

A Documentary & Photo Exhibition on THE RED RIBBON EXPRESS CAMPAIGN

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New Delhi, Delhi, IND, 2008-05-24 17:48:54 (IndiaPRwire.com)

Red Ribbon Express is a unique rural communication campaign on train which was launched on December 1, 2007 on World AIDS Day as Mrs. Sonia Gandhi flagged off 'Red Ribbon Express' from Safdarjung Railway Station, New Delhi. Red Ribbon Express (RRE) Project is a National Campaign to highlight the issue of HIV/AIDS through a specially designed train travelling to different parts of the country for one year. About 180 major railway stations/halting points will be covered through this campaign traversing over 27000 kilometers at a stretch in a Bharat Parikrama pattern.

Each of these 360 days will see multi-level activities. A multi-sectoral project to spread awareness on HIV/AIDS, the campaign aims to promote safe behavioural practices. The vision behind the project is to mainstream HIV/AIDS within the context of overall socio-economic development rather than merely as a medical/public health issue.

Originally conceptualized by the Rajiv Gandhi Foundation as a multi-partnership national campaign, its execution is being spearheaded by National AIDS Control Organization (NACO) and the Nehru Yuva Kendra Sangathan (NYKS).

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During the programme a documentary was screened showing the on board activities and associated facts and figures while travelling along with The Red Ribbon Express in different parts of the country touching millions of hearts through its message at the grass root level.

On this occasion Dr. Shakeel Ahmed Khan (DG, NYKS) presented the broad objectives of the Red Ribbon Express; i.e. to provide a complete communication, counseling, treatment and care package to the target population, especially in rural areas with special focus on youth and other vulnerable groups, so that they stay away from the ill-effects of this life spoiling illness. On this occasion Nafisa Ali said that RRE is a revolutionary movement where the target is each and every individual from any caste, religion or community. She also praised highly the efforts made by all the agencies involved and the people behind this unique concept and movement. During the programme M. Bilal (Consultant, RRE, NACO) and Smt. Sharda Ali (Director, Ministry of Youth Affairs & Sports, Govt. of India) were also present.

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