

# M.A.L.D GOVERNMENT DEGREE COLLEGE,



**GADWAL-5019125**



**Jogulamba Gadwal Dist., Telangana State**

**NAAC Re-accredited with "B" Grade,**

**Affiliated to Palamuru University**

## RED RIBBON CLUB

## REPORT



**Convener**

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**Lecturer in Zoology**

**Members**

**1.Sri. Suresh** , Lec. In Economics

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Red Ribbon is a globally recognised symbol for HIV/AIDS awareness. Establishment of Red Ribbon Clubs was an important initiative undertaken by the Government of India to spread awareness about HIV/AIDS and associated myths among the youth and empower them as per educators. For this M.A.L.D Government Degree College, GADWAL has started Red Ribbon Club

## **OBJECTIVES**

- Educate youth with correct, concise and adequate information and heighten their level of awareness about HIV AIDS, STI and other related issues (thus eliminate myths and misconceptions).
- Enable youth to identify and understand situations of exploitation and abuse.
- Sensitize the youth regarding care and support needs of people affected with HIV AIDS and in still in them the spirit to reduce the stigma and discrimination against them.
- Create and train among the youth a cadre of peer educators for spreading awareness about HIV-AIDS and its prevention in the community.

The RRC youth of M.A.L.D Government Degree College, GADWAL is encouraged to learn about safe and healthy lifestyles. The RRC promotes access to information on healthy life and voluntary blood donation. They create and provide opportunity to the zeal of volunteerism among youth to contribute towards the control and prevention of HIV&AIDS. The Red Ribbon Club is a voluntary on-campus intervention program for students. The programme organized by

RRC addresses the knowledge, attitude and behaviour of the youths in the interrelated areas of Voluntary Blood Donation, HIV & AIDS, as demanded by their age, environment, and life style.

**RRC Activities:** Red Ribbon Club programme with the objective of bringing about behaviour change in young minds employs various strategies like:

- Celebrating Life Program
- Peer education and leadership trainings
- Cultural Competitions
- Interactions with positive people, Transgender, Injection Drug users, ICTC- Counsellors
- Awareness campaigns (Rallies, Outreach activities)

The **red ribbon**, as an , is used as the symbol for the of people living with , and for the awareness and prevention of and . In Canada the red ribbon represents Canadians with Multiple Sclerosis.

### **Awareness symbol**

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The red ribbon is a symbol for Multiple Sclerosis, drunk driving prevention, drug prevention and for the fight against. The Red Ribbon Foundation, (MADD)and the Canadian Multiple Sclerosis Society are examples of organizations that utilize the red ribbon symbol.

MADD is an organization founded in 1980 whose mission is to stop drunk driving, support the victims of this violent crime and prevent underage drinking. Red Ribbon International is an organization founded in 1993 whose main purpose is the education about prevention of the Human Immunodeficiency Virus or HIV, Acquired Immune Deficiency Syndrome Related Complex, ARC and AIDS.

### **Where did the idea come from?**

In 1991, a decade after the emergence of HIV, twelve artists gathered in a gallery in New York's East Village. They had met to discuss a new project for Visual AIDS, a New York HIV-awareness arts organization.

It was there that they came up with what would become one of the most recognised symbols of the decade: the red ribbon, worn to signify awareness and support for people living with HIV.

At the time, HIV was highly stigmatised, and the suffering of communities living with HIV remained largely hidden. The artists wanted to create a visual expression of compassion for people living with HIV.

They took inspiration from the yellow ribbons tied on trees to show support for the US military fighting in the Gulf War. Additionally, they decided that the elegant loop of the ribbon shape was easy to make and replicate. They avoided traditional colours associated with the gay community, such as pink and rainbow stripes, because they wanted to convey that HIV was relevant to everyone. They chose red for its boldness, and for its symbolic associations with passion, the heart and love.

## **How did the ribbon become so well known?**

In the early days, the artists made the ribbons themselves and distributed them around New York art galleries and theatres. Initially, they included some text to explain the ribbon's significance, but as the ribbon became more famous, this was no longer needed.

Within weeks, the red ribbon could be seen in such high-profile places as the red carpet of the Oscars. The media took notice and, within a short space of time, the symbol became universally recognised. At the Freddie Mercury Tribute Concert, held at London's Wembley Stadium on Easter Sunday, 1992, more than 100,000 red ribbons were distributed among the audience, with performers such as George Michael wearing one.

The red ribbon continues to be a powerful force in the efforts to increase public awareness of HIV. It has inspired other charities to utilise the symbol, such as the pink breast cancer awareness ribbon.

### **Alcohol, tobacco and other drug prevention awareness origin**

The Red Ribbon was used as an awareness symbol made by after DEA Agent was kidnapped, tortured, and murdered while working undercover in Guadalajara, Mexico. Citizens in his home town of Calexico, California donned the ribbons to emphasize the need for increased prevention efforts. In 1988, Red Ribbon Week, sponsored by, became a national campaign. It is celebrated from October 23 through October 31.

## **AIDS awareness origin**

The Red Ribbon Project was created by the New York-based Artists Caucus in 1991

1. Remain anonymous as individuals and to credit the Visual AIDS Artists Caucus as a whole in the creation of the Red Ribbon Project, and not to list any individual as the creator of the Red Ribbon Project;
2. Keep the image copyright free, so that no individual or organization would profit from the use of the red ribbon;
3. The Red Ribbon should be used as a consciousness raising symbol, not as a commercial or trademark tool.

The artists who formed the Visual AIDS Artists Caucus wished to create a visual symbol to demonstrate compassion for people living with AIDS and their caregivers. Inspired by the yellow ribbons honouring American soldiers serving in the Gulf war, the colour red was chosen for its, "connection to blood and the idea of passion—not only anger, but love, like a valentine." First worn publicly by at the 1991 Tony Awards, the ribbon soon became renowned as an international symbol of AIDS awareness.

At the held at , London on Easter Sunday 1992, more than 100,000 redribbons were distributed among the audience by Red Ribbon International, with performers such as wearing one. The Red Ribbon continues to be a powerful force in the fight to increase public awareness of HIV/AIDS and in the lobbying efforts to increase funding for AIDS services and research.

To symbolize the United States' commitment to combat the world AIDS epidemic through its landmark program, Steven M. Levine, a communications aide in President administration, proposed that the administration display a 28 foot(8.5 m) AIDS ribbon on the 's iconic North Portico on 2007. The display, now an annual tradition across three administrations, quickly garnered attention, as it was the first banner, sign or symbol to prominently hang from the White House since lived in the building

## **RED RIBBON CLUB ACTIVITIES FOR THE ACADEMIC YEAR 2016-17**

Red Ribbon Club, M.A.L.D Government Degree College, GADWAL conducted an awareness rally on the occasion of World Aids Day on 01.12.2016 to bring awareness among the people about causes, mode of transmission, symptoms, treatment and precautions to be taken for control the AIDS. RRC members, students and staff of the college made this programme as successful one by their active involvement

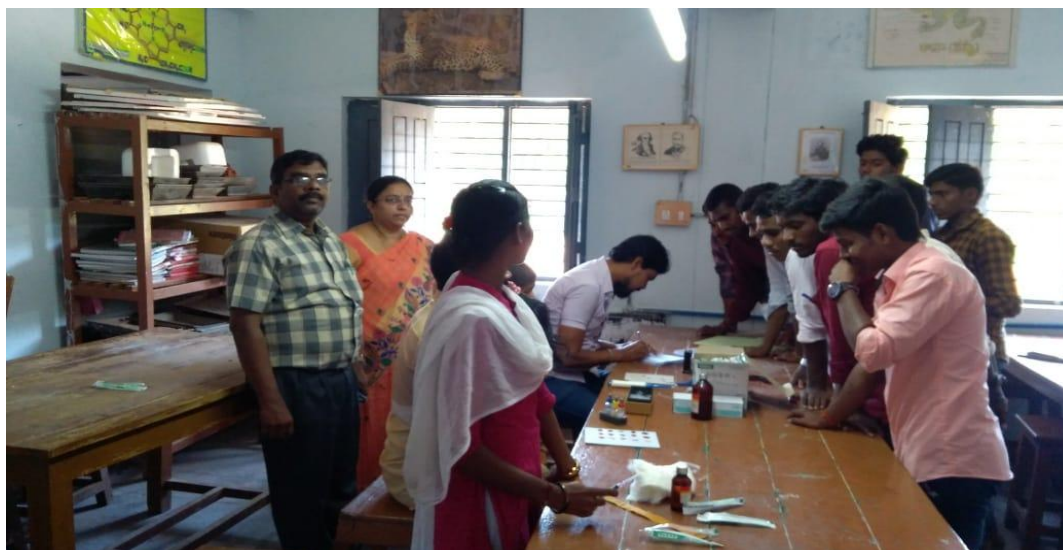


**Staff:** RRC CONIVENOR VENKATESWARAMMA &  
STUDENTS RALLY GADWAL, BC COLONY



## **RED RIBBON CLUB ACTIVITIES FOR THE ACADEMIC YEAR 2016-17**

Red Ribbon Club, M.A.L.D Government Degree College , GADWAL conducted a blood grouping camp in the college premises on 10.08.2016 in collaboration with Department of Zoology and RRC with the help of. The technicians collected blood samples from college students, tested for blood group and Haemoglobin percentage. They brought awareness among the students about the significance of Haemoglobin in the physiological activities, they suggested food material that enrich and enhance the percentage of haemoglobin in the blood. Department Head Dr. D. v. SHIVANARAYANA & STAFF appreciated the initiation taken by the and the support of staff of given valuable suggestions to students. College staff and students made this prograame as a successful one with their active involvement



**ZOOLOGY DEPARTMENT HEAD :**  
Dr. D. v. SHIVANARAYANA & RRC & STUDENTS

## **RED RIBBON CLUB ACTIVITIES FOR THE ACADEMIC YEAR 2017-18**

Red Ribbon Club, M.A.L.D Government Degree College, GADWAL conducted an awareness DRUG ABUSE on 22.08.2017 to bring awareness among the people about causes, mode of transmission, symptoms, treatment and precautions to be taken for control the CHEMICALS AND ALKAHOL. RRC members, students and staff of the college made this programme as successful one by their active involvement



**ZOOLOGY DEPARTMENT HEAD :**  
Dr. D. v. SHIVANARAYANA & RRC & STUDENTS

## **RED RIBBON CLUB ACTIVITIES FOR THE ACADEMIC YEAR 2017-18**

Red Ribbon Club, M.A.L.D Government Degree College , GADWAL conducted a blood grouping camp in the college premises on 13.09.2017 in collaboration with Department of Zoology and RRC with the help of. The technicians collected blood samples from college students, tested for blood group and Haemoglobin percentage. They brought awareness among the students about the significance of Haemoglobin in the physiological activities, they suggested food material that enrich and enhance the percentage of haemoglobin in the blood. Department Head Dr. D. v. SHIVANARAYANA & STAFF appreciated the initiation taken by the and the support of staff of given valuable suggestions to students. College staff and students made this prograame as a successful one with their active involvement



**ZOOLOGY DEPARTMENT HEAD :**  
Dr. D. v. SHIVANARAYANA & RRC & STUDENTS



## **RED RIBBON CLUB ACTIVITIES FOR THE ACADEMIC YEAR 2018-19**

Red Ribbon Club, M.A.L.D Government Degree College, GADWAL conducted an awareness rally on the occasion of World Aids Day on 01.12.2018 to bring awareness among the people about causes, mode of transmission, symptoms, treatment and precautions to be taken for control the AIDS. RRC members, students and staff of the college made this programme as successful one by their active involvement



**GADWAL HEALTH DEPARTMENT & RRC MEMBER**

## **RED RIBBON CLUB ACTIVITIES FOR THE ACADEMIC YEAR 2018-19**

Red Ribbon Club, M.A.L.D Government Degree College , GADWAL conducted a blood grouping camp in the college premises on 05.03.2019 in collaboration with Department of Zoology and RRC with the help of. The technicians collected blood samples from college students, tested for blood group and Haemoglobin percentage. They brought awareness among the students about the significance of Haemoglobin in the physiological activities, they suggested food material that enrich and enhance the percentage of haemoglobin in the blood. Department Head Dr. D. v. SHIVANARAYANA & STAFF appreciated the initiation taken by the and the support of staff of given valuable suggestions to students. College staff and students made this prograame as a successful one with their active involvement



**M.A.L.D COLLEGE RRC MEMBERS AND STUDENTS**

## **RED RIBBON CLUB ACTIVITIES FOR THE ACADEMIC YEAR 2019-20**

Red Ribbon Club, M.A.L.D Government Degree College , GADWAL conducted a blood grouping camp in the college premises on 15.02.2020 in collaboration with Department of Zoology and RRC with the help of. The technicians collected blood samples from college students, tested for blood group and Haemoglobin percentage. They brought awareness among the students about the significance of Haemoglobin in the physiological activities, they suggested food material that enrich and enhance the percentage of haemoglobin in the blood. M.A.L.D College Principal Dr. ABDUL ANSARI appreciated the initiation taken by the and the support of staff of given valuable suggestions to students. College staff and students made this prograame as a successful one with their active involvement



**M.A.L.D College Principal Dr. ABDUL ANSARI & RRC & STAFF**



## **RED RIBBON CLUB ACTIVITIES FOR THE ACADEMIC YEAR 2021-2022**

Red Ribbon Club, M.A.L.D Government Degree College , GADWAL conducted a blood grouping camp in the college premises on 25.11.2021 in collaboration with Department of Zoology and RRC with the help of. The technicians collected blood samples from college students, tested for blood group and Haemoglobin percentage. They brought awareness among the students about the significance of Haemoglobin in the physiological activities, they suggested food material that enrich and enhance the percentage of haemoglobin in the blood. M.A.L.D College Principal Dr. SRIPATHI NAIDU appreciated the initiation taken by the and the support of staff of given valuable suggestions to students. College staff and students made this prograame as a successful one with their active involvement



**M.A.L.D College Principal Dr. SRIPATHI NAIDU & RRC & STAFF  
BLOOD DONATION CAMP**