



भारत सरकार

स्वास्थ्य एवं परिवार कल्याण मंत्रालय

निर्माण भवन, नई दिल्ली - 110011

GOVERNMENT OF INDIA

MINISTRY OF HEALTH & FAMILY WELFARE

NIRMAN BHAVAN, NEW DELHI - 110011

D.O. No. T-13020/09/2019-Imm

Dated the: 17th October 2019

मनोज झालानी

Manoj Jhalani

अपर सचिव एवं मिशन निदेशक (रा.स्वा.मि.)

Additional Secretary & Mission Director (NHM)

Dear Sir,

Mission Indradhanush is a flagship programme of Government of India which aims at increasing the full immunization coverage of children across the country. Intensified Mission Indradhanush was launched by Hon'ble Prime Minister of India in October 2017, with an aim to rapidly boost up full immunization coverage to more than 90% and sustain it thereafter.

We acknowledge the support given by your ministry during Intensified Mission Indradhanush. A recent survey carried out in 190 districts covered in Intensified Mission Indradhanush shows 18.5% points increase in full immunization coverage as compared to NFHS-4 survey (2015-16). The merit of this increase can be credited to greater inter-departmental coordination and intensive monitoring before, during and after the immunization rounds.

Ministry of Health & Family Welfare is now implementing Intensified Mission Indradhanush 2.0 (IMI 2.0) from December 2019 to March 2020 in selected districts (Annexure 1), to continue with our efforts to improve full immunization coverage of >90%. In order to make this a success, it would again require inter-ministerial coordinated actions.

Ministry of Health & Family Welfare looks forward to greater support and coordination with your Ministry in achieving the target of IMI 2.0. The key areas where support is solicited from your Ministry are as follows:

- Involvement of Ministry of I&B in the development of communication strategies
- Support in wide dissemination of IEC material pertaining to immunization
- Coordination with Indian Broadcasting Federation, Private Radio channels and explore areas of support including CSR for private FM channels

Ministry of Health & Family Welfare is also developing a portal for IMI 2.0 for daily reporting during IMI 2.0. The activities for all the line ministries will be enumerated and reflected on the dashboard on the IMI 2.0 portal.

You are requested to kindly nominate one nodal person from your Ministry to coordinate with MoHFW and to represent your Ministry in the inter-ministerial committee for IMI 2.0 orientation meeting planned for 22nd October 2019 at 11am at Nirman Bhawan.

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स्वच्छ भारत-स्वस्थ भारत

Telefax : 23063687, 23063693 E-mail : manoj.jhalani@nic.in