



Addressing Urban Immunization Challenges with Model Immunization Centres (MICs)

As per the United Nations (UN), the global population residing in urban areas is projected to increase by nearly 60% till the year 2030. This rapid urbanization highlights the urgent need for a focused approach to address the increasing demand for healthcare services. Immunization, a cornerstone of preventive healthcare, faces considerable challenges in urban settings due to various factors such as affordability (with high out-of-pocket expenditure), quality concerns, and inadequate awareness in urban communities. The reliance on private healthcare for immunization often results in financial strain, leading to service dropouts and an increased risk of vaccine-preventable diseases (VPDs). This not only affects individuals but also burdens communities and healthcare systems. In response to these urban immunization challenges, Model Immunization Centres (MICs) offer human-centered and high-quality vaccination services that address socio-behavioral barriers. These centres are designed for providing family-friendly routine immunization, aligning with the Immunization Agenda 2030 and ensuring that care is accessible, comfortable, and reliable for all.

The Universal Immunization Program (UIP) views MICs as a transition from conventional service delivery to a more patient-focused approach, acknowledging the individual's needs beyond the medical procedures. By blending technical expertise with emotional and psychological support, MICs build trust and encourage higher vaccine uptake. Their dedication to maintaining high-quality standards and delivering compassionate care strengthens the healthcare experience for everyone, further advancing immunization efforts in urban areas.



Key Features of MICs

Specialized Service Delivery:

MICs are specialized service centres designed to promote and enhance routine immunization, along with other services, ultimately delivering a bundle of services to meet comprehensive healthcare needs.

People-Centric Approach:

Services are tailored to meet the specific needs of urban populations, focusing on accessibility, affordability, and quality.

Targeted Outreach:

Each centre is expected to cater to a minimum of 300 beneficiaries per month in plain areas and 150-300 beneficiaries in hilly regions.

MIC

offers its beneficiaries



1 Quality Processes



2 Beneficiary Centric



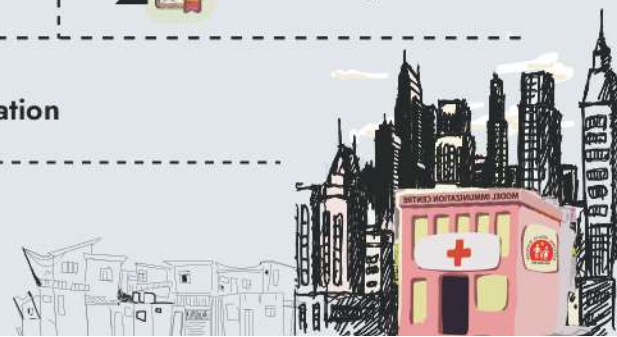
3 Flexi Scheduling



4 Life Course Vaccination



5 Knowledge Hub



Editorial

Model Immunization centre in people perspective

Over the past decade, immunization efforts have seen significant progress, including the achievement of a Polio-free India. To maintain these advancements, incorporating Human-Centric Design into immunization strategies was essential. Model Immunization Centres (MICs) emerged as a key innovation in inclusive healthcare, ensuring that no one is left behind while reinforcing community resilience and trust in immunization services.

To encourage individuals from all socioeconomic backgrounds to utilize government hospitals for immunization, the health department established MICs, in Bihar aiming to reach around 14% of children in the state who still rely on private hospitals for vaccinations. Bihar currently operates 19 MICs, including three in Patna, which offer spacious facilities, along with 242 Model Immunization Corners (MICr) throughout the state.

The MIC at SDH Danapur, established in 2017, has contributed significantly to Full Immunization Coverage (FIC) in Urban Patna. A review of its operations revealed an increase in coverage from 2,228 (4%) in 2017 to 2,377 (6%) in 2024, highlighting its growing impact on immunization efforts. Beneficiary load data from January to December 2024 further reflects a high demand for services, particularly among infants (0-11 months), with 17,476 beneficiaries annually, underscoring the need for continued accessibility and efficiency.

Families interviewed expressed strong trust in MICs, with some traveling over 100 km to access services. Beneficiaries appreciated the flexible 8 AM - 8 PM schedule, which prevents wage loss, as well as the availability of free new vaccines, quick registration, clean facilities, trained staff, and a child-friendly environment. The success of MICs in urban areas has positioned them as a model for government-run vaccination services, offering private clinic-level care. An MIC video, developed with the support of JSI and vetted by the State Immunization Officer and the State Health Society Bihar, is now featured on the Bihar government's web portal and is being used in routine immunization trainings.



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Uttar Pradesh



In Uttar Pradesh, urban areas have lower full immunization rates compared to rural and state averages, according to the NFHS-5 survey. Rapid urbanization, poor living conditions, and health system challenges contribute to low immunization coverage. An exploratory study with caregivers and healthcare workers revealed that upper and middle-class urban populations avoid public health centres due to issues like overcrowded sites, lack of privacy, poor seating arrangements, and inadequate hygiene in densely populated slums.

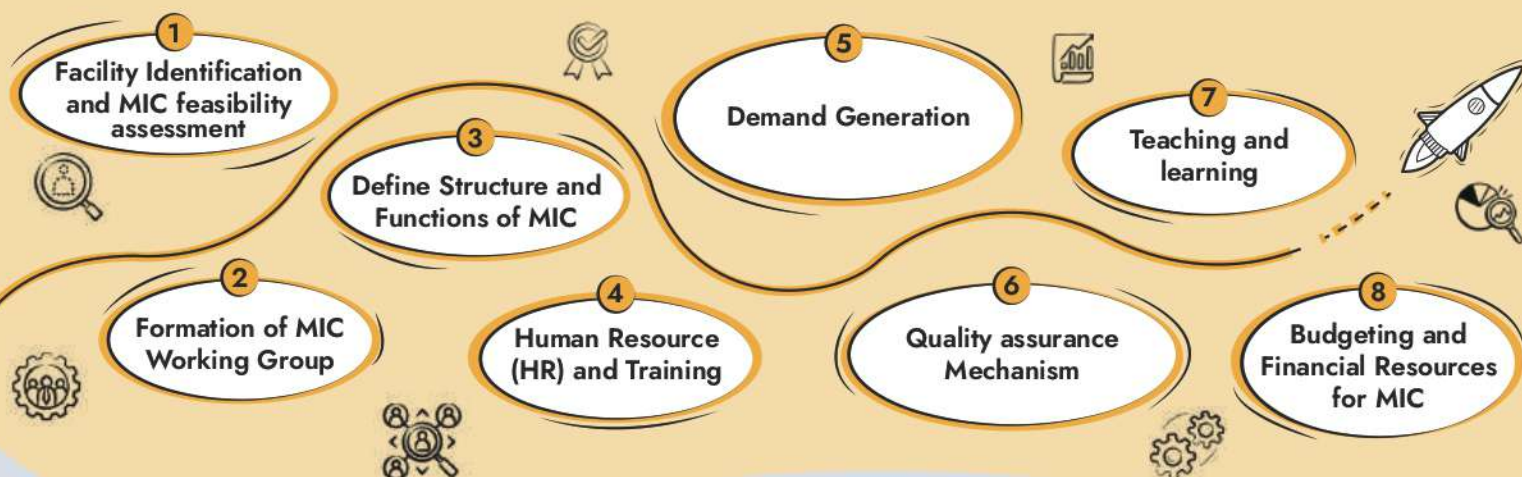
In response to these challenges, the State Government, in collaboration with the JSI team, established Model Immunization Centres (MICs) to improve service delivery. The concept, inspired by successful models in Bihar, was

piloted at UPHC Basantpur (established on November 11, 2022) and AIIMS Gorakhpur (established on November 19, 2022). These centres have led to a significant increase in footfall. For instance, at AIIMS Gorakhpur, the number of pregnant women visiting the centre increased fourfold, from 437 in the October-December 2022 quarter to 1,819 in the same quarter of 2024. Child visits grew 3.6 times during the same period.

Encouraged by the success of these pilot initiatives, the State Government allocated significant funds to scale up MICs across Uttar Pradesh. From October 2023 to September 2024, four MICs were established under the project, and an additional ₹267 lakh will be leveraged this year to expand to 75 districts. A total of 160 MICs are planned to be established across all 75 districts by December 2025. These centres aim to enhance immunization service delivery and ensure equitable access to vaccines for children and pregnant women.



Idea to action: Essential steps for establishment of MIC in an institutional setting



Success Story

Basantpur Model Immunization Centre: Ensuring Accessible Healthcare for Working Parents

The Model Immunization Centre (MIC) at UPHC Basantpur, Gorakhpur (UP), inaugurated in November 2022, aims to provide comprehensive and quality vaccination services to the local community. Designed with a focus on accessibility and convenience, the centre addresses the challenges faced by working parents who often struggle to balance their professional and personal responsibilities, resulting in missed vaccinations for their children. The availability of services on Sundays have been particularly beneficial, enabling parents to immunize their children without compromising their work schedules.

Mrs. Priya Sharma, a working mother from Basantpur, shared her positive experience with the MIC. As a full-time employee, she found it difficult to prioritize her child's

healthcare needs during the workweek. However, the MIC's Sunday services proved to be a game-changer, allowing her to vaccinate her child on her weekly day off. With encouragement from her employer, Mrs. Sharma visited the centre and was impressed by its comprehensive services and the detailed guidance provided by the healthcare staff. "The ANMs explained the dos and don'ts after vaccination, which gave me the confidence to take care for my child post-immunization," she noted.

Mrs. Sharma highlighted how the MIC's flexible schedule and reliable services have made healthcare more accessible to families like her's. "I appreciate the flexibility and convenience offered by the MIC. It's making healthcare more inclusive for the community," she added. Her experience underscores the transformative impact of the MIC on the lives of working parents, showcasing how week-round, high-quality vaccination services can bridge critical gaps in healthcare accessibility. Mrs. Sharma now feels assured about her child's regular immunizations and recommends the MIC at Basantpur as a benchmark for reliable and community-focused healthcare services.



1 World Immunization Week is observed from April 24-30.

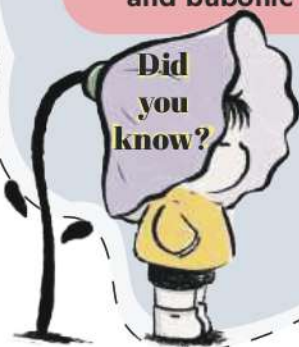
2 Vaccination helps prevent 2-3 million deaths globally each year.

3 Edward Jenner a British physician and scientist developed the first-ever smallpox vaccine in 1798.

4 In 1897, Ukrainian bacteriologist Haffkine created the world's first vaccines against cholera and bubonic plague.

5 The lives of an estimated 20 million children have been saved through measles immunization between 2000 and 2016.

6 Vaccines have a high return on investment, every \$1 spent on vaccine programs returns up to \$44.



7 From January 1 to March 20, 2025, 17 states reported 378 measles cases, including two deaths, marking the first measles-related deaths in the U.S. in a decade.

World Health Day 2025: Advancing Maternal and Newborn Health

World Health Day is observed globally on April 7 each year, commemorating the founding of the World Health Organization (WHO) in 1948. The theme for the 2025 campaign is "Healthy Beginnings, Hopeful Futures," which aims to improve maternal and newborn health, reduce preventable deaths, and promote long-term health outcomes for mothers and infants. Recent estimates show that approximately 300,000 women die annually due to pregnancy-related complications, and nearly 2 million babies perish within their first month. This equates to a preventable death every 7 seconds. The 2025 campaign will focus on raising awareness about these issues, increasing access to healthcare services during pregnancy and the postnatal period, and pooling resources to support lifesaving interventions, such as emergency obstetric care and specialized treatment for pre-term infants.



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