

IVRS - BASED AIDS HELPLINE SYSTEM

CLIENT: MIZORAM STATE AIDS CONTROL SOCIETY

PROJECT: IVRS BASED HIV AIDS HOTLINE COUNSELING SYSTEM

Mizoram is a mountainous region, which became the 23rd state of the Indian Union in February 1987. It was one of the districts of Assam till 1972 when it became a Union Territory.

Literacy in the state has grown rapidly, and Mizoram literacy at 88.8 per cent today, is the second highest in the country.

Key Issue and Requirement

The Mizoram state falls under low prevalence state from AIDS perspective but it is considered as highly vulnerable state.

Mizoram State AIDS Control Society has some key issues to achieve like:

To generate awareness across the state, where every person has accurate knowledge about HIV and contributes towards eradicating stigma and discrimination.

Every person living with HIV is treated with dignity and has access to quality care.

Every person will eventually live a healthy and safe life, supported by technological advances.

Every person who is highly vulnerable to HIV is heard and reached out.

Hence MSACS were looking some kind of Interactive Voice Response system through which people can get all information about AIDS without any hesitation and disclosing their identity.

At the same time they also wanted that if any caller wants to directly talk with counselor then he/she would be able to connect with them.

In order to obtain a suitable and optimized solution for hotline counseling on HIV AIDS MSACS published a tender and Aria Telecom qualified for the same.

A Comprehensive Solution

Aria Telecom offered IVRS based helpline system for HIV AIDS which provided various options to caller such as information on HIV & AIDS, How HIV & AIDS is caused, treatment for HIV& AIDS, Precautions of AIDS, callers may listen frequently asked questions on HIV & AIDS, complaint of caller can be recorded and status of the same can be checked. Caller can record questions related to HIV AIDS for which they are seeking accurate answers.

Caller was also provided with the option to directly get connected with the counselor in case he/she required any information on HIV AIDS.

Improved Awareness

Since implementation of the IVRS based helpline, AIDS awareness has been improved and people are getting required accurate information.