



Government of Jammu and Kashmir  
**Directorate of Colleges**  
Higher Education Department  
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Common  
RRC  
for compliance  
3/6/26

**The Principal,**

Govt. Degree College, Colleges/GCET's  
UT of Jammu and Kashmir

Sub: Mandatory Integration of NACO's Breakfree Platform under Red Ribbon Clubs.

Ref: Letter No. JKACS/DD (HQ)/26/158-62 dated 29.05.2026 from Office of J&K AIDS Control Society, Department of Health & Medical Education

Sir/Madam,

Apropos to the subject and reference cited above, it is informed that the National AIDS Control Organization (NACO), Ministry of Health & Family Welfare, Government of India, has operationalized a unified digital platform, namely "**Breakfree**", under its IT-enabled Virtual Strategies for HIV/STI prevention, risk assessment, testing, counselling and treatment support. The platform provides confidential and accessible services to youth and key populations.

The platform forms part of NACO's IT-enabled Virtual Strategies and aims to:

- Expand outreach to young people and vulnerable groups.
- Reduce stigma through anonymous, digital-first engagement.
- Integrate prevention, testing and treatment support within a single digital ecosystem.

This initiative reflects the Government of India's commitment towards promoting digital health solutions that combine accessibility with confidentiality, particularly for individuals who may be hesitant to seek in-person services.

In this regard, you are requested to instruct the designated Nodal Officers of the Red Ribbon Clubs (RRCs) in your institution to motivate students to visit and explore the Breakfree platform. A minimum of **50 RRC members per college** shall be encouraged to access the platform through the following link:

**Breakfree Platform:** <https://breakfreeindia.org/>

Further, the Nodal Officers of the Red Ribbon Clubs shall compile and furnish the list of students/RRC members who have visited the platform to the Deputy Director (F), J&K AIDS Control Society, through email at



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adyouthjksacs@gmail.com on or before **30th June, 2026** in the following format:

S.No	Name of Student/RRC Member	Session/Semester
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For any information in the matter, the concerned Nodal Officers may contact **Mr. Rajesh Sharma, Assistant Director (Youth Affairs), J&K AIDS Control Society, on 9419156633.**

The matter may be treated as important and ensured within the stipulated timeline.

Yours Sincerely

**Dr. Sheikh Ajaz Bashir**  
Director Colleges, J&K  
Higher Education Department

No.: DC-HE/K/2026/RRC/1697.  
Copy to:

Dated: 02-06-2026

1. Nodal Principals Jammu/ Kashmir Division Colleges for information
2. Deputy Director (F) JKACS for information
3. Consultant (IEC/MS) National AIDS Control Organization, New Delhi for information.
4. Administrative Officer, JKACS for information.
5. PS to Commissioner Secretary, Higher Education Department for information to the Commissioner Secretary, Higher Education.
6. Master file for office record