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Workplace Intervention

MADHYA PRADESH



Workers from Indore Iron and Steel Mills get vaccinated at the COVID-19 vaccination camp set up in their workplace.



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Raymond Michaels, manager at the Indore Steel & Iron Mills has worked dedicatedly with the Project team in convincing and mobilizing factory workers to get vaccinated at the easy access COVID-19 vaccination camp setup within the factory premises..



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Many factory workers had doubts about the side effects of the COVID-19 vaccine and were initially hesitant to get vaccinated as they suspected it might cost them a day's wage. However, as the Project team made them aware of the harmlessness of the COVID-19 vaccine and even set up a camp at their worksite itself - Indore Iron & Steel Mills, the workers chose to get vaccinated leaving their fears behind.



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A vaccinated factory worker smiles with relief as he feels protected from COVID-19 and is no longer a threat to his family's well-being.

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.

In Madhya Pradesh, the Project has engaged local non-governmental organizations like Madhya Pradesh Voluntary Health Association, Aasra, TCI Foundation and HelpAge India to build vaccine confidence amongst priority groups.



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