

**GOVERNMENT OF INDIA  
MINISTRY OF HEALTH AND FAMILY WELFARE  
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**LOK SABHA  
UNSTARRED QUESTION NO. 24  
TO BE ANSWERED ON 21<sup>ST</sup> JUNE, 2019**

**MISSION INDRADHANUSH**

**24. SHRIMATI MEENAKASHI LEKHI:**

Will the Minister of **HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) the number of additional children that have been covered under the Indradhanush vaccination programme;
- (b) whether the Government is aware of the anti-vaccination campaign going on in certain regions of Andhra Pradesh that is trying to discourage religiously conservative people from getting their children vaccinated; and
- (c) if so, the steps being taken to discredit such campaigns?

**ANSWER  
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND  
FAMILY WELFARE  
(SHRI ASHWINI KUMAR CHOUBEY)**

- (a): Additional 3.39 crore children and 87.18 lakh pregnant women have been covered under various phases of Mission Indradhanush.
- (b): Yes.
- (c): For contradicting anti-vaccination messages in the country, Ministry of Health and Family Welfare, Government of India has initiated the following:
  - (i) To overcome vaccine hesitancy and increase acceptance for vaccination, new package of communication materials containing audio-visual and print material has been developed which includes poster, banner, leaflet, TV spot and radio spot.
  - (ii) Multi-stakeholder consultation by involving Community Based Organisations (CBOs)/Self Help Groups (SHGs) for increasing demand generation for vaccines
  - (iii) WhatsApp's messages are being sent during Measles Rubella campaign about vaccines safety.
  - (iv) Media sensitization workshop has been conducted on risk communication.

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