









When the pandemic hit, majority people living in remote areas were affected. Awareness and accessibility was a big challenge in remote villages of small towns. Daily wage earners who were struggling to find work found it very difficult to leave a day's wage and go to get their vaccinations done. When the vaccine was first made available to the public, the communities were very hesitant in taking the vaccine. There were several misconceptions related to the vaccine and people were easily swayed by spurious social media content.

The MOMENTUM Routine Immunization Transformation and Equity Project, supported by the U.S. Agency for International Development (USAID), ensures equitable vaccination to vulnerable, hard-to-reach, and marginalized communities.

The State Government expended its social welfare resources, collaborated with the Project, and delegated the awareness programs and vaccine dispensation activities to local change agents such as community leaders, local NGOs, ANM workers, and others. In Jharkhand, the Government joined hands with the Project and engaged local non-governmental organizations like ISAP, Plan India, TCI Foundation, SMRC and HelpAge India to maximize reach, build vaccine confidence, and increase vaccine uptake among under-represented groups.



Community leaders and Anganwadi workers conducted door-to-door visits to convince the vaccine-hesitant population of the harmlessness of the COVID-19 vaccine.





Vaccination camps in remote places provided easy accessibility of vaccination for the community that otherwise struggled to go far off to take their vaccine doses. Project representatives also regularly made phone calls to remind individuals of the dates of their upcoming vaccination.



Today, the rural, hard-to-reach, and vulnerable population of Jharkhand is largely vaccinated against COVID-19, thanks to the diligent efforts of the State Government joined by the Project.





