



ABSTRACT

Tamil Nadu Innovation Initiatives (TANII) – Tamil Nadu AIDS Control Society – Implementation - Technology to achieve Zero Stigma and Discrimination - Orders - Issued.

HEALTH AND FAMILY WELFARE (EAPI/2) DEPARTMENT

G.O. (Ms) No.29

Dated: 28.01.2016

Thiruvalluvar Aandu – 2047

Manmatha Thai – 14

Read:

AD / KWA  
SD / TI  
S. S. S.

1. From the Member Secretary, State Planning Commission letter No. 3747 / PC / SPC / 2014, dated: 12.02.2015
2. Tamil Nadu State AIDS Control Society, letter No.06121/ Fin/TANSACS/2015, dated:27.07.2015.

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ORDER:

The State Planning Commission has approved the proposal of the Project Director, Tamil Nadu State AIDS Control Society "Technology to achieve Zero Stigma and Discrimination" under Tamil Nadu Innovation Initiatives (TANII) State Innovation Fund for the year 2015-16 at a cost of Rs.10.05 lakhs.

2. The Project Director, Tamil Nadu State AIDS Control Society has sent proposal for implementing the above scheme at a cost of Rs.9.98 lakhs.

3. The Project Director, Tamil Nadu State AIDS Control Society has stated that the Tamil Nadu Government is implementing Health and Social Welfare programmes for the High risk groups, Transgenders, Female Sex Workers, Men having sex with men and people living with HIV/AIDS. Toll free Help line number 1800-419-1800 for providing information and awareness about HIV/AIDS to the public is being implemented by Tamil Nadu State AIDS Control Society (TANSACS). A Tamil Nadu State AIDS Control Society (TANSACS) has proposed to connect this toll-free help line number with cloud based online portal. In Chennai, Trichy, Salem and Madurai districts, the High Risk Groups can register their complaints on discrimination of stigma directly to Tamil Nadu State AIDS Control Society (TANSACS) on 24 X 7 basis which will be indicated in the monitor established in the Tamil Nadu State AIDS Control Society (TANSACS), Project Director's Chamber. The nature of complaints – time, place will be flashed in the screen for immediate action. The primary action will be taken by the respective District AIDS Prevention and Control Units (DAPCUs).

4. The Project Director, Tamil Nadu State AIDS Control Society has also stated that the representatives of High risk groups, Transgenders, Female Sex workers, Men having sex with men people living with HIV/AIDS and retired officials from Police and Law department will act as honorary consultants along with the officers of Tamil Nadu State AIDS Control Society. Since the events of violence will be directly addressed to the Project Director, Stigma and discrimination issues will

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5. The Government after careful examination of the proposal of the Project Director, Tamil Nadu State AIDS Control Society accord sanction for a sum of Rs 9.98 lakhs (Rupees Nine crore and ninety eight lakh only) for implementation of the scheme "Technology to achieve Zero Stigma and Discrimination" in Chennai, Trichy, Salem and Madurai on a pilot basis under Tamil Nadu Innovation Initiatives (TANII) - State Innovation Fund as detailed in Annexure I and II.

6. The expenditure shall be debited to the following Head of Account:-

- 2210 Medical and Public Health
  - 80 General
    - 800 Other expenditure II State Plan
      - JO Technology to achieve Zero Stigma and Discrimination Scheme under State innovation Fund.
        - 04. Travel Expenses
          - 01. Tour Travelling Allowances  
( DPC 2210.80.800.JO 0414)
        - 05 Office expenses
          - 02 Other Contingencies  
(DPC 2210 80 800 JO 0521)
        - 71 00 Printing charges  
( DPC 2210 80 800 JO 71 04)
        - 72 00 Training  
( DPC 2210 80 800 JO 72 02)
        - 76 Computer and Accessories
          - 01. Purchase  
( DPC 2210 800 JO 7613)

7. The Director of Medical Education is authorized to draw and disburse the amount sanctioned in para 5 above for implementation of the above scheme.

8. This order issues with the concurrence of Finance Department vide its U.O.No. 63835/Health-II/2016, dated: 27.01.2016

(BY ORDER OF THE GOVERNOR)

J.RADHAKRISHNAN  
SECRETARY TO GOVERNMENT

To

- ✓ The Project Director, Tamil Nadu State AIDS Control Society, Chennai-8.
- The Director of Medical Education, Chennai-10.
- The Accountant General(A&E), Chennai-18.
- The Accountant General (Audit-I)Chennai-18
- The Pay and Accounts Officer, Chennai-35

Copy to

- The Finance (Health-1 / BG.II) Department, Chennai-9
  - The Health and Family Welfare (Data Cell) Department, Chennai-9.
- SF/SC

// FORWARDED / BY ORDER //

*P. Neeraj Kumar*  
SECTION OFFICER

*27/1/16*

## ANNEXURE-I

G.O.(Ms).No. 29, H&FW ( EAPI/2/) Department, dated: 28.01.2016

### Background

Tamil Nadu State AIDS controls society (TANSACS), under the aegis of the Government of Tamil Nadu has taken multiple efforts towards HIV/AIDS control and prevention in the State. It has however been reported that violence and stigma/discrimination on HRGs and self- stigma still remains an issue, that requires state level intervention.

Tamil Nadu State AIDS controls society (TANSACS) has developed a three-prong strategy on zero discrimination and has planned to launch a state level campaign for reduction of stigma and discrimination towards attaining zero. The three pronged strategy include:

- Policy & Regulation
- Recognition, Recording, Reporting and Redressal System (R4)
- Awareness, Sensitization, Education, Counseling (ASEC)

By implementing this program, Tamil Nadu will set a model for other states in moving towards UNAIDS vision of zero infection, zero stigma and discrimination and zero HIV related deaths by 2015.

### Proposed Solution

The proposed solution is to address the R4 initiative of TANSACS strategy to attain zero. It is proposed to establish a Technological framework developed and maintained by TNSAC in partnership with a Project Implementation & Technical solution provider (i.e. Private Service provider) through an appropriate PPP/outsourcing model.

To implement a sustainable Technology enabled environment to assist citizens of Tamil Nadu fight AIDS Stigma and Discrimination in the State. The proposed solution is simple and community friendly and allows citizens with any handset/cell phone (non smart and smart phone) to access information and submit and escalate complaints and issues.

This project has been formulated to fulfill the vision of providing easy and convenient access to the citizens by the use of their mobile phones and help the common man fight AIDS related stigma and discrimination. By having an integrated platform, considerable delays can be avoided for launch of new services and uniformity maintained in service delivery. This concept note aims to provide an overview of the proposed solution and its architecture.

### Mobile Delivery Platform

A mobile delivery framework implemented by a suitable third party provider and hosted within the TN State AIDS Control Society (TNSACS) data center. The framework will have SMS, USSD (Unstructured Supplementary Service Data) and IVR integrated into one solution and allow inbound and outbound (i.e. push & pull) messages.

### Online Portal

A cloud based online portal to allow citizens to access information and primarily submit and track AIDS related Stigma & Discrimination complaints throughout the State. The portal will be designed in English and Tamil and allow citizens with access to PCs to submit complaints. The portal will be tightly integrated to the mobile delivery gateway.

The Portal will also have a section accessed only by Regional, District & State level TNSACS Officers & select NGOs to monitor complaints and activities. A GIS map will provide a real time view of the compliant recorded and escalations flashed to indicate a lack of timely response.

### **Overview of the Platform & Process**

- A. Submission Process**
- B. Tracking & Escalation**
- C. Reporting**

#### **A. Submission Process**

##### **A.1 Mobile Delivery Platform**

- The Mobile Delivery Platform will integrate SMS, USSD and IVR technology and provide information in English and Tamil to help citizens access AIDS related Stigma & Discrimination information and also enable easy submission and escalation of related cases to the concerned authorities.
- Common Short Code Number to be established and publicized through the State.
- Citizens to call (using IVR), SMS or use USSD (similar to SMS) to submit a compliant.
- Calls or SMS related to complaints to be directed to Mobile Delivery Gateway that will be hosted within TNSACS data center.
- The location of the complaint will be zeroed in based on either GPRS information or Cellular Tower triangulation information.
- Upon submitting a Compliant, a UID will be sent to the submitter's phone via SMS.

##### **A.2 Online Portal**

- Citizens can access the cloud based online portal to submit incidents related to Stigma and Discrimination.
- UID will be generated for the submission and SMS sent if a phone number is registered.
- The submission will follow the similar route as described above and a Regional or District officer will contact the concerned complaint submitter.
- Upon verifying the submission, the case will be registered in the central database by the concerned officer.

Regional, District and State level officers will have access to submit cases upon proper verification and vetting.

- Escalations via email and SMS alerts will be built in to ensure timely addressing of cases.

#### B. Complaint Tracking & Escalation

- Based on the location, the compliant will be directed to regional Nodal officers.
- The Nodal officers must address the compliant within the pre-defined timeline.
- The Nodal officer will have to report back either via the Online Portal or Mobile Delivery Platform to indicate the complaint has been addressed or escalation required.
- If the Nodal officer does not reach out to the complaint submitter in the pre-defined timeline, the complaint will be escalated to the District level officers and from there the State level officers.

#### C. Reporting

- Access to Reports will be provided via the online portal
- Access to reports will be restricted to TANSACS officers and select NGO members.
- Real time reporting is established via a GIS map wherein officers can view the location of origin of complaints, unattended complaints, delays etc via an online GIS built into the portal.

#### Implementation activities:

- Establishing and set-up of an MDG Platform infrastructure within the TNSACS Data Center
- Run MDG Platform in High Available (HA) and Fault Tolerance mode by provisioning redundant servers at Data Center
- Design and Implement the Cloud based online portal
- Training and Awareness of various Platforms for the TNSACS IT team.
- Management & Reporting module for various kinds of reports
- Operations and Maintenance of MDG Platform including portal

#### Summary of Key activities:

- Planning:** The planning phase will involve establishing and formulating the project Goals, objectives, outputs and coordination activities across all stakeholders.
- Scoping Study:** Perform a scope study to understand the impact of this project across the various stakeholders as well as determine services, service levels, organization structure, business process, location technology, data collection, security etc.

- Process Re-engineering: Determine that a process re-engineering may need to be performed to establish the MDG & Portal environment.
- Implementation: Design, Develop, Procure Hardware and deploy MDG platform and online portal across test and production environments.
- Awareness Creation: Creation of awareness among the public to use the proposed project deliverables and services

J.RADHAKRISHNAN  
SECRETARY TO GOVERNMENT

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SECTION OFFICER

*[Handwritten Signature]*  
28/6/16

**ANNEXURE-II**  
**G.O.(Ms) No. 29 H&FW ( EAPI/2) Department, dated: 28.01.2016**

Tamilnadu State AIDS Control Society			Technology to achieve Zero Stigma and Discrimination in Tamilnadu	
<b>1</b>	<b>Human and Training Resources</b>			<b>Estimate</b>
	<b>1a</b>	<b>Salary</b>		
		1a.i	Adv Recruitment	INR 3,000.00
		1a.ii	2 - Community Staffs - FSW,MSM,TG, IDU and PLHIV	INR 180,000.00
		1a.iii	1 Secretarial cum Documentation staff	INR 120,000.00
	<b>1b</b>	<b>Nodal officer's Development</b>		
		1b.i	Trainer Certification	INR 30,000.00
		1b.ii	District level Official TOT - Untied fund	INR 40,000.00
		1b.iii	District Level Community Leader TOT - Untied fund	INR 40,000.00
	<b>1c</b>	<b>Documentation Matenals</b>		
		1c.i	Books and News Letter (2000/- per month)	INR 24,000.00
	<b>1d</b>	<b>Stationary</b>		
		1d.i	Manuals (Printing & Binding)	INR 60,000.00
		1d.ii	Stationary (CDs, Pen, Notepads)	INR 15,000.00
				INR 512,000.00
<b>2</b>	<b>Training Infrastructure</b>			<b>Estimate</b>
	<b>2a</b>	<b>Induction</b>		
		2a.i	Venue & Refreshment (250/- per pax; 1Day)	INR 25,000.00
		2a.ii	Accommodation (1000/- for 1 Days, twin Sharing; 100 people)	INR 50,000.00
	<b>2b</b>	<b>Lodging - Resource Person</b>		
		2b.i	Lodging (Outstation) (As per Actual )	INR 48,000.00
	<b>2c</b>	<b>Travel</b>		
		2c.i	Travel Expenses (1 sites/month; 1500/site)	INR 18,000.00
		2c.ii	Travel (Community Staffs) (1000/- per month)	INR 36,000.00
		2c.iii	Travel (Local for Staffs) (1000/- per month)	INR 9,000.00
	<b>2d</b>	<b>Facilitation Equipment</b>		
		2d.i	Dedicated server and Computer Peripherals	INR 300,000.00
				INR 486,000.00
			<b>Grand Total</b>	<b>INR 998,000.00</b>

**J.RADHAKRISHNAN**  
**SECRETARY TO GOVERNMENT**

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28/01/16

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