

Kerala Youth Festival - Mobile Alerts

The recently concluded state-level youth festival, the biggest of its kind in Asia had the Kerala State AIDS Control Society (KSACS) chipping in with free SMS service. The service was meant for faster access of results of competitions held as part of the youth festival through mobile phones.

The combined youth festival, organized jointly by the DPI, Higher Secondary Education and Vocational Higher Secondary Education, had the presence of about 9,000 contestants.

Since the youth festival events were organized at various venues, accessing competition results without too much delay was a challenge. Resorting to SMS service made things easy for the contestants, organizers, the public and also the media to get updates in a timely manner. All registered users were provided with the service. The service in fact helped to avoid crowding in front of information centers at the venues.

The SMS contained result details, other updates of the youth festival and the campaign focus of various ongoing campaigns of KASCS for creating awareness and to influence individual behavior like:

- HIV prevention, care and treatment
- Service uptake
- Reduction of stigma and discrimination
- Increase in Voluntary Blood Donation (VBD)
- Creation of enabling environment.

Besides the SMS service, KSACS also had KIOSK, banners and posters placed at various venues of the youth festival.