



National Zero Measles-Rubella Elimination Campaign

[Source: PIB](#)

The National Zero Measles-Rubella Elimination Campaign (2025-26) has been launched on [World Immunization Week](#) (24-30 April), under the [Universal Immunization Programme \(UIP\)](#).

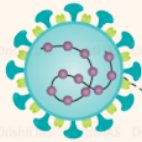
- It aims to eliminate **Measles and Rubella (M-R)** in India by **2026** through **100% immunization coverage**.

Key Progress in M-R Elimination

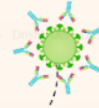
- **Vaccination Coverage & Disease Reduction:** As per 2024-25, India's M-R vaccination coverage is more than **90%** for the two doses of M-R vaccine provided under [UIP](#).
 - In 2024, **measles cases dropped by 73%** and **rubella cases by 17%** compared to 2023.
- **Target & Strategy:** India aims to **eliminate measles and rubella by 2026**, focusing on achieving **>95% coverage**, **strengthening surveillance**, **ensuring quick outbreak response**, and addressing [vaccine hesitancy](#) through **awareness campaigns**.
- **International Recognition:** India received the **M-R Champion Award (2024)** from the **M-R Partnership** for its significant efforts in disease elimination.

Measles & Rubella

- **M-R are contagious viral diseases** affecting mainly children. Measles, caused by the **Morbillivirus (RNA virus)**, is **highly infectious** and can lead to severe complications including death.
- Rubella, caused by the **rubella virus**, is **milder** but poses a serious risk during **pregnancy**, potentially leading to **Congenital Rubella Syndrome (CRS)** with birth defects like **deafness and heart abnormalities**.
- Both diseases cause **red rashes** and are preventable through the **M-R vaccine**.



Measles



ABOUT



- **Caused by a virus** in the paramyxovirus family
- Human disease; **not known to occur in animals**
- The virus **infects the respiratory tract**, then spreads throughout the body
- **Measles Immunization Day** is observed on **16th March**

TRANSMISSION

- **Contagious** Disease
- Passes through **direct contact** and through the **air**

VULNERABLE GROUPS

- **Any unvaccinated person**
- More likely among **children under 5 years**

SYMPTOMS

- High fever, rashes, blindness, encephalitis, severe diarrhea, can cause death also

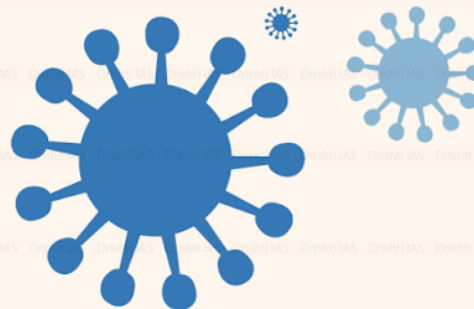
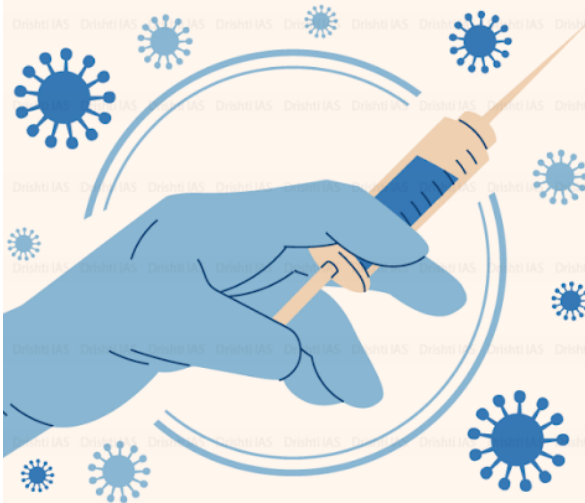
TREATMENT

- **No specific antiviral treatment**
- Complications from measles can be reduced through supportive care



VACCINATION

- **The measles vaccine is often incorporated with rubella and/or mumps vaccines-** Measles-Mumps-Rubella (MMR) or Measles-Mumps-Rubella-Varicella (MMRV)



INITIATIVES

- **Global:** The **Measles & Rubella Initiative** (M&R Initiative)
 - The **Measles and Rubella Strategic Framework 2021–2030** envisions “a world free from measles and rubella”
- **Indian:** Measles vaccination is given under **Mission Indradhanush**

Read More: [Measles and Rubella](#)

PDF Refernece URL: <https://www.drishtias.com/printpdf/national-zero-measles-rubella-elimination-campaign>

