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## HIV communication programme among long-distance truck workers in West Bengal - An analysis of selected national highway in Bengal

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West Bengal, the most important State in eastern India, is a gateway of business and commerce for entire eastern India along with Bangladesh, Nepal and Bhutan. The State comprises of 3664 KM National Highway along with 4300 Km long State Highway. Millions of trucks are running everyday with their drivers, helpers and cleaners from one District to another State. The truck workers spend their life with a shabby, unhealthy environment within or outside of truck, less physical proximity from their wife and family or community, face several types of risks on road, and willingly or unwillingly come across some conflicts and contradictions with public other transports drivers or even police. In these circumstances Female sex workers (FSWs) and long distance truck drivers (LTDs) are considered key population at high risk for HIV transmission due to high prevalence. The intersection of these mobile populations, cover a multi clustered 'risk –audiences group', like truck workers- themselves, their family members and wives, female sex workers even some other women in another states who are accidentally becomes his friend or close associate. At the same time the National Highways spread across the remote hinter lands of villages. The adjacent rural community, more specifically the women are one of the vulnerable HIV risk community in this said transport ecology. Two major issues will be analysed through this work-i) it will reveal a perspective of a changing notion of communication paradigm of HIV /AIDS awareness from its existing scientific extension system to the transfer of socio-psychological information on need based orientation for specific community and ii) issues, ideas and scopes of applications of cultural proximity and dialogic action in AIDS communication for truck workers community onwards National Highway. Research problems may be defined as - i) how to define the problem of HIV/ AIDS communication awareness campaign among a mobile community- truck workers?

ii) To explore the nature of sex trade along a particular transport route. In this study it will be explained the notions of direct level biological (physical) contacts and the vulnerabilities that exist between these two groups, i.e. truck drivers and professional and casual sex workers with regards to HIV/AIDS. This proposition will help to design to formulate an agenda-setting; through an involvement of said stakeholders (participation of vulnerable group/s). Proposed study may consider Health Belief Model and Theory of Planned Behavior as Possible Theoretical Frameworks, along with McGuire's Hierarchy of Effects to gauge various stages of outcome. A Mixed method design classification on AIDS awareness and communication design will follow for the proposed study. It means qualitative methods to develop quantitative measures and qualitative methods to explain quantitative findings. Focused group discussion, In-depth interview, Content and coverage of AIDS campaign and coverage by leading media and stratified clustered survey analysis would be the research methodology for this work.

### Speaker Biography

Rajesh Das has 15 years of teaching experience in PG level, specialization in health communication, rural communication and international communication; he has successfully presented around 60 no of research papers in an international and national conference/ seminar. He also published three edited volume along with 20 articles in journal or as a chapter in an edited volume. He act as a research supervisor in two consecutives projects by Indian Institute of Mass Communication, funded by ICSSR, New Delhi and NCRI, Hyderabad, under Ministry of Human Recourse Development, Govt of India. He also awarded as a principal investigator in ICSSR -IMPRESS Major Research Project, funded by Ministry of Human Recourse Development, Govt of India and also awarded as a producer in International Documentary Film Festival by the Department of Information and Culture, Govt of West Bengal.

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