TALKING POINTS
P. N. Roy Choudhury, Adani Group, takes the time to tell us something about the group.

ADANI VYOH MANDIR
Adani Foundation, the CSR arm of the Adani Group, is working on the Vyoh Mandir, an initiative to provide vocational training and skill development for underprivileged children from economically disadvantaged backgrounds. The project aims to empower these children to become skilled and employable, thus reducing poverty and unemployment. The Vyoh Mandir is located in Andhra Pradesh and is expected to benefit 1,000 children annually.

NORTH GUJARAT
Prevention of disease is the key to public health. And for that, vaccines play a critical role. Routine immunization is one of the most successful and cost-effective interventions to prevent preventable diseases. In Gujarat, the government has been working hard to ensure that all children receive the necessary vaccinations. As a result, there has been a significant reduction in the number of children suffering from preventable diseases. However, there is still room for improvement, and the government continues to work towards universal vaccination coverage.

NATIONAL IMMUNIZATION PROGRAMME RECOMMENDED BY GOVERNMENT OF INDIA

<table>
<thead>
<tr>
<th>Vaccines</th>
<th>Dose</th>
<th>Schedule</th>
<th>Age Group</th>
<th>Upto Age Group</th>
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<tr>
<td>Diphtheria, Whooping Cough, Polio, Tetanus, Rubella</td>
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<td>Measles</td>
<td>OPV</td>
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<tr>
<td>Hepatitis B</td>
<td>OPV</td>
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<td>Pneumococcal Vaccine</td>
<td>PCV</td>
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<tr>
<td>Rotavirus</td>
<td>RVV</td>
<td>0, 1</td>
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</table>

**Facts of Immunity**

- **Over 90% vaccination coverage**: In India, the government has set a target of achieving over 90% vaccination coverage for all children, and the efforts are on track to achieve this goal. This high coverage rate is crucial in preventing the spread of vaccine-preventable diseases and protecting the health of the population.
- **High-revenue growth**: The vaccination industry has witnessed significant growth in recent years, driven by the increased demand for vaccines and the expansion of vaccination programs. The industry is expected to continue growing, driven by the ongoing efforts to increase vaccination coverage and address the needs of the growing population.

> **Targeted Audience**: Women, parents, school authorities, and healthcare professionals.

> **Medium**: Social media, print, and television advertisements.

> **Call to Action**: Parents are encouraged to ensure that their children receive all the recommended vaccines on time, thus providing them with the best possible protection.

**Shuktara Pathshala**

As part of the ‘Nurturing Trees Living Lives’ campaign, social impact was created through planting over 300,000 saplings across 12 states in over 700 different locations. The enthusiastic participation by children was heart warming and the trees were loved with a love and smiles.

**SAPLINGS OF HEALTH**

The aim is to highlight the importance of routine immunization of children against vaccine-preventable diseases and environmental issues. The campaign is an initiative by the Times of India Group, with the Adani corporate house in partnership with Union India to Red Dot Newz to Akshaya Patra Foundation and UNICEF initiative.

A campaign by the youth to spread the message among the community that every child needs to be nurtured and protected against vaccine-preventable diseases, just as the saplings need to be watered and cared for to grow into a healthy tree.

> **Louis-Georges Amestoy, UNICEF Representative for India:**

> **Establishing Partnerships**: The campaign was established to highlight the importance of routine immunization and the role of the community in ensuring a healthy and greater India.

> **Dr. Priit Adani, Managing Trustee, Adani Foundation:**

> **Adani Foundation**: The Adani Foundation works in four chosen areas of operation, namely, Education, Health and Wellness, Rural Infrastructure, and Water Resources. The Foundation’s work has been focused on bringing about a positive change in the lives of the underprivileged, especially in rural areas.

**Building Immunity**

Getting your child immunized at the right age is that first, most important step towards a healthy child. To that end, increasing awareness about routine vaccination is a must.

> **Prayas Tiwari, RGV Publication:**

> **Microbe**: Viruses, Bacteria, Parasites, Fungi.

> **Human Body**: Skin, Bones, Muscles, Nerves, Cells.

> **Vaccines**: Prevent, Protect, Preserve.

> **Vaccination Schedule**: Birth to 6 years.

> **Vaccines against**: TB, Diphtheria, Whooping Cough, Polio, Tetanus, Measles, Rubella, Mumps.

> **Vaccination Importance**: Protection against diseases, Reduction in disease spread, Cost-effective.

> **Vaccination Coverage**: 90% or more.

> **Vaccination Benefits**: Reduced disease burden, Reduced healthcare costs, Improved quality of life.

> **Vaccination Side Effects**: Mild reactions, Severe reactions.

> **Vaccination Providers**: Public Health Centers, Private Clinics, Schools.

> **Vaccination Eligibility**: Age, Health status.

> **Vaccination Record**: Maintain, Update.

> **Vaccination Certificates**: Necessary for travel, School admission.

> **Vaccination Appointments**: Schedule, Reminder.

> **Vaccination Cost**: Affordable, Free.

> **Vaccination Transportation**: Public transport, Private transport.

> **Vaccination Consent**: Parental, Medical.

> **Vaccination Follow-up**: Regular check-up, Health advice.

> **Vaccination Safety**: Safe, Effective, Immune system.

> **Vaccination Challenges**: Access, Attitude, Awareness.

> **Vaccination Recommendations**: Early, Regular, Consistent.