

1. Record Nr.	UNINA9910958122603321
Titolo	Corporate responses to HIV/AIDS : case studies from India
Pubbl/distr/stampa	Washington, D.C., : World Bank, 2007
ISBN	1-280-94039-5 9786610940394 0-8213-7172-X
Edizione	[1st ed.]
Descrizione fisica	xiv, 88 pages : illustrations ; ; 23 cm
Disciplina	362.196/979200954
Soggetti	AIDS (Disease) - India - Prevention HIV infections - India - Prevention AIDS (Disease) - Patients - Employment - India HIV-positive persons - Employment - India AIDS (Disease) - Social aspects - India Employee health promotion - India Industrial hygiene - India
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Contents; Foreword; Acknowledgments; Acronyms and Abbreviations; Executive Summary; Introduction; Case Study: Reliance Industries Limited; Case Study: Transport Corporation of India Limited; Case Study: Delhi Metro Rail Corporation Limited; Case Study: DCM Shriram Consolidated Limited; Case Study: Hindustan Lever Limited; References; Tables; 1. Summary of the case studies; 2. Khushi clinics in India; 3. Outreach indicators for DMRC program, January-September 2005; Figures; 1. Examples of how HIV and AIDS information is disseminated in local villages by the Reliance program 2. Reliance program: Activities and implementing partners 3. The Kavach model; 4. Workers' recall of modes of HIV transmission in the DMRC program; 5. Workers' recall of methods of preventing HIV transmission in the DMRC program; Boxes; 1. An HIV and AIDS workplace policy to guide future programs; 2. An HIV and AIDS policy shaped by many actors; 3. The HIV and AIDS policy of HLL; 4. Reaching

rural villages through Project Shakti; Pictures; 1. Medical officer at a Khushi clinic; 2. Activity aimed at generating HIV and AIDS awareness among long-distance truckers
3. A display of posters with information on HIV and AIDS
4. Explaining sexually transmitted diseases using pictorial flashcards; 5. A peer educator during a session at a construction site; 6. HIV and AIDS awareness session for DSCL employees in the urea bagging area; 7. Theme poster enlisting people in the fight against HIV and AIDS; 8. Theme poster quoting a speech by Nelson Mandela; 9. DSCL visitor's pass with HIV and AIDS messages; 10. Awareness session for truckers at the entrance to the materials section of the Kota plant
11. Session being conducted at the Mangalore unit by the doctor who is the officer in charge of the local voluntary counseling and testing center
12. Mangalore factory manager A.T. Krishnan giving a blood sample for an HIV test; 13. Employees queuing up to give blood samples for HIV testing at the Mangalore factory; 14. A Sanjivini camp in progress

Sommario/riassunto

How should the corporate sector engage in fighting the global burden of the AIDS epidemic? India's relatively low HIV prevalence rate often raises the question of whether it is in corporate sector interest to allocate resources to combat HIV and AIDS. The five case studies in this report feature a selection of Indian companies that felt compelled to engage in this fight and did allocate resources in order to do so. The challenges these companies encountered and innovative methods they used to surmount these challenges serve as useful lessons for those interested in launching similar initiatives.
