

Action Plan

Draft

To Implement TB Jan Bhagidari Abhiyaan During the 100 Days Campaign

National Health Mission, Himachal Pradesh

Supported by the ACSM-NTSU

Activity 1: State Level Activity During 100 days Campaign

S/No.	Activity	Short description	Responsibilities	Micro Plan	Frequency	Target Audience	Time Line
State Level Activities Plan							
1.	Directions for 100 days	Directions for 100-Day Campaign: Involvement of District Magistrates in JanBhagidari Abhiyaan	STO/SPO NTEP	Draft letter shared with Secretary health for further communication Draft	One time	All DCs of 12 District	After meeting with AS MD
2.	Video Messaging from CM & HM	The 2-3 Minutes video message regarding the Nikshay Shivir Abhiyaan from the Hon'ble Chief Minister and Hon'ble Health minister of Himachal Pradesh	IEC officer/ACSM Consultants	The Script for CM & HM Developed by the State team and then recorded the TB Messages for Nikshay Shivir Abhiyaan	One Time	CM & HM	December 2, 2024
3.	Orientation of District from State level	The Direction for orientation of CMO/DTO and Health staff will issued and the orientation will held on virtual mode under the chairmanship of Secretary Health and MDNHM	STO/SPO/IEC Officer	The orientation will held with presentation and the date wise District wise Micro Plan will be shared with the Districts during the VC and guidance on further implementation of 100 days campaign	One Time and further at District level	All CMO, DTO, BMO, Health and NTEP staff of 12 District will join the meeting Virtually	November 30, 2024
4.	Direction for WHO and NTEP Partners Involvement at District level	A letter has been issued to all NTEP partners, in which one NTEP partner and WHO consultant, responsible for each district, have been appointed as the	STO/SPO	The WHO and NTEP partners working in Himachal Pradesh under the NTEP will be notified as the State Nodal Officer for all 12 districts	Continue support throughout the campaign	All the WHO consultants and NTEP Partners	December 2, 2024

		State Nodal Officer to support the district in the 100-day campaign					
5.	Launching of Nikshay Shivar Campaign	The launch of the Nikshay Shivar was held at the state level by the Hon'ble Chief Minister, Shri Sukhvinder Singh Sukhu Nikshay Shapath during the workshop	STO/SPO NTEP	Coordinate with the Minister's office to finalize the venue and arrange a Nikshay Vahan at the venue for the official launch by the Hon'ble CM. Also, ensure the launch of the campaign IEC materials by the Hon'ble CM. The state needs to design the launching and Vahan IEC materials for the activity	One time activity	Attendance of the Hon'ble Health Minister, Hon'ble PRI Minister, MLAs from Shimla District, Mayor of Shimla MC, Director of PRI Department, Director of Industry Department, Director of Ayurveda, all CMOs and DTOs, 10 TB Champions, 10 ASHA Workers, 20 Community Health Workers, 10 Media Representatives, 5 Influencers & Celebrities, representatives from SJVN, 5 potential Nikshaymitras, NHM staff, 5 members from SHGs, and 5 Gram Pradhans, representative from Help age India, WHO Consultants, NTEP Partners 7 and representative from the Local NGOs like Hans Foundation etc.	December 7, 2024
6.	IEC Material	The simple language state specific Hindi IEC Material to be shared with the District from state level and printing will be done by the District	LR Sharma/Sunil Savita	The guidelines for the use of IEC material for specific locations will be provided for use at the district or field level, along with detailed instructions for its implementation at	Regular Activity	MLA, Community, TB Patients, Health officials and general populations	November 30, 2024

				the district and block levels			
7.	Use of social media to amplify TB messaging During 100 days campaign	The District wise social media plan and guidelines shared with District and regular updates to the district from the state level and daily developments and post created from the state level during the 100 days campaign and also coordinate to continue post shared through the Elected representative	IEC Officer/ACSM Consultant	The guidelines hash tags and key handles who need to tagged in social media post during the 100 days campaign and The Plan and guidelines shared from the states to District and block and blocks and the nodal pofficer details need to take from the district for this special 100 days campaign and regular reports update to the concern staff	Daily activity	District and Block level Health staff nominated by DTO and BMO	December 5, 2024
8.	Nikshay Vahan	The state will issue a letter to the districts with the number of MMUs in each district and will also provide the list of NTEP-hired vehicles from the state level to the districts	STO/SPO/IEC Officer	The DTO will arrange for the printing of IEC material and ensure that IEC materials are displayed on every Nikshay Vahan operating in the field at the district and block levels	Regular Activity	CMO/DTO/DPC/BMO/BPM	December 2, 2024
9.	MLA Sensitisation	State Level MPs/MLA sensitisation workshop held under the chairmanship of Hon'ble Chief Minister	STO/SPO coordinate with CM office	The sensitization of MPs and MLAs was conducted by the MDNHM and the STO, during which guidance documents and additional engagement	This is a one-time activity, with a way forward to ensure such activities	All MPs and MLA of Himachal Pradesh	December 20, 2024

				materials were provided to each elected representative regarding the NTEP updates	are conducted in each constituency of the respective MLAs		
10.	Multisectoral meetings with different Line Department	State level coordination meeting with Line Departments under the chairmanship of Secretary Health	STO/SPO	A coordination meeting was organized with 27 line departments to plan the way forward strategy. During the meeting, support from each department for the NTEP and awareness activities was discussed, and a pledge to end TB was taken by all departments	One Time activity	Representative from the 27 Line Departments	Already Done
11	Engaged Community Radios, Television and Media at the State level	The State TB Cell engaged community radios, Red FM, and local television and media at the state level for community awareness	STO/SPO/IEC Officer	Engagement with media houses, community radios, and FMs at the state level was made to create regular awareness during the 100-day campaign	Regular 100 days campaign	All the state level Mass media and electronic media	December 5, 2024
12.	TB Champions Sensitisation at State level	Collect data on the 2 TB Champions at each HWC from districts and the 2 batches of TB Champions training held at the state level. These champions will then train district-level	IEC Officer/ACSM Consultant	The identification of TB Champions is done by the NTEP staff and CHOs at the HWC level. The compiled data is then collected from the district level, and the champions are	Continue during the campaign	TB Survivors	December 20, 2024

		TB Champions and involve them in field activities, such as attending Gram Sabha meetings, community meetings, and other awareness activities		trained for further action at State level			
13.	Wall Paintings in the school premises, HWC and Panchayat Bhavan	Engage students, SHG members, and TB Champions in a wall painting drive, creating designs that promote health and hygiene. Focus on simple, positive messages such as TB symptoms, government schemes for TB patients like DBT, free check-ups, and medication	STO/IEC Officer	Orientation sessions for youths, SHG members, and TB Champions will be conducted to encourage their participation in this activity. Additionally, the state has identified vendors at the district level to carry out wall painting activities at the district and community levels, with support from the community structure	Month long campaign	A special drive will be held with the community, where they will help the vendors and give ideas for the wall paintings	December 20-January 2025
14.	Felicitation of Nikshay Mitra at State level	The felicitation of Nikshay Mitras was held at the state level, where they were also encouraged to support the families of people with TB (PwTB)	STO/SPO/IEC Officer	Identify potential Nikshay Mitras from the districts based on the number of patients supported and the duration of support. The selected Nikshay Mitras will be chosen by the technical team at the state level	One time activity during the campaign	Nikshay Mitra	December 7, 2024
15	World TB Day Observed at State Level	The state team organized an event at the state level, which	STO/SPO/IEC Officer	The results of the 100-day campaign were showcased on World	One Time Activity	Selected MLAs, DMs, all CMO health officials, and participants who took part in	24 March, 2025

		was attended by the Hon'ble Chief Minister and the Hon'ble Health Minister on World TB Day		TB Day by the NTEP officials, highlighting the best-performing districts, health staff, and other community supporters, including Nikshay Mitras		the 100-day campaign and actively participated in the Nikshay Shivir campaign	
16.	100 Days campaign Reports submit to the CTD	The Reports of the 100 days campaign make and shared with CTD	SPO/IEC officer/ACSM Consultant	Detailed reports of the 100-day campaign were prepared with inputs from state officials, WHO consultants, and NTEP partners. The final approved reports were submitted by the STO and shared with the CTD	One time activity	WHO Consultants and NTEP Partners	30 March, 2025

Activity: 2 District Level Activity During 100 days Campaign

1.	Zila Kshay Rog Unmoolan samiti/District & Block TB Forum Meeting	The Zila Kshay Rog Unmoolan samiti/District TB Forum and Block TB Forum Meeting held under the chairmanship of DC/SDM in which the 100 days campaign briefing done by the District Team	DTO/DPC/BMO	The Meetings held under the chairmanship of DC at the district level and the SDM at the block level in which the briefing and the preparatory discussion for the 100 days campaign done by the NTEP team and they also briefed the District and block rollout plan for 100 days campaign	One time activity	Representative from various department, TB Champions, NHM Staff and District/Block level officials	December 5, 2024
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2.	District Wise Launching of Nikshay Shivar	Elected leaders will actively engage in community-driven TB awareness initiatives by flagging off the Ni-kshay Vahan, participating in Ni-kshay Shivar, addressing public gatherings, and taking the Ni-kshay Shapath with the community. They will also mobilize industries, corporates, and NGOs to support TB patients and their families as Nikshay Mitras, distributing food baskets, and recognizing TB survivors (Vijetas) for their contributions in the fight against TB.	CMO/DTO	The CMO/DTO of all 12 districts should coordinate with the respective State Minister or MLA to launch IEC materials and flag off the Nikshay Vahan during inauguration events. These events should include Ni-kshay Shivar participation, where healthcare teams are available for early diagnosis, and elected leaders address public gatherings to raise awareness, dispel myths, and promote TB care. A Ni-kshay Shapath event should be organized where leaders and the community pledge to fight TB. Additionally, local industries, corporates, and NGOs should be mobilized as Nikshay Mitras to support TB patients with food baskets, and TB survivors (Vijetas) should be honored for their contributions in the fight against TB	Monthly or as and when meetings are scheduled	Attendance DM, District PRI Minister, District Incharge of Industry Department, District Ayurveda officer, all BMOs and DTOs, 5 TB Champions, 10 ASHA Workers, 10 Community Health Workers, 10 Media Representatives, 5 Influencers & Celebrities, representatives from SJVN, 5 potential Nikshaymitras, NHM staff, 5 members from SHGs, and 5 Gram Pradhans, representative from Help age India, WHO Consultants, NTEP Partners and representative from the Local NGOs like Hans Foundation etc.	7-14 December, 2024
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				and Media bytes about 100 days campaign and social media post from the elected representative social media handles			
3.	Orientation on Nikshay Shivar Campaign	All the DTOs organised block wise orientation of NTEP staff	DTO/DPC	The orientation will held with presentation for all the NTEP staff and in which briefed day wise reporting format and activities done during 100 days campaign briefed to the NTEP staff	One time before campaign and meetings when needed	All the BPM/STS/STLS/TBHV/CHO and ASHA Workers	December5, 2024
4.	Meri TB Ki Kahaani Story Recording	Meri TB Ki Kahaani story of TB Survivors/Family Members/Health staff record from the field and the compiled list send to state	DTO/DPC/STS/CHO	The District field team record the 1-2 minutes videos of TB Survivors/Family Members/Health Staff and the district team copiled all the videos in one place and send the copiled list to the State team and the also upload this stories from the official social media handles	Regular activity during the 100 days campaign	TB Survivors/Family Members/Health staff	December 10, 2024
5.	Youth Involvement - Agents of Change	Youth organizations such as MyBharat Volunteers, NSS, NCC, Bharat Scouts and Guides, Youth Hostels, and National Youth Corps will be engaged	DTO/DPC	Training sessions will be conducted for MyBharat Volunteers, NSS, NCC, and other youth organizations to equip them with TB awareness tools.	Regular activity during the 100 days campaign	The target audience for this initiative includes youth organizations like MyBharat Volunteers, NSS, NCC, and Bharat Scouts, as well as students from 8th to 12th grade and colleges. It also	16th – 24th Jan 2025

		in TB awareness activities. Schools, colleges, and youth clubs will organize various events like competitions, awareness sessions, and training to sensitize students. Eminent sports personalities will be involved as champions of change, and students will take the Ni-kshay Shapath (pledge) to commit to fighting TB.		Awareness sessions will be organized in youth clubs like Nehru Yuva Kendra to spread TB-related messages among young people. Eminent sports personalities will be engaged as ambassadors to promote the campaign. In schools and colleges, art and cultural activities such as essay, poster, and elocution competitions will be held, along with TB awareness training for teachers. Students from 8th to 12th grade and college students will be sensitized, with youth ambassadors created to further spread TB awareness. Additionally, pledge-taking events will be organized in schools and colleges, where students commit to supporting TB awareness and fighting stigma		includes youth clubs like Nehru Yuva Kendra, sports personalities as campaign ambassadors, and teachers who will be trained in TB awareness. The general public will also be reached through youth-led activities in schools, colleges, and communities	
6.	Community Influencers -	Religious leaders, social media	DTO/DPC	Religious leaders will share TB messages in	Regular activity	The target audience includes religious followers, social	10th Jan – 15th Jan -

	Catalysts for Change	influencers, and local opinion leaders will play key roles in spreading TB awareness. They will use their platforms to deliver TB messages, encourage the Ni-kshay Pledge, and mobilize people to become Ni-kshay Mitras, supporting TB patients.		religious gatherings, media, and during festivals, while also promoting the Ni-kshay Pledge. Social media influencers will post about TB awareness and encourage people to take the pledge. Local opinion leaders will spread awareness through community events, radio talk shows, and articles in local newspapers.	during the 100 days campaign	media users, and community members who will be encouraged to take the Ni-kshay Pledge and support TB patients as Ni-kshay Mitras and General public.	2024
7.	Engaging Government Initiatives Beyond Health Department (Multisectoral Engagement)	Ni-kshay Sapthah will be implemented across various government departments, engaging ministries beyond the health sector to spread TB awareness. Each department will adopt tailored initiatives such as awareness campaigns, screening drives, and social media messaging to promote TB prevention, treatment, and Ni-kshay Mitra involvement.	CMO/DTO	Government departments like Tourism, Communications, Culture, Railways, Defence, and others will carry out specific actions such as displaying IEC materials, screening employees, and organizing Ni-kshay Shivir in key locations like airports, bus stations, and prisons. Each ministry will also utilize social media and other platforms to share TB messages and encourage staff and the	Regular activities during the 100 days campaign	The target audience includes government employees, the general public, workers in mines, railways, and ports, as well as residents of rural and urban areas. Additionally, the focus will be on prisoners, defense personnel, and their families, as well as local functionaries, SHGs, and ULBs, all of whom will be encouraged to participate in TB awareness activities and pledge support for TB patients.	27th Jan – 2nd Feb 2025

				public to become Ni-kshay Mitras and the meeting held under the chairmanship of DC			
8.	Corporate, Industries, Business & and Trade Union Association	Corporate sectors, industries, and trade unions will be engaged to promote TB awareness and support for TB patients. They will participate in initiatives like TB awareness sessions, screening camps, and Ni-kshay Mitra registration drives. These efforts aim to reach the working-age population, who are most affected by TB, and mobilize resources for TB prevention and care	CMO/DTO	Industries, PSUs, and trade unions will organize TB awareness sessions, display IEC materials, conduct screening camps at workplaces, and drive Ni-kshay Mitra registrations. They will also offer skill training for TB patients and their families, promote the Ni-kshay Shapath, and implement workplace TB policies	Regular activities during the timeline	The target audience includes employees in industries, factories, construction sites, tea gardens, brick kilns, and PSUs, along with trade unions, market associations, and business groups. Additionally, the focus will be on TB patients and their families, with a special emphasis on the working-age population.	3rd Feb – 15th Feb 2024
9.	Leveraging NGOs and Civil Society Reaching the Unreached	NGOs, CSOs, and voluntary organizations will actively participate in the 100 days campaign by organizing TB awareness programs, anti-stigma campaigns, and Ni-kshay Shapath pledge events. They will also assist in identifying vulnerable	CMO/DTO	NGOs and community organizations will conduct TB awareness sessions, mobilize communities for Ni-kshay Shivar, and provide referrals for X-ray and specimen transportation. They will distribute nutrition kits through Ni-kshay Mitra and offer	Regular activities during the 100 days campaign	The target audience includes vulnerable populations, TB patients, community members, and organizations such as NGOs, voluntary clubs, CSOs, and Ni-kshay Mitras.	December 15, Activities throughout 100 days campaign

		populations, conducting screening camps, providing mobility support, and distributing nutrition kits to TB patients.		nutritional counseling to TB patients. Post-campaign efforts will focus on reaching patients who missed TB care services, ensuring their treatment and follow-up.			
10.	Engage Local Community Structures - Bridging Health Services and People	Local community structures like VHSNC, JAS, MAS, SHGs, and Anganwadi Centres will play a key role in bridging health services with the community. They will organize TB awareness sessions, pledge-taking events, and mobilize support for TB patients, reducing stigma and encouraging active participation in TB care.	CMO/DTO	Dist TB awareness sessions will be conducted in VHSNCs, JAS, MAS, SHGs, and Anganwadi Centres, focusing on TB prevention, treatment, and stigma reduction. Pledge-taking events will be organized to encourage community members to support TB patients and promote Ni-kshay Mitra participation. These groups will assist health staff in mobilizing vulnerable populations for Ni-kshay Shivar (screening camps).	Regular activities during the 100 days campaign	The target audience includes members of local community structures such as VHSNC, JAS, MAS, SHGs, and Anganwadi Centres, as well as the general community members, TB patients, and Ni-kshay Mitras.	Started from December 15, Activities throughout 100 days campaign
11.	TB Vijeta: TB Champions Leading the Way	TB Vijeta (TB Champions) are trained TB survivors who actively engage in their communities, sharing their personal experiences and	DTO/DPC	1. Identified 2 TB Champions at every HWCs 2. Sensitisation of all the TB Vijeytas for become TB		The target audience includes TB survivors (TB Vijetas), TB patients, community members, healthcare workers, and local health teams in the districts and blocks.	Started from December 15, Activities throughout 100 days

		supporting others in the fight against TB. They play a crucial role in anti-stigma campaigns, peer support, and community mobilization during the 100 days campaign.		Champions 3. Mobilise TB Champions for TB awareness, Counselling and community engagement			campaign
12.	Ni-kshay Mitra Initiative	The Ni-kshay Mitra initiative involves individuals, NGOs, corporations, and local leaders supporting TB patients and their families. This support extends beyond medical treatment to include nutrition, investigations, and vocational aid, aiming to provide holistic care for TB patients.	CMO/DTO	Set up Ni-kshay Mitra registration desks in public places like health facilities, bus stands, and universities for easy spot registrations. Link every TB patient with Ni-kshay Mitras during the campaign. Distribute food baskets to patients through NGOs or SHGs, and organize district-level felicitation events for Ni-kshay Mitras to recognize their contributions. Also, include Ni-kshay Shapath (pledge) at community events.	Regular activities during the 100 days campaign	The target audience includes TB patients, their families, individuals, NGOs, corporations, local leaders, SHGs, and the general public participating in Ni-kshay Mitra registration and support activities.	Started from December 15, Activities throughout 100 days campaign
13.	Private Health Sector Engagement-Strengthening TB Elimination Ecosystem	The private health sector plays a crucial role in the TB elimination ecosystem, serving a significant portion of TB patients.	CMO/DTO	1. One CME in every District held under the chairmanship of CMO 2. TB Pledge	Regular activities during the 100 days campaign	The target audience includes private healthcare providers, chemists, pharmacists, members of professional associations (IMA, IAP, ICS), AYUSH practitioners, and	Started from December 15, Activities throughout

		Key stakeholders like AYUSH providers, chemists, and organizations such as the IMA, IAP, and ICS help influence the community and ensure that TB patients are diagnosed, treated, and supported effectively, while linking with government services.		taken during the CME 3. IEC at every Private health facility, Chemist and Ayurveda done by District NTEP Draft		patients visiting private health facilities for TB-related concerns.	100 days campaign
14.	Media Engagement	Media engagement plays a pivotal role in spreading awareness and building momentum for TB elimination. This involves identifying and sensitizing journalists, organizing media workshops, and engaging in community radio campaigns to ensure the dissemination of accurate TB-related information.	CMO/DTO	Identify and train 10-12 in key journalists every District through regular meetings to discuss TB data trends and updates. Organize community radio campaigns with talk shows and interviews to engage local communities. progress.	Regular activity during the 100 days campaign	The target audience includes journalists, community radio hosts, media professionals, and regional media outlets who play an essential role in spreading TB awareness and influencing public opinion.	15th – 28th Feb 2025

Annexure 1: Daily Progress Report Format for Districts

1	2	3	4	5	6	7	8	9	10
Date	District Name	Activity Name	No. of Peoples Participated in the activity	Which stakeholders involve in the activity	Name of the Chairman/Facilitator of the activity	No. of Peoples Registered as Nikshay Mitra	No. of TB Pledge taken during the activity	Activity update on Social Media Yes/No	No of Press Release