

COVID-19 Vaccination Mobilization Project, Pune (2021–2022)

Project Overview

During the COVID-19 pandemic, MASHAL partnered with CORE (Community Organized Relief Effort), a United States-based humanitarian crisis response organization, to implement a large-scale COVID-19 Vaccination Mobilization Project in Pune. The initiative was designed to support the Government's vaccination campaign by increasing awareness, facilitating registrations, and mobilizing vulnerable communities residing in urban slums to access COVID-19 vaccination services.

The project focused on reaching underserved populations living in informal settlements, where access to reliable information, digital registration systems, and transportation often posed significant barriers to vaccination. Through a community-centered approach, MASHAL worked closely with local residents to improve vaccine uptake and contribute to public health efforts during the pandemic.

Project Objectives

The project was implemented with the following objectives:

- To increase COVID-19 vaccination coverage among vulnerable urban communities.
- To support the vaccination efforts of Pune Municipal Corporation (PMC).
- To create awareness about the importance, safety, and benefits of COVID-19 vaccination.
- To facilitate registration of beneficiaries on the CoWIN portal.
- To assist slum residents in accessing vaccination services through logistical and community support.
- To reduce vaccine hesitancy and misinformation within underserved communities.

Project Area and Coverage

The project was implemented in the Hadapsar Ward of Pune city and covered 36 slum settlements. MASHAL reached approximately 10,000 families residing in these communities through extensive outreach and mobilization activities.

Implementation Strategy

The vaccination mobilization drive commenced on 31 July 2021 and was carried out through a systematic community engagement process. MASHAL deployed field teams to conduct door-to-door visits and directly interact with residents to identify eligible beneficiaries and encourage them to receive COVID-19 vaccinations.

Key implementation activities included:

Community Awareness and Mobilization

- Conducted door-to-door awareness campaigns in slum communities.
- Disseminated information regarding vaccine eligibility, safety, and benefits.
- Addressed concerns, misconceptions, and vaccine-related hesitancy among residents.
- Encouraged eligible individuals to participate in the vaccination program.

Registration Support

Recognizing the digital challenges faced by many slum residents, MASHAL assisted beneficiaries with:

- Registration on the CoWIN portal.
- Verification of beneficiary information.
- Scheduling vaccination appointments.
- Issuance of registration receipts required for vaccination.

Vaccination Facilitation

To ensure easy access to vaccination services, MASHAL coordinated with local stakeholders and facilitated beneficiary visits to the designated vaccination center.

The vaccination center for the project was:

- Villo Poonawalla Memorial Hospital, Hadapsar, Pune.

Transportation Support

Understanding that transportation costs and accessibility were barriers for many families, the project provided:

- Free transportation services for beneficiaries traveling to and from the vaccination center.
- Logistical support for elderly persons, women, and vulnerable individuals.

Key Achievements

- Reached approximately 10,000 families across 36 slum settlements in Hadapsar Ward.
- Conducted extensive door-to-door community outreach and awareness campaigns.
- Assisted eligible residents with CoWIN registration and appointment scheduling.
- Facilitated access to COVID-19 vaccination services through organized community mobilization.
- Provided free transportation support to beneficiaries.
- Strengthened collaboration between communities, healthcare institutions, and local government systems.

Impact

The project significantly contributed to increasing vaccination awareness and uptake among vulnerable urban populations during a critical phase of the COVID-19 pandemic. By addressing information gaps, digital barriers, and accessibility challenges, MASHAL helped ensure that slum residents could access life-saving vaccination services in a timely manner.

The initiative also demonstrated the importance of community-based organizations in supporting public health emergencies through grassroots mobilization, awareness generation, and last-mile service delivery.

Project Details

- Project Name: COVID-19 Vaccination Mobilization Project
- Implementation Period: 2021–2022
- Project Location: Hadapsar Ward, Pune, Maharashtra

- Coverage: 36 Slum Settlements
- Beneficiaries Reached: Approximately 10,000 Families
- Vaccination Centre: Villo Poonawalla Memorial Hospital, Hadapsar
- Funding and Technical Partner: CORE (Community Organized Relief Effort), USA
- Implementing Agency: MASHAL (Maharashtra Social Housing and Action League)
- Government Partner: Pune Municipal Corporation (PMC)

Conclusion

The COVID-19 Vaccination Mobilization Project successfully supported Pune's pandemic response by facilitating vaccine access for thousands of vulnerable urban residents. Through strategic partnerships, community outreach, digital registration assistance, and transportation support, MASHAL played a critical role in promoting public health and strengthening community resilience during one of the most challenging periods in recent history.