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Maharashtra goes on COVID-19 vaccination overdrive in 36 districts with mobile multimedia campaigns

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Under this campaign, 16 specially fabricated vans with a message will travel across 36 districts of Maharashtra to spread awareness among people. The vans will also display messages through LED screens and these vans will be live tracked through GPS through integrated dashboard which can be accessed at through scanning of QR Code.



A multimedia exhibition van to create awareness on COVID-19 vaccination and Aatmanirbhar Bharat has been flagged off by Dr Pradeep Kumar Vyas, Principal Health Secretary, Government of Maharashtra at the premises of Films Division in Mumbai.

The van will travel to three routes in Mumbai, Bandra-Dharavi-Juhu-Andheri-Borivali; Goregaon-Chinchvali-Malad-Kandivali-Charkop-Borivali-Dahisar; Kurla-Chembur-Ghatkopar-Mankhurd-Turbhe- Bhandup-Vikroli.

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Dr Vyas said, vaccination and creating awareness about vaccination must go on side-by-side. This will lead to curbing of misinformation and rumours surrounding vaccines.

Speaking on the occasion, Smita Vats Sharma, DG Films Division said, the campaign for following COVID appropriate behaviours has brought us to a stage of vaccination in this fight against COVID. The purpose of the travelling multimedia exhibition van will be to sensitise every individual about vaccination, not only by providing them with information, but through a process of infotainment.

The cultural artistes of song & drama division performed street play and dance at the event. They will convey messages through folk performances popular in respective districts/ regions of Maharashtra.

The campaign has been designed and implemented by the Regional Outreach Bureau (ROB), Pune – a media unit of the Union Ministry of Information & Broadcasting, in collaboration with the World Health Organization, UNICEF and the IEC Division of the Government of Maharashtra’s Health Department.