

NIIF extends support two community engagement initiative for COVID-19 vaccine distribution

The National Investment and Infrastructure Fund (NIIF) Limited has extended funding support for community engagement initiatives to be carried out by Bengaluru-based CCAMP and IIT Delhi's Gramvaani. This was facilitated by the Innovation and Science @Bharat initiative of the Office of Principal Scientific Adviser.

While COVID-19 vaccines have reached the roll-out stages in India, the war against COVID-19 is far from over. The most critical challenge is going to be able to deliver these vaccines to everyone who needs it. Years of experience running the universal immunization programmes (UIP) in India has taught us the significant role that community engagement plays in the successful delivery of vaccines (read [here](#) and [here](#)).

C-CAMP's IDEA-V:

Bengaluru-based Centre for Cellular and Molecular Platforms, C-CAMP's Innovative Distribution and Efficacy Assessment for Vaccines (IDEA-V) has received the support of the National Investment and Infrastructure Fund (NIIF). One of IDEA-V's key priorities includes developing a manual to train healthcare workers who are enabling COVID-19 vaccine rollout across the country. As part of this, C-CAMP will support the Ministry of Health and Family Welfare (MoHFW) and state government agencies involved in vaccine rollout, in developing a training manual.

The training manual will be used to strengthen the healthcare workers' capacity to deliver timely vaccinations on a fairly large scale. The goal is to create a cadre of trained healthcare workers as well as key Information, Education and Communication (IEC) tools and templates (factsheets, FAQ documents, and social media collaterals) that can be quickly repurposed to facilitate future routine immunization efforts.

C-CAMP's IDEA-V will be instrumental in,

- a. prioritizing the most vulnerable populations for receiving the vaccine,
- b. distributing the most effective vaccines,
- c. addressing post-vaccination adverse events and re-infections, and
- d. enabling the creation of a trained health workforce.

Under the stewardship of the Office of the Principal Scientific Adviser to the Government of India, IDEA-V will function as a pilot catalytic initiative to bring together industry partners to contribute CSR funds, domain expertise, and partner networks towards facilitating the nationwide COVID-19 vaccination drive that began on January 16, 2021. As the designated project manager for IDEA-V, C-CAMP will identify specific project districts in tandem with the Ministry of Health and Family Welfare (MoHFW) and state government agencies, based on the availability of on-ground resources, CSR organizations, and their partner NGOs.

Gramvaani

Gramvaani's initiative aims to support the ongoing community engagement for the COVID-19 vaccination drive through a suite of innovative technologies developed in-house. The technologies have been developed in collaboration with IIT Delhi and other partners, to

optimize routine immunization delivery. They will use a combination of field-ready data collection approaches and voice-based communications approaches (Interactive Voice Response Systems). The cornerstone is a new technology enabling designated personnel like healthcare workers or Panchayat representatives, equipped with smartphones pre-loaded with our mobile application to click a picture of a smart form/ register and the data gets digitized automatically (near real-time).

Through the initiative they will reach the last mile frontline workers (FLWs) and communities inhabiting hard-to-reach settings with low literacy, low tech savvy, low socio-economic background, and rural areas.

The initiatives specific objectives are listed here:

1. To strengthen last mile enumeration and immunization session planning
2. To support in building awareness and counselling in the target communities
3. Support the healthcare workers to report Adverse Events Following Immunization (AEFIs) and Adverse Events of Special Interest (AESIs)

About NIIF:

National Investment and Infrastructure Fund (NIIF) Limited is a professional fund manager, anchored by the Government of India along with participation from institutional investors such as ADIA and leading Indian private financial institutions. They are a collaborative investment platform focused on Indian infrastructure with best-in-class governance and a strong team with Indian and international experience in infrastructure investing.

About C-CAMP:

Bengaluru-based C-CAMP is an initiative of the Department of Biotechnology (DBT), Ministry of Science and Technology, Government of India. C-CAMP nurtures entrepreneurship in life sciences and health-technology by funding, incubation, deployment, and commercialization. CCAMP is supporting 200+ startups and provides follow-on funding to 70+ startups of over 770 CR.

About Gramvaani:

Gram Vaani, that translates into 'voice of the village', is a social technology company incubated in IIT Delhi in 2009 with the goal of making the flow of information bottom-up. They use simple technologies and social context to design tools to impact communities at large. They have more than two million users in over seven Indian States, Afghanistan, Tanzania, Namibia and South Africa. They have partnered with over 150 organizations across the country. They were among recipients of the Ayushman Bharat PM-JAY Start-up Grand Challenge 2020 awards under the category of 'Enhancing beneficiary awareness.'

Read their [brief profile](#).