



भारत सरकार  
स्वास्थ्य एवं परिवार कल्याण विभाग  
स्वास्थ्य एवं परिवार कल्याण मंत्रालय  
Government of India  
Department of Health and Family Welfare  
Ministry of Health and Family Welfare

राजेश भूषण, आईएएस  
सचिव

**RAJESH BHUSHAN, IAS**  
SECRETARY

D.O No. A-11014/212/2020-SNA

5<sup>th</sup> January 2021

*Dear Sir,*

Our country has very effectively faced an unprecedented public health crisis for the past several months in the form of COVID-19 Pandemic. Now, as we stand on the anvil of COVID-19 vaccine rollout, we are tasked with the need to address public expectations, both their eager anticipation as also any hesitancy, as is natural, at such a momentous juncture.

2. The Government is in all readiness for roll-out of the vaccination programme. Keeping in view that the vaccine will be available initially in limited stocks, the National Expert Group on Vaccine Administration for COVID-19 (NEGVAC) has recommended prioritization during the initial phases to Health Care Workers, Front Line Workers, persons aged 50 years and above and lastly those below 50 years with co-morbid conditions. Of course the bottom line is that the vaccine will eventually be available to everyone who needs it.

3. In the face of such a swift evolving scenario of vaccine development and rollout, one of the challenges is to ensure that the over 1.3 billion people in India receive factually correct and prompt information and updates on vaccine benefits and roll out progress. It is critical to build public confidence regarding vaccine safety and address fears over any adverse events and at the same time to continue stress on strict public adherence to COVID Appropriate Behaviour. We will need to actively collaborate towards building such an environment of universal vaccine acceptability and key will be an effective communication action plan for proactive dissemination at all levels (State, district, block, village, family level).

4. A vaccine roll out of this scale is not possible without pro-active support of key stakeholders. Ministry of Education has collaborated with MoHFW as an equal partner hitherto and specially during the outbreak of COVID-19. I would request you to kindly support the campaign roll out with support from University Networks and Online talk platforms as well as leverage points of large footfalls.

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5. Relevant IEC material is available on sharable Google Drive <https://drive.google.com/drive/folders/1Y6eQohnz8y1M9YDqqhIDPnrZdQMBYQJ?usp=sharing> which contains both JPEG images and open files for your convenience and will be updated on an ongoing basis. Kindly have these materials customized if necessary for ensuring maximum outreach through your field network in the States/UTs. You can also direct your Nodal Officer to get in touch with us for any further facilitation.

6. Your unstinted support will be critical for successful implementation of this drive which will be a big step towards mitigating the impact of this pandemic.

*Regards.*

Yours Sincerely



(Rajesh Bhushan)

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Copy to : Nodal Officer M. Madhu Ranjan, Joint Secretary([madhu.ranjan@gov.in](mailto:madhu.ranjan@gov.in)).  
Ms. Gauri Rishi (Mobile:9811005199) may be contacted for any further queries.