



KAMARAJ IAS ACADEMY
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Intensified Mission Indradhanush

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Why is in news? Intensified Mission Indradhanush 5.0 (IMI 5.0) campaign with special focus on improvement of Measles and Rubella vaccination coverage, will conclude all three rounds on 14 October 2023

Intensified Mission Indradhanush (IMI 5.0), the **flagship routine immunization campaign** of the Union Ministry of Health and Family Welfare will conclude all 3 rounds on 14th October 2023.

IMI 5.0 ensures that routine immunization services reach the missed-out and dropped out children and pregnant women across the country.

IMI 5.0 campaign aims to **enhance immunization coverage for all vaccines** provided under the Universal Immunization Programme (UIP) as per the National Immunization Schedule (NIS).

Special focus is on improvement of **Measles and Rubella vaccination** coverage with the **aim of Measles & Rubella elimination by 2023** and **use of U-WIN digital platform** for Routine Immunization in pilot mode across all districts in the country.

IMI 5.0 is being conducted in three rounds i.e., 7 -12 August, 11-16 September, and 9-14 October 2023 i.e., 6 days in a month with the inclusion of a Routine Immunization Day.

This year for the first time the campaign is being conducted across all the districts in the country and includes **children up to 5 years of age** (Previous campaigns included children up to 2 years of age).

As on 30th September 2023, over 34,69,705 children and 6,55,480 pregnant women were administered vaccine doses during the first 2 rounds of IMI 5.0 campaign across the country.

Mission Indradhanush (MI):

Mission Indradhanush (MI) is a special catch-up campaign under the Universal Immunization Program (UIP).

India's Universal Immunization Programme (UIP) **provide free vaccines against 12 life threatening diseases** namely: Tuberculosis, Diphtheria, Pertussis, Tetanus, Polio, Hepatitis B, Pneumonia and Meningitis due to Haemophilus Influenzae type b (Hib), Measles, Rubella, Japanese Encephalitis (JE) and Rotavirus diarrhea.

It is conducted in the areas of low immunization coverage to vaccinate **all the children and pregnant women** left out or dropped out from Routine Immunization.

The Nodal Ministry is **Ministry of Health and Family Welfare** and launched on 25th December 2014.

U-WIN Portal:

U-WIN programme to **digitize India's Universal Immunization Programme** (UIP) has been launched in a pilot mode in two districts of each state and Union Territory.

Kamaraj IAS Academy

Plot A P.127, AF block, 6 th street, 11th Main Rd, Shanthy Colony, Anna Nagar, Chennai, Tamil Nadu 600040

Phone: **044 4353 9988 / 98403 94477 / Whatsapp : 09710729833**

It will be used to **register and vaccinate every pregnant woman**, record her delivery outcome, register newborn delivery, administer birth doses and all vaccination events, etc.

U-WIN was launched on **January 11, 2023** in 65 districts.

The U-WIN is going to be the single source of information for immunization services, updating vaccination status, delivery outcome, planning of RI sessions, and reports like antigen-wise coverage, etc.

An official highlighted that the healthcare workers and programme managers will now be able to **generate real-time data on routine immunization sessions and vaccination coverage** for better planning and vaccine distribution.

Vaccine acknowledgment and immunization card linked to ABHA ID (Ayushman Bharat Health Account) will be generated and all states and districts can access a common database to track and vaccinate beneficiaries.

Additionally, citizens can also check nearby ongoing routine immunization sessions and book appointments.

Currently, the vaccination records under UIP are being maintained manually. Once the whole immunization programme is digitized, the beneficiaries will get certificates on the spot and will also be able to download them.