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Serum Institute launches biggest immunisation awareness drive in India

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As a responsible and generous corporate, Serum Institute of India will provide free vaccines across various locations in India



Serum Institute of India (SII), vaccine manufacturer launched a nation-wide vaccination and immunisation campaign called ‘Swasth Immunised India’ in association with Network18, India's most diversified media conglomerate. Endorsed by popular and eminent actor, Kareena Kapoor Khan, the campaign aims to spread awareness on the importance and benefits of immunisation among the general populace. The campaign in addition to building awareness will work towards dispelling myths and misconceptions pertaining to the administration of vaccines.

Commenting on the initiative, Adar Poonawalla, CEO, Serum Institute of India, said, “Vaccination is an integral part of public health system. It has proved to be instrumental in combating and curbing fatal contagious diseases. A majority of people in India still refrain from vaccination due to lack of knowledge and misconceptions around vaccines. We believe this reluctance needs to be addressed as it is a major contributing factor to the growing infant and child fatality rate. Swasth Immunised India is a step forward to tackle these issues eliminate the cause by focusing on its effects and benefits. We will ensure that Swasth Immunised India representatives follow a door-to-door approach in spreading awareness among the marginalized and unaware sections of the society.”

Vaccination has been accredited to be one of the most affordable and feasible method to prevent life-threatening diseases. India's long-standing tryst to attain full immunisation has awarded it with successful eradication of deadly diseases such as Polio and Small Pox. Continued efforts implemented by leading global institutions and organizations has put India in the forefront to tackle the impending problem of full immunisation coverage. Despite of the government and other bodies’ proactive approach, India is still home to the highest number of unvaccinated (56%) and incompletely vaccinated children (32%).

“A strong personality, with great conviction and stature, there could not have been a better face for the campaign than Kareena Kapoor Khan. Her role as an influencer and as a mother will help in taking our message far as well as garner more acceptance towards the initiative. As a responsible and generous corporate, Serum Institute of India will also provide free vaccines across various locations in India. We will also look to base vaccination camps at strategic and convenient points that

will provide all the required information to mothers and families regarding the health and development of a child", added Adar.

On the association, Adar Poonawalla, said, "Network18 has a large base of loyal audience spread across the country. We are glad to have partnered with the media conglomerate for Swasth Immunised India. Reaching the remotest areas via Network18's vast regional news network will help in raising awareness and achieving the goal of the campaign."