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# Health Ministry unveils national zero Measles-Rubella elimination campaign

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**Measles-Rubella elimination campaign 2025-26 marks an opportunity to achieve 100% immunisation coverage**



Union Minister of Health and Family Welfare, Jagat Prakash Nadda virtually launched the National Zero Measles-Rubella Elimination campaign 2025-26 on the first day of the World Immunisation Week (24-30 April), marking a significant step towards India's goal of eliminating Measles and Rubella by 2026.

On the occasion, Union Health Minister released multi-language M-R IEC materials (posters, radio jingles, MR elimination and official U-WIN launch film) for creating awareness in the communities. These IEC materials were also shared with all States/UTs for adaptation and rollout during the MR Elimination Campaign 2025-26.

Measles and Rubella are highly infectious viral diseases that can lead to serious illnesses, lifelong complications, and even death. Due to their high infection rate, India has set a goal to eliminate these diseases by 2026.

In 2024, India has recorded a remarkable decline of 73% in Measles cases and a 17% reduction in Rubella cases in comparison with 2023.

India's plan for eliminating measles and rubella includes a comprehensive framework:

1. **Immunisation:** Achieve and maintain high population immunity with $\geq$ 95% vaccination coverage with 2 doses of measles and rubella containing vaccines in each district of the country.

2. **Surveillance:** Sustain a sensitive and timely case-based surveillance system for measles & rubella.
3. **Outbreaks:** Ensure adequate preparedness and timely response to measles and rubella outbreaks.
4. **Linkages:** Strengthen support and linkages to achieve the above strategic objectives.
5. **Demand Generation for Vaccination:** Focused mass awareness campaigns to mitigate the risks of non-vaccination and dispel myths related to MR vaccine for addressing vaccine hesitancy and increasing coverage.