

Press Release

Armoured for the third wave

- NSE Foundation launches Project CAVACH (COVID-19 and Vaccination Assistance Campaign for Health) in partnership with NITI Aayog and UNICEF to create awareness on Covid-19 vaccination in India.
- Project CAVACH unites with a common vision, more than 30 community-based organizations, on a single platform to address issues of vaccine hesitancy and resistance across five aspirational districts to improve Covid immunisation numbers.

Mumbai, July 20, 2021: NSE Foundation, a Section 8 subsidiary of National Stock Exchange of India Limited, has launched an innovative programme that will unite the efforts of grass root level partners and the local district administration to facilitate increased vaccination in remote ‘aspirational’ districts of India which include Nandurbar and Osmanabad in Maharashtra, Karauli in Rajasthan, Ramanathapuram in Tamil Nadu and Kiphire in Nagaland.

According to a recent survey by the Boston Consulting Group, across India, about 63 percent of people in villages have reported resistance to the Covid-19 vaccine due to lack of awareness; also, they have a limited understanding of the vaccine registration process. ‘Cavach’ stands for armour, and the programme aims at building one, in terms of immunity to the disease, through increased vaccination numbers and awareness among the people residing in rural India.

Dr Vinod K. Paul, Member NITI Aayog, Chair of the Empowered Group on Medical Infrastructure and Covid Management Plan, National Task Force on Covid-19 (ICMR), and the National Expert Group on Vaccine Administration for Covid-19 (NEGVAC) launched Project CAVACH in the presence of District Collectors and NSE Officials.

NSEF will drive the vaccination advocacy campaign across the districts by mobilizing the community through concerted communication and facilitation of the vaccination process. Its local NGO partners will work on lowering resistance, addressing fears through community connect programmes and improving footfall for vaccination so that herd immunity is achieved in these districts. NSEF will rely on its community network, youth volunteers, gram panchayats, self-help group members, as well as enlist support from the district health administration, collectorate, Sahayaka Samitis and so on. Ms. Rema Mohan CEO, NSE Foundation, stated that this is a first of its kind large scale convergent and collaborative initiative by civil society organizations to address issues of vaccination hesitancy in rural areas.

Eventually, NSEF hopes to create a template that can be used by the government administrations and corporate social responsibility divisions of organizations in other geographies so as to align with the efforts of national Covid vaccination movement and achieve a critical mass.

About National Stock Exchange of India Limited (NSE):

National Stock Exchange of India (NSE) is the world’s largest derivatives exchange by trading volume (contracts) as per the statistics maintained by Futures Industry Association (FIA) for calendar year 2020. NSE is ranked 4th in the world in the cash equities by number of trades as per the statistics maintained by



the World Federation of Exchanges (WFE) for calendar year 2020. NSE was the first exchange in India to implement electronic or screen-based trading. It began operations in 1994 and is ranked as the largest stock exchange in India in terms of total and average daily turnover for equity shares every year since 1995, based on SEBI data. NSE has a fully integrated business model comprising exchange listings, trading services, clearing and settlement services, indices, market data feeds, technology solutions and financial education offerings. NSE also oversees compliance by trading, clearing members and listed companies with the rules and regulations of SEBI and the exchange. NSE is a pioneer in technology and ensures the reliability and performance of its systems through a culture of innovation and investment in technology.

About NSE Foundation:

NSE Group, through NSE Foundation, the implementing arm of its CSR initiatives, endeavours to improve the quality of life in the most disadvantaged communities. In doing so, it plants the seeds of transformation and inclusion.

NSE Foundation partners with the government, local community-based agencies, multilateral bodies and academic institutions, to inspire, empower and sustain the aspirations of the communities it serves. Its projects plug gaps in the social, economic and educational development in some of the most inaccessible geographies where it works. From a larger standpoint, it also contributes to the fulfilment of the United Nations' Sustainable Development Goals. NSE Foundation with a focus on primary education, elder care, sanitation and safe drinking water, health and nutrition, skill development and environmental sustainability has a pan India developmental footprint across 13 States, with 78 on-going projects touching more than 12 lakh lives.

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