

Role of Non Governmental Organizations In The Awareness of Hiv/Aids

Touseef Iqbal Butt

*Eastern Institute for Integrated Learning In Management University Sikkim
Research Scholar Master of Philosophy In Sociology
(Contractual Lecturer In Deptt. Of Sociology At Govt. Degree College Kishtwar)*

ABSTRACT: *HIV/AIDS a global challenge which is observed in 1981 in the United State. A disease which is communicable and could found in worldwide even India is facing its tremors. This study helps us to know the role of Non Governmental organizations in the awareness of HIV/AIDS in different parts of society on different diseases including mental health and gender approaches imbibes by them. Human Immunodeficiency Virus/ Acquired Immunodeficiency syndrome a serious disease of the immune system transmitted through blood products especially bisexual contact or contaminated a needle which is perhaps under a scanner of different NGOs in India and other Nations. To control the disease, NGOs begin from the awareness session in society for making the people aware about the precautions and preventions of such disease. A social issue pre- dominated by social evil leads to social hazard sometimes mental trauma. New policies and strategies have been adopted by these organizations with collaboration to Government Both Local as well as central to check and control on this communicable disease. Even poverty has been considered and free check ups and medicines as a part of welfare.*

I. INTRODUCTION

In 1993 , the World Bank called for public policies which promote diversity and competition in health care provision, particularly through the uses of non governmental organizations (NGOs). Despite the currently agreed definition of NGOs as non-profit maximizing, some non-profit maximizing do not always operate on strictly humanitarian principles and may be considered proselytizing their faith to be usually perceived, and they lack a direct accountability to government which exacerbates concerns about their true motives. Six groups of NGOs have been identified as operating in the health sector: religious, international, locally based, unions and trade and professional associations, other non-profit such as health maintenance organizations. NGOs have four overall health sector functions: service provision, social welfare activities, support activities and research and advocacy. In all of these roles, they make an important contribution to health care. Government support NGOs overtly through financial grants, in-kind donations, grants for specific health expenditures, particularly salaries. Covert support is provided through tax subsidies and exemptions. Government support is hampered by delays in disbursement, lack of flexibility, and economic constraints. International support has also problems: it is often project-specific, available for limited periods, and usually limited to start-up costs. Governments may also see international support as a threat to sovereignty. Commercial activities and community resources have also been perceived to be more efficient than other providers, there are weaknesses in the quality of provision including too few outreach inadequately trained staff. Management may be hampered by an elaborate organizational structure as the NGOs relate to their parent organization. Government regulation is important in light of evidence of NGO efficiency, and several patterns of coordination with government agencies exist as well as four (4) broad policy strategies :-

- 1). To restrict their operation.
- 2). To maintain current level of service and regulation.
- 3). To regulate, coordinate and supervise them and
- 4). To actively promote them.

NGO umbrella organization can greatly facilitate the coordination tasks of governments. Given the strength and weakness of NGOs, policy formulation will be enhanced by research into:-

- 1). Strategies for strengthening and developing Ministry of Health capacities for coordination and regulation.
- 2). Structure/mechanisms for coordination among NGOs and with governments.
- 3). Evaluation of relative NGO efficiency in provision and management.
- 4). Evaluation of potential functions for NGOs in different circumstances.

II. ROLE OF NGO IN HEALTH CARE IN INDIA

Traditionally Non-Governmental Organizations have always been in the forefront of promoting new ideas and in encouraging governments to implement them. At all levels -Locals, National and International – NGOs respect the ‘Voice of the people’. They have taken on roles such as advocacy, education and training, and have been active in monitoring what has, or has not, been achieved. During the past two decades NGOs have actively advocated that the fullest recognition should be given to the enormous contribution that women make to the family, society and development.

Developing the Concept of a Gender Approach from an NGO Perspective:

Much of the major debate on women’s issues among NGO’s during the past few years has focused on moving ‘women – centered’ approach to a ‘gender’ particularly in the context of their contribution to development. Health has been one of the most recent issues to be approached in this way. The NGO Symposium Health for All women and men: a gender perspective, held in Geneva in October 1997, recognized that:

The concept of gender refers to women’s and men’s roles and relationship which are shaped by social, political, economic and cultural factors rather than by biological. A gender perspective helps identify the inequality between women and men which in the field of health can lead for both to increased illness or death from preventable causes. A gender approach to Health examines how gender differences determine access to benefits and the ways in which technology, information, resources, and health care are disturbed.

NGOs, moreover, recognize that gender inequality in many different sectors that are not readily identified as concerned with health can have an adverse effects on women’s health for example: - Non involvement of women in decision making on resource allocation for the health sector results in decision being taken by men who may not take into account the kinds of health services that women will need. High maternal and infant mortality rates in particular can be attributed to the lack, or defective distribution of resources in the health sector; discrimination against girl child before birth through pre-natal sex selection, at birth through infanticide and during childhood through neglect and son preference. Widespread and largely unreported prevalence of violence against women, including psychological and sexual abuse can causing lasting damage to their health and is not infrequently fatal; women’s bodies are far more susceptible to infection by sexually transmitted diseases (STDs) including HIV/AIDS, and the risk of infection is compounded by their inability to insist upon safe sex.

III. ROLE OF NGOs IN MENTAL HEALTH IN INDIA

Mental Health has for decades been low in the priority of health planners at state and central levels and this is well reflected in the quantity and the quality of mental health service in India. India’s scarce mental health resources, such as mental health specialists, are largely concentrated in some states (mainly in the south) and in urban areas and large proportion are solely in the private sector. Over half of all the inpatient beds are located in forty (40) odd mental hospitals, most of which were built during the colonial years. The NGO movement in the country has been a steady upswing in the last two decades to fill the large gaps. Here it seeks to provide an overview of the contributions of Mental Health NGOs in India.

IV. ROLE OF NGOs

Much work in international health is performed by Non-Governmental Organizations (NGOs). Service provided by international health NGOs includes direct health care, community potable water, vitamin supplementation, and mitigation of endemic and epidemic infectious diseases and malnutrition.

Some of the examples of NGOs dedicated to international health include:-

- Pakistan Heart Foundation
- The International Committee of the Red Cross
- International Medical Corps.

V. AIDS AWARENESS THROUGH NGO

1). AAG AT A GLANCE: - AIDS Awareness Group (AAG) is a voluntary NGO, which was registered in 1994 under the societies registration Act. Its registration number is S-25682/94.

VISION: - A world where men and women are treated equal in all respects.

MISSION: - To promote a healthy and just society.

AIM: - TO bring about parity between Men and Women in Rural and Urban India.

AAG focuses on the following:-

- Integrated Health and Development programmes in Urban slums, resettlement colony and backward rural areas outside Delhi,
- Legal Aid and legal literacy programmes in jails, free legal advises from our office,
- HIV/AIDS prevention, testing, treatment and care and support of PLHIVs in Delhi, and
- Counseling For sex/ sexuality, HIV/AIDS and legal counseling from our helpline at our office.

AAG was formed initially to improve the health of people. We saw the for good health one needed money for nutritious food and medicines and to get the money one needed education and vocational trainings for the marginalized communities. We saw that money for unexpected emergencies could also be generated through micro savings and micro credits. Thus we developed our concept of starting “Integrated Health, Education and Development Projects” so as to help the community solve its problems by itself, holistically. This is the cycle through which AAG went till it evolved into what it is today. This is a replicable model which we plan to put in place in other states.

2). GLOBAL FUND TO FIGHT AIDS,TUBERCULOSIS AND MALARIA:-

The Global Fund to fight AID,tuberclousis and malaria was created to dramatically increase resources to fight three of the world’s most devastating diseases, and to direct those resources to areas of greatest need .As an international financing institution, the funds invests the world’s money to save lives. To date, it has committed \$19.3 billion in 144 countries to support large scale prevention, treatment and care programs against the three diseases.

3).INTERNATONAL AIDS SOCIETY:-

The International AIDS Society (IAS) is the world’s leading independent association of HIV professionals, with over 14,000 members from more than 190 countries working at all levels of the global response to AIDS. Its members include researchers from all disciplines, clinicians, public health community practitioners on the front lines of the epidemic, as well as policy planners. The AIS is the custodian of the biennial International AIDS Conference. The last conference held in 2012 in Washington,DC and the White House office of National AIDS policy and national institutes of Health are among the local organizing partners.

4). KAISER FAMILY FOUNDATION:-

The Kaiser Family Foundation is a non-profit, private operating foundation focusing on the major health care issues facing the U.S as well as the U.S role in Global Health Policy. Among the foundation’s priority issues is global HIV/AIDS.

5). YOUTH VOLUNTEER WELFARE ASSOCIATION (YVWA):-

Youth Volunteer Welfare Association is a non-profit organization under Registration No:- JRS-403-2011. who is working on social issues in Jammu And Kashmir State and focusing on the major health care segment facing India in general and among the association priority issue is global HIV/AIDS.

6). WORLD HEALTH ORGANIZATION:-

WHO is the directing and coordinating authority for health within the United Nations system. It is responsible for providing leadership on global health matters, shaping the health research agenda, setting norms and standards, providing technical support to countries and monitoring health trends.

WHO’s HIV/ AIDS Department provides evidence-based, technical support to WHO Member states to help them scale up treatment, care and prevention services as well as drugs and diagnostics supply to ensure a comprehensive and sustainable response to HIV/AIDS.

WHO’s HIV/ AIDS HEALTH TOPIC FOR MORE INFORMATION:-

Human Immunodeficiency virus/Acquired Immunodeficiency syndrome (HIV/AIDS) is a disease of the human immune system caused by infection with human immunodeficiency virus (HIV). During the initial infection, a person may experience a brief period of influenza-like illness. As the illness progresses, interferes more and more with the immune system. HIV is transmitted primarily via unprotected sexual intercourse, contaminated blood transfusions, hypodermic needles, and from mother to child during pregnancy, delivery or breast feeding. Some bodily fluids, such as saliva and tears do not transmit HIV. Prevention of HIV infection, primarily through safe sex and needle exchange programmes,is a key strategy to control the spread of the disease.

Genetic research indicates that HIV originates in West-Africa during the early twentieth century. AIDS was first recognized by the Centers for Disease Control and Prevention (CDC) in 1981.since its discovery,

AIDS has caused nearly 30 million deaths (as of 2009). As of 2010, approximately 34 million people have concentrated HIV globally.

HIV/AIDS has had a great impact on society, both as an illness and as a source of discrimination. The disease also has significant economic impacts. The disease even has also become subject to many controversies involving religion.

VI. SOCIETY AND CULTURE

AIDS stigma exists around the world in a variety of ways, including ostracism, rejection, Discrimination and avoidance of HIV infected people; compulsory HIV testing without prior consent or protection of confidentiality; violence against HIV infected individuals or people who are perceived to be infected with HIV. Stigma related violence or the fear of violence prevents many people from seeking HIV testing, returning for their results, or securing treatment, possible turning what could be a manageable chronic illness into a death sentence and perpetuating the spread of HIV.

VII. ROLE OF MEDIA

An effective media can raise the awareness level and can also bring sustainable behavior change thereby reducing vulnerability to the virus. Media is capable of performing the following roles in preventing HIV/AIDS.

A channel for communication and discussion: One of the roles of Media is to open the channels for communication and foster discussions about HIV and interpersonal relations. Addressing HIV/AIDS in the entertainment programs can have an enormous impact on the society at risk.

A vehicle for creating a supportive and enabling environment: Mass media can be instrumental in breaking the silence that envelopes the disease and in creating an encouraging behavior for combating with existing social norms. And making positive changes in society. For example. The Indian Village turned its back on the dowry system after listening communally to Radio soap opera Tinka Tinka Sukh (Little steps for Better Life) aired on All India Radio. The collaboration efforts to all modes of media in association with NGOs state organizations, source of beneficial services like counseling, testing and condom provisions, treatment and social care. The broadcasters and print media have a specific role to play as their efforts have tremendous recall value. For example, The Kaiser Family Foundation in partnership with media companies have promoted dedicated toll free hotlines and has launched websites for educating the people about the HIV/AIDS.

Education through entertainment: For creating an efficacious awareness about HIV/AIDS, the message needs to be informative, educative as well as entertaining as these are mutually exclusive. For instance, in 2002, Doordarshan, NACO and BBC world Service Trust joined hands in order to launch the country's mass media awareness programme about HIV/AIDS. The campaign was launched with an idea of spreading education in a more entertaining way with a popular interactive detective series Jasoos (detective) Vijay and reality show "HAATH SE HAATH MILAA" which has won the prestigious Indian Television Award 2003.

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