



**GOVERNMENT OF KERALA**

**Abstract**

Health and Family Welfare Department - COVID-19 - Vaccination Sponsorship Program - "SPONSOR A JAB" - Sanction accorded - Orders issued.

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**HEALTH AND FAMILY WELFARE (F) DEPARTMENT**

G.O.(Rt)No.1924/2021/H&FWD Dated,Thiruvananthapuram, 08/09/2021

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Read: G.O (Rt) No. 1714/2021/H&FWD dated 10/08/2021.

**ORDER**

As per Government Order read above, sanction was accorded to Kerala Medical Services Corporation Limited, to procure 20 lakh doses of Covishield Vaccine from M/s Serum Institute of India for distribution through private hospitals subject to the condition that the cost of vaccine shall be charged from the private hospitals. Accordingly, Kerala Medical Services Corporation Limited as an aggregator procured 10 lakh vaccines for providing to the private hospitals in all Panchayaths, Municipalities and Corporations.

2) A campaign proposal is prepared to encourage sponsorship by anyone so as to ensure fast vaccination by expanding private hospitals network for vaccinating the residents of population that the sponsor has identified. The beneficiaries may include but not limited to underprivileged people in the society, guest workers, people from the unorganised labour sector, etc and eligible people.

3) In the above circumstances, Government are pleased to approve the proposal for vaccination sponsorship program "SPONSOR A JAB" to encourage sponsorship by anyone so as to ensure fast vaccination. The details of the program are attached as Annexure.

(By order of the Governor)  
Rajan Namdev Khobragade  
Principal Secretary

To:

The State Mission Director, National Health Mission.

The Executive Director, State Health Agency , Thiruvananthapuram.

The Director of Health Services, Thiruvananthapuram.

The Director of Medical Education, Thiruvananthapuram.

The Managing Director, Kerala Medical Services Corporation Limited.

Principal Accountant General (Audit/A&E) of Kerala, Thiruvananthapuram.

All District Collectors

All District Medical Officers

Disaster Management Department

Information & Public Relations (Web & New Media) Department  
Stock File/ Office Copy to File No. F2/31/2020-HEALTH-Part (23)

Forwarded /By order

Signed by Khadeeja

Alungal

Date: 08-09-2021 19:06:11

Reason: Approved

Copy to : Private Secretary to the Honb'le Chief Minister  
Private Secretary to the Honb'le Minister (Health)  
Special Secretary to Chief Secretary  
PA to Principal Secretary (Health)

# COVID-19 VACCINATION SPONSORSHIP PROGRAM- "SPONSOR A JOB"

## **Introduction**

The Government of Kerala continues to keep the health of the people as the paramount aim in its fight against the COVID-19 pandemic and is committed to provide vaccination to all the people in the state at the earliest. Various strategies are required to provide accessibility to vaccines especially for the people from the lower socio-economic, unorganised sectors and the vulnerable population. The concept is to identify eligible individuals and corresponding sponsors and enable a linkage between them through the stake holders. This will provide additional opportunities to the underserved population to avail COVID vaccination services and thereby contribute to increase the herd immunity in the population.

## **Implementing strategy**

**The strategy is to identify COVID-19 vaccine sponsors and link them to beneficiaries. This can be made possible through effective communication strategy and coordination of the stakeholders.**

## **Key stakeholders and their roles**

The stakeholders include all the partners from the manufacturer to the recipient of the vaccines.

## **Local Self Governments**

The local self governments (LSG) are the peoples' institution that has leading, coordinating, implementing roles among others and the capability to identify and address the social needs and problems.

The LSGs representatives shall perform the following roles:

- Coordination between the key stake holders and leadership
- Identification of Sponsors for COVID-19 vaccines
- In consultation with Health Department identification of private hospitals/clinics willing to set up covid vaccination centres as per Ministry of Health and Family Welfare, Government of India guidelines
- Identification of the beneficiaries that require vaccination (1st or 2nd doses).

## **Sponsors**

Sponsors are the key to the success of the program.

Sponsors can be individual people, community organizations, arts or sports clubs, offices, departments, companies, banks, shops etc.

The contributions should be made to the KMSCL directly by the sponsors, preferably online.

A certificate of contribution shall be issued to the sponsor/s

The sponsorship amount is Rs 782/- per dose. (Rs 600 cost of Vaccine + Rs 30 GST + Rs 150 service charge + Rs 2 ASHA incentive)

## **Beneficiary**

The beneficiary are the residents of population that the sponsor has identified  
The beneficiaries may include but not limited to:

- Underprivileged people in the society
- Guest workers
- People from the unorganised labour sector etc
- Eligible people

or sponsorer may suggest Government to identify beneficiaries appropriately.

## **Department of Health Services. Govt. of Kerala**

The department of Health services, KMSCL shall be the stake holder for the planning and implementation of the program with its expertise in management of the pandemic and the capability of intersectoral coordination with various stake holders.

## **Manufacturer**

The manufacturer is the Serum Institute of India, which produces the COVISHIELD vaccine(Oxford-AstraZeneca COVID-19 vaccine).

## **Procurement, Logistics and Distribution**

The agency that will be dealing with the procurement, logistics and distribution of the vaccine is Kerala Medical Services Corporation Ltd (KMSCL). KMSCL is the backbone of these activities and has been leading the state in the joint effort against the pandemic.

## **COVID Vaccination Centres (CVC) in the private sector**

As per the Ministry of Health and Family Welfare, Government of India guidelines, private hospital in respective LSGs identified should be enrolled.  
The

vaccine procured through KMSCL is to be provided to the identified Hospitals. The Government permitted service charge of Rs/- 150 will be provided to the hospitals by Kerala Medical Services Corporation Limited out of the sponsorer's contribution and Private Hospital shall do vaccination free of cost to identified people by the sponsorer.

### **ASHA**

The ASHA workers shall be utilised for identification and mobilization of the beneficiaries who are yet to receive vaccine 1st dose or 2nd dose.

### **Sponsors**

The sponsoring agency - shall deposit the amount to KMSCL

Cost of 1 dose of vaccine - Rs 782/-

Vaccine - COVISHIELD of Serum Institute Life Science Pvt Ltd

Minimum Vaccine lot - 50 dose

Bank Account details - 3624001800000019

IFSC code - PUNB0362400

They shall indicate area / or identified people for vaccination can be taken to the identified Private Hospital for giving free vaccination

If they are indicating area - the identification of eligible beneficiaries shall be done through ASHA worker

KMSCL shall work out online system to do all these transaction for ease of sponsoring people/ agencies.