

Massive campaign against NMC 2019

Plan of Action

IMA Headquarters

- **Central coordination** – Already exists. War Room to be created
- **Centralized document preparation**
- **Documentation** – to be precise and people friendly
- **Press Conferences/Statements/Media handling** – Already engaged CNN – PR Agency
- **Social media – Whatsapp, Twitter & Facebook** – Already engaged CNN – PR Agency who will post our messages on these groups.
- **Connectively to other organizations**
 - **FOMA** – 1 to 1 contact should be there. National leadership should meet the National Office-bearers of FOMA and request them to make State Coordinators for various State Branches / Chapters of FOMA.
 - **Government Doctors Organization** – Standing Committee members of Service Doctors Organization to Coordinate
 - **Resident Doctors Organization-** Through FORDA and JDN
 - Social Organizations like LIONS/ROTARY to be included
- **IMA MSN** – to engage IMA Leaders branch wise individually
- **Deputation of Central leaders to States** – Already identified Central leaders who will coordinate with different State leaders.
- **Announcement of D Day** – After full preparation, it will be announced, no hurry
- **Target of 1000 meetings in the country** –State wise combing like Pulse Polio each Branch visit, create dedication group of Central and State Leaders.

State Branches

(Identify Strong and weaker Branches For Bigger States there should be more than 2 Coordinators.) Suggestion: We can use various State Coordinators for IMA End TB Project.

- **Emergency SWCs or State Councils as the case may be; central leadership to be invited.** - Central leaders can create Branch wise teams. Central leader should have enough data of the State Presidents and Secretaries before -----
- **Press Conferences/Statements**
- **Deputation of State leaders to Local Branch** – Creation of a State Think Tank
- **Coordination with Resident Doctors Associations** – Exclusive Groups can be arranged for the same.
- **Coordination with State Government Doctors Associations**
- **State Level Coordination of FOMA** – Create individual State Teams.
- **Coordination of Parent Local Branches with respective Medical Colleges**
- Parents self Help Groups in every Branch and district also to approach Doctors and Politicians.

Local Branches

- **Sensitization meetings in local branches attended by State Leaders.**

- **Public awareness meetings. State leaders to be invited.**
- **Open Forums of 15-20 opinion makers and social activists where the discussions on NMC to be arranged.- To be discussed**
- **Coordinating and facilitating with the medical colleges and medical students in their jurisdiction.**