers an opportunity for development of clusters with one industry providing an entry point of expanding into others.

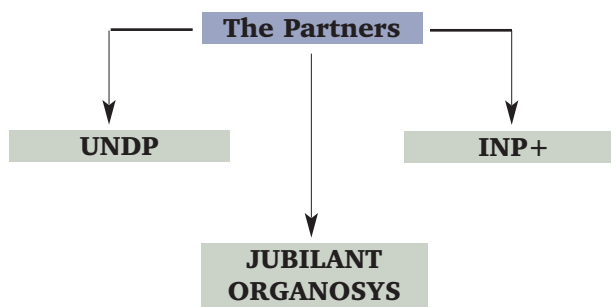
The initiative involves PLWHA as part of the three-member trainers' team, enabling interaction with vulnerable groups, resulting in a two way empowerment process between the PLWHA trainers and the trainees - the capacity of PLWHA is strengthened at the same time as the capacity of workers and management of the industrial house in question.

GENESIS OF A PARTNERSHIP

The partnership emerged from the enterprise of Jubilant Organosys Ltd, which took the initiative of garnering UNDP's support for training its employees and gathering resources for making it transpire. A worker at one of the plants of the company, located at Gajraula in Uttar Pradesh, India was found to be HIV-positive. The management and co-workers, due to lack of relevant information about HIV/AIDS, felt completely inadequate in dealing with the situation. The worker himself was completely un-empowered to cope with his newly acquired HIV-positive status. He isolated him-

self and refused all treatment. According to the Medical Officer, "he had lost his will to carry on." His condition worsened rapidly due to seclusion and depression.

This was the first time, the management and workers alike faced the HIV epidemic and experienced the despair that it brings in its wake because of the lack of information available. Realising the need for dissemination of information about HIV/AIDS, the management approached UNDP to provide training to its employees (managers and labourers). It was decided the training inputs would be provided by PLWHA, as with their experience of negotiating with the epidemic, they could bring in valuable insights into the training workshop and provide an opportunity to the workers to interact with HIV-positive people. This led to the materialisation of a partnership between Jubilant Organosys, a corporate and INP+, a PLWHA organisation with UNDP as the facilitator.



ABOUT THE PARTNERS

JUBILANT ORGANOSYS LIMITED

Jubilant Organosys Limited is a speciality chemicals company in India. The Company's business operations are organised into four distinct business divisions: Pharmaceuticals, Advance Intermediates, Custom Research & Manufacturing Services and Nutrition; Performance Chemicals; Organic Intermediates; and Agri Products.

Social Responsibility

- The company considers the community around its manufacturing facilities as one of its most important groups of stakeholders.
- It holds regular interactive sessions with a cross section of the local people to inform them of the activities in its plants, how it can affect them and steps to be taken by them in the unlikely event of any emissions from the factory. This also helps the company to get feedback from the local community and take corrective actions wherever necessary.
- The primary approach for the social activities carried out by the Company is to "empower" the local people to look after their interests rather than "helping" them to ensure sustainability of the effort put in.

INP+

A non-profit making community based organisation, INP+ is a national network of, for and by people living with HIV/AIDS in India.

Objectives:

- To facilitate and improve access to treatment for people living with HIV
- To provide access to information to people living with HIV
- To promote and protect the human rights of people living with HIV
- To promote involvement of people living with HIV at all levels of decision making
- To promote social acceptance of people living with HIV and to end stigma and discrimination
- To provide opportunities for networking for people living with HIV

UNDP REGIONAL HIV AND DEVELOPMENT PROGRAMME

UNDP Regional HIV and Development Programme covers 13 countries in the South and North East Asia region. The programme addresses the development and trans-border challenges of HIV/AIDS in the region and supports integrated and rights-based responses that promote gender equality, sustainable livelihoods and community participation. Focus areas of work include: Policy Advocacy and Outreach, Mobility and HIV/AIDS, Capacity Development and Greater Involvement of People Living with HIV/AIDS and Human Rights.

The Programme is working towards mainstreaming HIV as a development issue, by looking at deeper causes that fuel the epidemic - migration and livelihood issues and opportunities and spaces for those living with HIV. The Programme is liaising with governments and civil society partners and agencies like ILO, IOM and trade unions to develop projects in source and destination countries, as well as, addressing migrant workers during the transit process to equip them with skills and information to protect themselves.

The objectives of the programme are:

- To advocate for supportive policies and build commitment among key stakeholders in the region to address HIV/AIDS as a development issue;
- To strengthen knowledge and capacity for a sustained multi-sectoral response linking livelihoods, gender and HIV issues;
- To protect dignity and human security of people infected and affected by and vulnerable to HIV/AIDS, through strengthened governance.

PILOT CASE STUDIES

Case Study I: Gajraula, Uttar Pradesh, India

Setting: The first pilot initiative was held between May 28-31, 2003 at a Jubilant Organosys plant located at Gajraula, Uttar Pradesh, northern India. There is a cluster of small and big industries around the village that attracts migrants from Uttar Pradesh and Bihar. Jubilant Organosys employs thousands

of professionals, skilled workers and contract labourers. Also involved are truckers who bring in raw materials and take away finished products. Most of the contract labourers, truck drivers and cleaners are migrant workers. There is hardly any awareness about HIV among the workers and communities.

The management of Jubilant enabled the creation of a favourable environment for training

Spot interviews, conducted randomly before the two training sessions, revealed that the workers were concerned whether they could have become infected from the co-worker who had been found to be HIV-positive. On the other hand, some workers admitted feeling guilty about not coming forward and supporting the HIV-positive co-worker.

involving all their workers, including contract labourers and the communities around them by giving time off work for training sessions. It is through their financial support to the PLWHA trainers that the venture became a sustainable option for them. The community development unit of Jubilant, along with their medical officer spent time in planning and arranging for the sessions. A social worker was dedicated full time to provide support to the visiting team from INP+ to facilitate the process and enhance his/her knowledge and understanding so as to be able to undertake follow up.

Inaugural Session: the inaugural session set the tone for the training. Attended by heads of other industrial houses, social organisations such as Lions and Rotary Clubs, it was a combination of information and advocacy. It also brought together the Organosys 'family' - management and workers. This session was formal and served to reiterate the goals of the workshop and the commitment of all the partners.

Training: The training schedule included

three sessions for Jubilant employees, two for migrant labour force/tanker drivers/cleaners and one session for contract security and safety personnel. Apart from formal sessions with the management, two general sessions were held on the spot where the truckers gathered and the migrant labourers passed through their way home every evening. The evening sessions with the contract labourers were somewhat different from the training sessions held earlier in the day. The information was presented using popular terminologies; the trainers often used the language they felt would be most acceptable to the truckers and the labourers and often cracked a few 'man-to-man jokes'. This style endeared them to truckers and contract workers who soon overcame the hesitation - in fact the gathering on the second day swelled to about 500 participants.

Touching and eating together spreads affection and not AIDS - a slogan coined during one of the training sessions.

Interaction and experience sharing was encouraged in all the sessions. An interesting aspect of the training observed during the sessions was the growing levels of disclosure after an initial phase of hesitation and the hunger for information among the participants.

BREAKTHROUGH INITIATIVES

The workshops at Gajraula were very suc-

cessful and reached out to over 100 Jubilant executives, 50 executives from other industries and members of Inner Wheel and Rotary Clubs, 250 Jubilant workers, 700 migrant workers engaged in manual jobs, and 250 tanker drivers and cleaners.

The pilot projects had a 'snowballing effect'. The workers who underwent training felt empowered enough to spread the information in communities around them. The process brought people face to face with HIV-positive persons, generating hope about life after HIV/AIDS and removing the stigma and myths regarding the epidemic. Most importantly, it helped industrial cohorts to look at PLWHA in a positive light.

From workers to villages: The amount of energy generated by the programme helped in making it truly a people's program. A knowledge sharing forum on HIV/AIDS was conducted by one of Jubilant Organosys's senior executives

Session: Identify the PLWHA

Most of the participants felt that it was the one who was the "quietest and sat in a corner." It came as quite a surprise to them that the PLWHA was the most active, relaxed and articulate of the trainers' team.

It was after enormous amount of persuasion that the participants were ready to believe that one trainer was indeed HIV-positive and was not pretending.

Process Controller, Jubilant Organosys, Gajraula, "Had this session been organised earlier, maybe our reaction to the PLWHA would have been more sympathetic."

Tapan Dutta, Chief of Manufacturing, on corporate social responsibility:

"We don't think that the corporate sector is an entity devoid of the society in which it operates. Business growth is synergistic with society's needs. People are stakeholders of the corporate sector, whether they are living around the plant or away from it. The body corporate has its own responsibility to promote sustainable development. Bureaucrats, government, villagers, factories and offices are an integral part of our corporate body and policy."

atives at village Sahbazpur Dor (located 3 km from the Gajraula factory), which was attended by about 150 villagers.

Towards acceptance: Another instantaneous breakthrough that emerged was the company's decision to help the worker who had been found to be HIV-positive, clearly demonstrating the sensitisation of the management towards PLWHA. The company dedicated a social worker to arrange for his treatment in the city. Unfortunately, the worker died within a few days of this decision.

**Ashok Rambal, Vice-President,
Manufacturing, Jubilant Organosys**

"HIV has social dimensions. It is a challenge to voluntary organisations not only to train and educate but also to remove social stigma. Information distribution has not been tackled. Training helps to get in dealing with issues. Gajraula is a less-developed area and the challenge to spread awareness is even greater. There is low acceptance of HIV even among friends. Therefore, there is need for greater awareness and integration."

Case Study II: Nira village, Maharashtra, India

Setting: The second pilot was held between December 10-12, 2003 at the Jubilant Organosys plant located at Nira village, Maharashtra, India. Nira is not as isolated as most other villages of the country because of the presence of a few industries, attracting migrant populations from the northern states of the country. Majority of the migrants are landless labourers pushed out of their native settings due to lack of livelihood options and poverty. As in the case of Gajraula, Jubilant Organosys was one of the key partners of the programme, with UNDP, INP+ and Maharashtra Network of People Living with HIV (NMP+), an affiliate state level network of INP+ , being the other members.

Training: A series of nine workshops were

conducted in a span of three days. Nearly 800 people were reached out in these three days through the training workshops. Three programs conducted for the company employees covered executives, junior level employees, truck drivers, and contract labourers.

In addition to sessions within the workplace, the team reached out to students and villagers. Workshops were conducted in two of the colleges in the area - Mahatma Gandhi College and Kilachand Junior College, Nira, of Rayat Shikshan Sanstha and Mugutroa Sahebrao Kakade Commerce and Science College, Someshwar. A separate workshop

Session with Security Guards: This session was organised 'on demand'. The factory security guards wanted to know about HIV/AIDS. The discussion helped in allaying their fears regarding HIV.

An executive who has been in the company for 12 years found the environment supportive for holding training workshops. He thought that the information was appropriate, the awareness was beneficial. "Treating HIV-positive people differently or discriminating against them was a result of ignorance. The training would help in removing stigma and discrimination against PLWHA and help to keep their morale up."

was also conducted for professors of these colleges. Interaction with youth was very successful as it gave the team an opportunity to allay their fears and remove prevalent myths and to some extent helped them bridge the gap between theoretical information and reality.

The pilot initiative at Nira was broader in its reach and sessions were also held at the

community level. The community level workshops were organised in three villages, Nira, Nimbut, and Someshwar. People from different age groups and those belonging to different social, economic and educational backgrounds participated in the workshops. Prominent people of the village and social activists participated in the programme. Two programmes were also conducted for village youth.

FREQUENTLY ASKED QUESTIONS

1. I am not vulnerable then why do I need to take precautions?
2. What are the chances of acquiring HIV in case of accidental exposure to HIV-infected blood: For instance in case of an injury at workplace if an HIV-positive person's blood splatters on me?
3. Is HIV present in one's hair?
4. Can HIV be transmitted through sneezing?
5. What are the chances of acquiring HIV from a dead person?
6. Can there be any indication of one's HIV-status from one's appearance?
7. What is the risk of HIV transmission through oral sex?
8. Can HIV be transmitted through mosquito bites?

THE WAY FORWARD

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The pilot initiatives have demonstrated the utility, effectiveness and impact of an approach that combined GPA, in its true sense HIV vulnerabilities of migrants and their families and, CSR. The pilots have also demonstrated the feasibility of building viable public-private partnerships, fulfilling societal needs.

Buoyed by the success of the pilots and the energy generated, UNDP proposes to formalise the three way partnerships and advocate for scaling up the response and

strengthen and institutionalise the key elements of this approach. The aim is to sustain the success of the pilot workshops and reach out to a wider section of the migrant worker populations at the regional level. The attempt is also to develop generic tools - information kit, training manual etc. - that can be used within a wider setting. Another crucial need, a task being undertaken by UNDP, is to systematically build and strengthen the capacity of PLWHA as trainers. UNDP is also advocating for this initiative with the private sector to enable its expansion to other regions.

The UNDP Regional HIV and Development Programme covers 13 countries in South and North East Asia. The programme addresses the development and trans-border challenges of HIV/AIDS in the region and supports integrated and rights based responses that promote gender equality, sustainable livelihoods and community participation. Focus areas of work include: Policy Advocacy and Outreach, Mobility and HIV/AIDS, Capacity Development and Greater Involvement of People Living with HIV/AIDS and Human Rights.

INP+ (Indian Network for People Living with HIV/AIDS) was formed in 1997 in Chennai, southern India, in response to the need to address the issues faced by People Living with HIV/AIDS (PLWHA) and to give them a strong voice in India. It works with and through affiliated state-level networks of HIV-positive people. Its primary mission is to improve the quality of life of PLWHA, promoting and protecting human rights, and promoting social acceptance and reducing stigma and discrimination.

www.YouandAIDS.org

The HIV/AIDS Portal for Asia Pacific