

**Press Information Bureau
Government of India
Ministry of Health and Family Welfare**

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Shri J P Nadda launches "Mission Indradhanush"

"Will achieve full immunization coverage for all children by 2020 through a Catch-Up campaign"

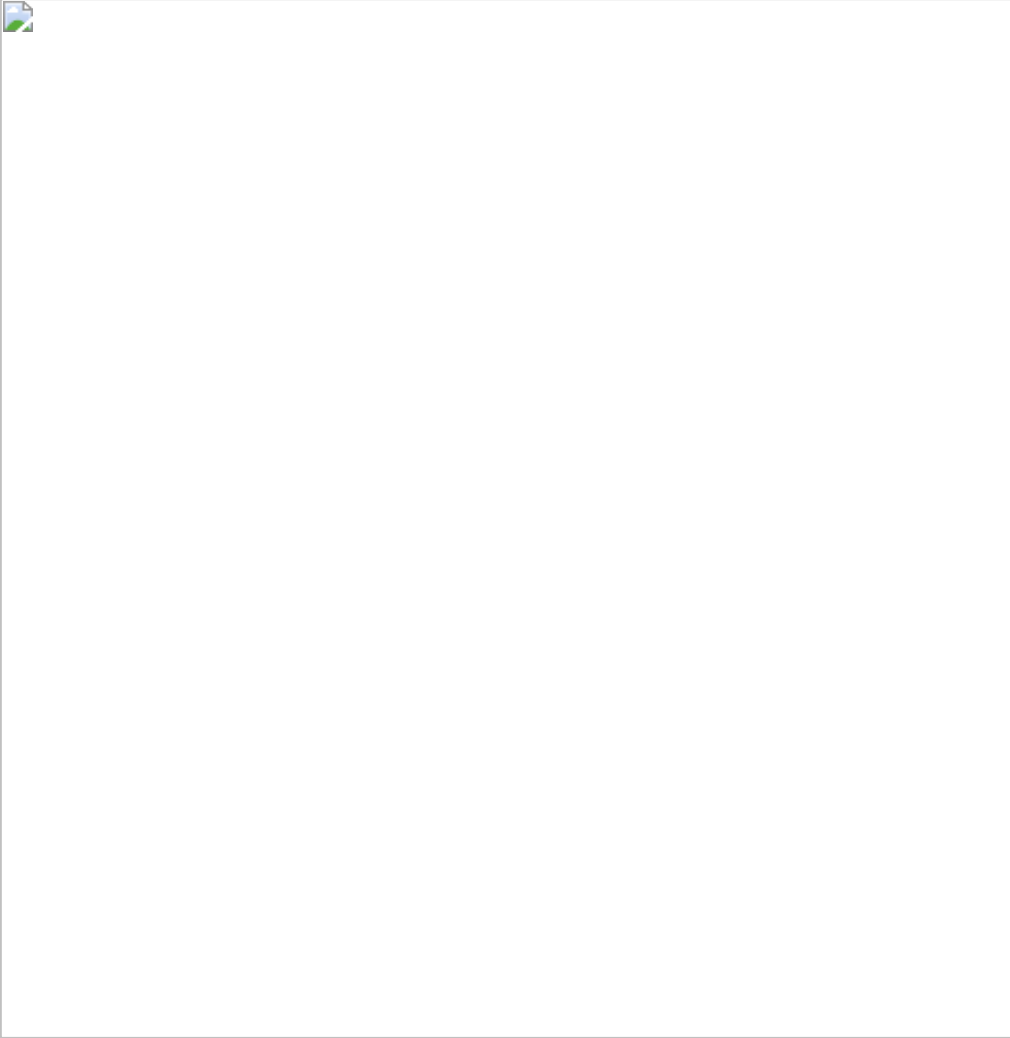
Shri J P Nadda, Health & Family Welfare Minister launched "Mission Indradhanush", here today. The Mission Indradhanush, depicting seven colours of the rainbow, aims to cover all those children by 2020 who are either unvaccinated, or are partially vaccinated against seven vaccine preventable diseases which include diphtheria, whooping cough, tetanus, polio, tuberculosis, measles and hepatitis B. The Minister launched the Mission on Good Governance Day to mark the birth anniversary of Bharat Ratna Shri Madan Mohan Malaviya and birthday of Bharat Ratna Shri Atal Bihari Vajpayee.

Enumerating on the Mission, the Health Minister said, "We have identified 201 high focus districts in the country in the first phase which have nearly 50% of all unvaccinated or partially vaccinated children. These districts will be targeted by intensive efforts to improve the routine immunization coverage." The Minister stated that of the 201 districts, 82 districts are in just four states of UP, Bihar, Madhya Pradesh and Rajasthan and nearly 25% of the unvaccinated or partially vaccinated children of India are in these 82 districts of 4 states.

Shri J P Nadda informed that between 2009-2013 immunization coverage has increased from 61% to 65%, indicating only 1% increase in coverage every year. To accelerate the process of immunization by covering 5% and more children every year, the Mission Mode has been adopted to achieve target of full coverage by 2020, he stated.

The Minister said that the focused and systematic immunization drive will be through a "catch-up" campaign mode where the aim is to cover all the children who have been left out or missed out for immunization. Under Mission Indradhanush, four special vaccination campaigns will be conducted between January and June 2015 with intensive planning and monitoring of these campaigns. The learnings from the successful implementation of the polio programme will be applied in planning and implementation of the mission, he noted. While 201 districts will be covered in the first phase, 297 will be targeted for the second phase in the year 2015.

The Ministry will be technically supported by WHO, UNICEF, Rotary International and other donor partners. Mass media, interpersonal communication, and sturdy mechanisms of monitoring and evaluating the scheme are crucial components of Mission Indradhanush, said the Minister.



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