

वन्दना गुरनानी, भा.प्र.से.

संयुक्त सचिव

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सत्यमेव जयते

भारत सरकार

स्वास्थ्य एवं परिवार कल्याण मंत्रालय
निर्माण भवन, नई दिल्ली-110011
Government of India
Ministry of Health & Family Welfare
Nirman Bhawan, New Delhi - 110011

D.O. No. Z-33014/05/2019-Imm

Dated : 7th October 2019

Dear *Mission Director,*

Government of India is highly appreciative of the efforts put in by your state to ensure that each child is vaccinated against the vaccine preventable diseases. The earlier phases of Mission Indradhanush and Intensified Mission Indradhanush (IMI) have been instrumental in making our immunization services more accessible with strengthened delivery mechanisms, enhanced accountability and fostering inter-sectoral collaboration to reach out to all missed / left-out / drop out children and pregnant women in the country.

In order to enhance the gains of your efforts under routine immunization and Mission Indradhanush campaign, another phase of Intensified Mission Indradhanush (IMI 2.0) has been planned. As earlier there will be four months of activity to be conducted for seven working days in each month, starting on 2nd December 2019, 6th January 2020, 3rd February 2020 and 2nd March 2020. The list of districts and blocks selected in your state is enclosed at **Annexure 1**.

For effective implementation of IMI 2.0 holding of State task force meetings, assessment of system gaps and taking corrective measures will be critical. Focus on quality head count survey, preparation of due list of the left out/drop out children and good microplanning is key for a successful campaign. Similar activities in urban areas/ NUHM cities which are part of the identified IMI 2.0 districts and blocks should be converged well in the campaign.

Communication strategy that needs special attention under IMI 2.0, has been designed by MoHFW to complement and steer operational interventions. This 360 degree communication strategy includes advocacy, social mobilization, interpersonal communication and media (with special focus on social media) needs to be tailored for your state with local innovations and implemented across all levels involving the other departments, SHGs, youth organizations etc.

It is requested to ensure that State & District Task force meetings, district and block level workshops and FLWs trainings, are completed before the IMI Campaign. Robust monitoring & supervision should be planned to guide mid-course corrections. To ensure that the gains made during the drive are incorporated in the routine immunization activities, system