

MOMENTUM

Routine Immunization Transformation and Equity



Nivedha, HR
Tamil Nadu

Nivedha, HR at Sri Sarvaloga Textiles Pvt. Ltd, Tamil Nadu noted that out of the 250 strong workforce of their factory, 70% had not yet received the booster dose of the COVID-19 vaccine. Taking off a work day to get vaccinated was proving to be challenging for most of the workers.



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 collaborated with the Project, and delegated the awareness programs and vaccine dispensation activities to local change agents to increase vaccine uptake among under-represented groups.

In Tamil Nadu, the Project has engaged with local non-governmental organizations like ISAP, SAATHI, HelpAge, TCIF and Leprosy Mission to maximize reach amongst the priority groups.

Nivedha took up the challenge to ensure complete safety for her colleagues and collaborated with SAATHI NGO, a diligent sub-awardee of the Project, that has been working hard towards equitable vaccination to vulnerable, hard-to-reach, and marginalized communities under the supervision and guidance of the state government.

With their cooperation, a vaccination camp was set up at their work site which proved to be a complete game changer for workers who could now avail the final dose without having to sacrifice a work day. This resulted in a remarkable increase in vaccine uptake at the textile factory.

Enterprising individuals like Nivedha have contributed significantly to the government led Project's mission to achieve maximum last-mile vaccinations in Tamil Nadu. She is our COVID-19 Vaccination Champ!