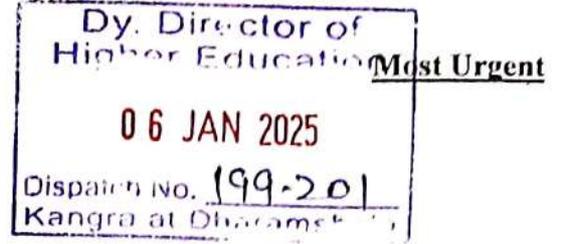


No. EDN- KGR – (Misc) / 2024
O/o Deputy Director of Higher Education
Kangra at Dharamshala.
Email Id. ddhekanagra3@gmail.com



Dated :- Dharamshala the, 176215 January, 2025

To,

- ✓ All the Principal/Headmaster
GSSS/GHS
Distt. Kangra

Sub:- 100-Day Intensified Campaign on TB Elimination Nikshay Shivir.

Sir,

With reference to the Deputy Commissioner, Kangra at Dharamshala vide D.O. No. Hfw-KGR/NHM/NTEP/4260 dated 16-12-2024 and further to this office Endorsement No. EDN- KGR – (Misc.) / 2022-10909-10 dated 23-12-2024, on the subject cited above.

In this regard, as discussed VC Held on 3-12-2024. India has made great strides in TB elimination efforts over the years. Since 2015, the annual TB incidence rate has declined by 18% and the mortality rate has declined 22% as of 2023. TB incidence rate has decreased from 237 cases per lakh population (in 2015) to 195 (in 2023). Similarly, TB death rate has decreased from 28 deaths per lakh population (in 2015) to 22 (in 2023).

Community engagement is vital for ending TB. TB is a social disease and determinants call for multi-sectoral efforts, and open dialogue to end myths and misconceptions is needed to end stigma associated with TB. To reach the goal of TB free India, we need to work together as a team and help patients regain good health, and prevent people from developing TB. Discussion on innovative activities will be held for this cause.

Janbhagidan (community participation) for TB Mukta Bharat will be an important element of the 100 days campaign to foster community participation in TB elimination. To implement Janbhagidari in TB elimination control efforts a focused approach would be adopted, ensuring that the community plays an active role in awareness, prevention, detection and treatment. Objectives of Janbhagidari for TB Mukta Bharat

1. Raise Awareness. Increase knowledge of TB symptoms, emphasize the importance of getting screened, early testing and treatment completion
2. Reduce Stigma Normalize discussions around TB to combat myths and discrimination.
3. Encourage Early Detection: Mobilize communities, especially vulnerable populations, to undergo TB screenings and report symptoms early.
4. Support Treatment and Nutrition: Ensure PwTBs complete their full course of treatment and get adequate nutrition through community support
5. Promote TB prevention, Educate community to maintain cough hygiene, nutrition, avoid overcrowding, adequate ventilation, TB preventive treatment and healthy behavior.

Suggested activities are as follows-

- Engagement of various organisations and institutions like Kendriya Vidyalaya Sangathan (KVS), Jawahar Navodaya Vidyalaya Samiti (NVS), National Institute of Open Schooling (NIOS), National Council of Educational Research and Training (NCERT) National Council for Teacher Education (NCTE), etc. in 100 days campaign.

- Organize art & cultural activities like essays, posters, and elocution competitions in schools to bring awareness on TB
- Sensitization of students of 8th-12 standard in schools.
- Create youth ambassadors and facilitate taking Ni-kshay Shapath (pledge) during the period from 27th January to 2nd February in schools/attached offices of the department.
- Dissemination of awareness messages on social media of the department during the period from 16th January to 24th January 2025,
- Register Ni-kshay Mitra from various organizations, institutions and staff of the Dept. of School Education & Literacy.

In this context, all the Principals/Headmasters of GSSS/GHS of District Kangra are hereby directed to further necessary compliance as per above direction to do needful and reply of the all activities Photos (**High Resolution with Banner & Schools Name**) should be reached to the office of undersigned. So that the same could be send to higher authority.

For any query you can contact Mr. Rajnish Kumar (NSSS Distt. Coordinator)- 94183-07717


Deputy Director of Higher Education
Kangra at Dharamshala

Endst. No. even Dated: Dharamshala

January, 2025

Copy to:-

1. The Deputy Commissioner, Kangra at Dharamshala, for information please.
2. I.T. incharge (internal) to upload this on website.
3. Guard file.


Deputy Director of Hr. Education.
Kangra at Dharamshala.

पुण्य सलिला श्रीवास्तव, भा.प्र.से.
सचिव

PUNYA SALILA SRIVASTAVA, IAS
Secretary



भारत सरकार
स्वास्थ्य एवं परिवार कल्याण विभाग
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
Government of India

Department of Health and Family Welfare
Ministry of Health and Family Welfare

D.O NO. Z-28015/191/2024-TB

21st November 2024

Dear Ma'am,

As you are aware, the Ministry of Health and Family Welfare is committed to eliminating Tuberculosis (TB) from India through concerted and collaborative efforts. To fulfil the commitment of ensuring TB free India, a **100-Day Intensified Campaign** on TB Elimination will be launched on **7th December 2024**. This nationwide initiative is a crucial part of our commitment to improve public health across the nation by eliminating TB through significant reduction in the incidence and mortality rates.

2. This 100 days' intensified campaign will cover **347** selected **high priority districts** across **33 States/UTs (Annexure-I)** and will involve a comprehensive strategy to mobilize resources, raise awareness and intensify actions against TB across all prioritized States/Districts. The **campaign plan** along with **guidelines** are also enclosed (**Annexure II**).

3. Your active participation and timely support in the upcoming nationwide initiative is crucial to improve public health across the nation through significant reduction in the incidence and mortality rates of Tuberculosis. The partnership with your Ministry/Department would largely focus on collaborative actions for strengthening national response towards TB elimination. During the "100 Days Intensified campaign" the following specific actions are expected from your Department:

- Engagement of all organizations, schemes and institutions concerned with Dept. of Youth Affairs. MY Bharat may be mobilised for the campaign.
- Awareness generation of all staff on TB.
- Display of IEC materials in all major offices & institutions.

contd..2/-

-:2:-

- Taking Ni-kshay Shapath (pledge) during the period from 27th January to 2nd February in all organisations.
- Awareness generation through inclusion of TB-related messages in major events and youth programmes on the occasion of National Youth Day (12 January 2025) including the National Youth Festival.
- Awareness generation messages on social media of the department.
- Register Ni-kshay Mitra from various organizations and staff of the Dept. of Youth Affairs, NYKS etc.

4. Dr. Bhawani Singh Kushwaha, Joint Director (TB) of Central TB Division Mob: +91 9792101700, email: bhawani.ctd@rmtcp.org is the nodal officer to be in touch with your office for needful action. Details of the launch event on 7th December 2024 will be communicated separately.

5. I would request you to instruct the officers concerned of your Ministry/Department to support this campaign so that the desired targets of the initiative are achieved in a time-bound manner. I look forward to your leadership and support to make this intensified TB elimination campaign a grand success.

With regards,

Yours sincerely,

Punya Salila
(Punya Salila Srivastava)

Enclosed:

- a) Annexure I: List of campaign districts with Nodal officers
- b) Annexure II: Campaign concept Note with defined roles of line ministries

Ms. Meeta R. Lochan,
Secretary,
Department of Youth Affairs,
Ministry of Youth Affairs & Sports,
New Delhi-110011

Annexure II- Concept Note: 100 Days Campaign

1. Background

Tuberculosis (TB), caused by *Mycobacterium tuberculosis*, is a leading public health concern in India. The National TB Elimination Programme (NTEP) seeks to achieve a TB-free India by, targeting:

- 80% decline in annual TB incidence rate (from 2015 baseline)
- 90% decline in death due to TB (from 2015 baseline)
- Zero catastrophic expenditure due to TB

While TB incidence and mortality rates have decreased since 2015, challenges such as stigma, diagnostic gaps, and undernutrition remain. These require intensified efforts through innovative, community-centric approaches.

2. Goals and Importance

The campaign aims to:

1. **Increase Case Detection:** Raise community awareness and intensify screening/testing in high-risk populations.
2. **Reduce TB Deaths:** Provide early diagnosis, treatment, and nutritional support to reduce mortality.
3. **Prevent New Cases:** Strengthen preventive measures like contact tracing and treatment for latent TB infections.

This aligns with India's commitment to the Sustainable Development Goals (SDGs), addressing both social determinants and healthcare gaps.

3. Key Strategies

The campaign employs a comprehensive, data-driven approach to reduce TB incidence and deaths:

- **Early Detection:** Target vulnerable groups, including household contacts, individual with past TB, diabetics, PLHIV, undernourished individuals, smokers, alcoholics, and those over 60 years of age, people at congregate settings and workplace. Use of screening tools like X-rays with AI and confirmatory tools such as Nucleic Acid Amplification Tests (NAAT, molecular tests).
- **Treatment and Support:**

- Ensure prompt treatment initiation of appropriate treatment based on drug susceptibility testing
 - Differentiated TB Care
 - Provide nutritional support through Ni-kshay Poshan Yojana (₹1,000 per month per patient/ per month throughout treatment).
 - Mobilize community support through Ni-kshay Mitra for nutrition kits to TB patients and their families.
 - Nutrition support in form of Energy Dense Nutrition Support for patients with BMI<18.5.
- **Prevention:**
 - TB preventive treatment (TPT) for household contacts and vulnerable populations.
 - Promote cough hygiene, adequate ventilation, and regular screenings.
-

4. Campaign Execution

Geographical Focus: The campaign targets 347 districts across 33 states/UTs, including high-burden of TB disease and mortality due to TB, tribal, mining, and aspirational districts. Selection criteria include high death rates, testing gaps and high TB incidence.

Timeline:

- **Preparation** (Oct-Nov 2024): Training, resource mapping, and microplanning.
 - **Implementation** (Dec 2024-Mar 2025): Mass screenings, community mobilization, and treatment follow-ups.
 - **Evaluation** (Mar 2025): Analyze data, review outcomes, and recognize top-performing districts.
-

5. Expected Outputs

- **Detection:** Identify 2,00,000 additional TB cases.
 - **Coverage:** Achieve 90% screening of vulnerable populations using X-rays with AI and NAAT.
 - **Support:** Ensure 100% linkage of TB patients to nutritional support.
 - **Community Impact:** Prepare 50,000 panchayats for TB-free certification.
-

6. Janbhagidari for TB Mukht Bharat

The campaign emphasizes "Janbhagidari" (community participation) for TB elimination. A pledge will be undertaken by all identified community groups and members to contribute to reduce TB in the community.

- **Elected representatives**, political leaders, **PRIs** and ULBs will drive community mobilization and advocacy.
- **TB champions**, **Youths**, religious leaders and **community influencers** will be engaged to raise awareness and reduce stigma.
- **Corporate Sector** and industries will contribute as Ni-kshay Mitra to support patients and workplace interventions.
- **Private practitioners** and professional associations will be involved to ensure standardized care and notification of cases.
- **Community groups** and **NGOs** will create community awareness and support campaign activities.
- A whole-of-government approach will be supported by **different Ministries** and departments through awareness and supporting screening activities. (ToR attached as Annexure - 1)
- **Media** will be engaged throughout the campaign to disseminate the efforts and raise awareness.
- **New Ni-kshay Mitras** will be mobilized to expand network of support for TB patients.

Calendar of focused activities of Janbhagidari:

Janbhagidari activities would be implemented throughout 100 days of the campaign for certain stakeholders, like elected representatives, panchayati raj institutions, urban local bodies, community structures (VHSNC, SHGs, JAS, MAS), TB Vijeyeta (TB Champions) and local NGOs. However, focused activities of identified days/week as per the calendar below would be implemented by the stakeholders like community influencers, religious leaders, schools, colleges, government dept (other than health), workplaces, industries, media persons / journalists

Dates	Activities
7 th Dec	Launch of Campaign
8 th – 22 nd Dec	Mobilization of vulnerable population, sensitization of local stakeholders & Ni-kshay Shivirs in AAM & community
23 rd – 31 st Dec	Community Influencers & Religious Leaders during Christmas & New Year Festivities
1 st Jan -12 th Jan	Elected Representatives involvement, public gathering, Ni-kshay Shivirs in workplaces, congregate settings. National Youth Day Celebration

13 th Jan – 15 th Jan	Community Influencers & Religious Leaders during Lohri, Makar Sankranti & Pongal Festivities
16 th – 24 th Jan	Youth Involvement with events in schools, colleges 23 rd Jan – Neta Ji Subash Jayanti
25 th - 26 th Jan	TB messaging in Republic Day festivities at District level events
27 th – 2 nd Feb	Ni-kshay Saptah in Govt Depts
3 rd Feb – 15 th Feb	Ni-kshay Shivirs in workplaces, congregate settings
15 th Feb – 28 th Feb	Media Involvement – Media workshops, field visits by journalists
28 th Feb – 7 th Mar	Community Influencers & Religious Leaders during Ramadan Festival
8 th March – 23 rd Mar	Mop up for conclusion of campaign
24 th March	Culmination of Campaign with celebration of World TB Day

7. IEC

IEC activities are a critical component of the 100 Days Campaign, focusing on raising awareness, reducing stigma, and encouraging community participation in TB detection drives, prevention and treatment. These efforts leverage a mix of traditional and modern communication methods to ensure broad and impactful outreach.

Print and Outdoor Media:

- **Posters and Pamphlets:** Distributed in healthcare facilities, schools, and public spaces to communicate key messages like TB prevention, early detection, and nutrition.
- **Hoardings and Standees:** Large-scale outdoor branding to reach rural and urban audiences.
- **Wall Art and Paintings:** Engaging murals in high-footfall areas, reinforcing TB awareness.

On-Ground Engagement:

- **Nukkad Nataks (Street Plays):** Folk theater performances addressing TB myths and encouraging health-seeking behavior.
- **Loudspeaker Announcements:** In markets or other gathering places, mobile vans with loudspeakers can announce important messages on TB.

Broadcast Media:

- **Radio Jingles:** Short, impactful jingles promoting early testing and treatment adherence.

- **Short Films and TV Ads:** Visual stories highlighting TB survivors' journeys to destigmatize TB and promote hope.

Digital and Social Media:

- **Social Media Campaigns:** Posts promoting early testing, myths-busting content, and TB awareness drives.
- **Influencer Collaborations:** Engaging public figures to amplify messages about TB prevention and treatment.
- **WhatsApp Campaigns:** Disseminating TB-related success stories and informational content to normalize TB conversations.

Editorial Media Engagement:

- **Friends against TB:** Build a cadre of 10-12 journalists with State PIB & host regular meetings with this cadre during the campaign to increase coverage on best performers.
- **Media Workshops:** just after the launch of campaign & Regional Media Workshops during the campaign in Varanasi, Guwahati, Chennai / Bangalore
- **Weekly Features and Opinion Pieces:** Published across print, electronic, and digital platforms.
- **Sharing information** through factsheets and key achievements and **exposure visits** for media persons to district & community to showcase campaign activities.

Ni-kshay Vahan:

Ni-kshay Vahans (campaign specific branded Mobile Medical Units) would be used for the 100 Days TB campaign. About 1000 Mobile medical Units (available under NHM) would be utilized for IEC, organizing camps and mobility of health personnel in the peripheral areas. The MMUs would have trained medical staff including Medical Officer, Staff nurse, Lab technicians and support staff. These vans would have portable X-ray machines for on-spot chest X-ray, Truenat machines for sputum testing & any other tests as per local context, wherever required.

Through these MMUs following services would be provided

- Early identification and diagnosis of TB cases in vulnerable populations, remote areas, slums, prisons, orphanages etc. would be possible.
 - Provide education on TB symptoms and prevention.
 - On-site testing and diagnostic services (X-rays, sputum tests, etc.).
 - Refer or transport confirmed cases to healthcare facilities.
- **Educational Sessions:** Provide information on TB symptoms, transmission, prevention, and treatment

8. Field Activities

Screening:

- **Community-Level:** High-risk groups, including household contacts, individuals with history of TB, diabetics, PLHIV, smokers, alcoholics, elderly (>60 years), and undernourished individuals (BMI <18.5), will undergo screening by X-rays with AI, at door-to-door campaigns and camps.
- **Congregate Settings and Workplaces:** Populations in residential schools, mining areas, workplaces and slums will be screened by X-rays with AI, at respective settings.
- **Health Facilities:** At least 5% of OPD attendees at Ayushman Arogya Mandirs (AAMs) and 10% at community health centers and above will be screened for TB symptoms.

Testing:

- Deploy mobile testing units with X-ray with AI for screening and NAAT for confirmation to remote regions.
- Ensure seamless sample collection and transport for sputum and non-sputum specimens to diagnostic hubs.

Treatment and Support:

- Initiate treatment promptly for diagnosed patients.
- Provide differentiated care for high-risk individuals, including hospitalization if required.
- Deliver nutritional supplements to undernourished patients during the first two months of treatment.
- Ensure Ni-kshay Poshan Yojana benefits to all TB patients and nutrition kits for family members through Ni-kshay mitras.

Preventive Treatment (TPT):

- Screen household contacts of TB patients, using X-rays and TB infection tests, and initiate preventive treatment for eligible individuals.
- Monitor TPT adherence through counseling and regular follow-ups.

9. Operationalization of Activities

The campaign's success relies on meticulous operational planning and resource mobilization at every level:

Micro-Planning:

- Each district will prepare detailed micro plans down to the village level, specifying personnel, timelines, activities, and logistical requirements.

Human Resources:

- Healthcare workers, community volunteers, and NGO staff will be trained and deployed to manage increased workloads.
- Additional personnel may be outsourced through NGOs or agencies if the workload exceeds the current capacity.

Logistics and Infrastructure:

- Mobile/handheld X-rays and NAAT testing units will be deployed in remote and high-priority areas.
- Adequate supplies, including specimen collection containers, sputum transportation tools, and testing kits, will be ensured.

Supervision and Monitoring:

- Daily monitoring of campaign progress will be conducted through real-time data analysis and field supervision.
 - Supervisory teams will use standardized checklists to ensure quality and address any gaps in operations promptly.
-

Expectations from Department of Youth Affairs to Support 100 Day Intensified Campaign

Seeking support from Department of Youth Affairs in districts & sub-districts for 100 days Campaign on the following areas:

Sr.No	Departments	Key Expectation to support 100 days Intensified Campaign
1	Department of Youth Affairs	<ul style="list-style-type: none">• Engagement of MY Bharat Volunteers and institutions of Dept. of Youth Affairs in 100 days campaign.• Awareness generation of all staff on TB.• Display of IEC materials in all major offices & institutions.• Taking Ni-kshay Shapath (pledge) during the period from 27th January to 2nd February in all organisations.• Awareness generation through inclusion of TB-related messages in major events and youth programmes like National Youth Day (12 January 2025), National Youth Festival, 23rd January 2025 (Netaji Subash Chandra Bose Jayanti)• Awareness generation messages on social media of the department• Register Ni-kshay Mitra from various organizations and staff of the Dept of Youth Affairs, NYKS etc.
