

डॉ. सुनीता शर्मा

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भारत सरकार
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
स्वास्थ्य सेवा महानिदेशालय

Government of India
Ministry of Health & Family Welfare
Directorate General of Health Services

D.O. No. NRCP/555007/2019/DZDP/NCDC(Part-1)

Dated: 9 September, 2025

Dear All,

Rabies remains one of the deadliest zoonotic diseases. Once clinical symptoms appear, it is almost always fatal, yet it is 100% preventable. In our region, dogs are the primary vector of transmission, making responsible ownership and regular vaccination crucial defences against rabies. Awareness of the disease and its symptoms enables people to take timely precautions, such as immediate wound washing, seeking vaccination, and avoiding contact with potentially infected animals.

Every year, **'World Rabies Day'** is observed globally on **September 28** to raise awareness and highlight progress in combating this fatal disease through a One Health approach. World Rabies Day was first observed in 2007 and has since become a major global awareness campaign. This year's theme, **"Act Now: You, Me, Community"**, emphasizes that rabies prevention is not the responsibility of a single group but requires action from everyone individually, professionally, and collectively as communities to achieve the global goal of eliminating rabies deaths by 2030.

In this regard, it is requested to observe **September 28, 2025**, as **'World Rabies Day'** in your state/UT. To maximize outreach, states may observe **'World Rabies Week'** from **September 22-28, 2025** with suggested activities include:

1. **Official Communication:** Communicate with relevant government officials and health authorities at various levels (state, district, municipal, etc.). Inform them about the significance of 'World Rabies Day' and the importance of organizing events.
2. **Mass Dog Vaccination Campaigns:** Organize large-scale mass dog vaccination drives in collaboration with respective departments, targeting both domestic and stray dogs.
3. **Awareness Programs:** Conduct public health campaigns to educate the community about rabies, its symptoms, prevention, and the importance of vaccination.
4. **School Outreach:** Organize educational programs in schools to teach students about rabies, its transmission, and preventive measures.
5. **Media Outreach:** Utilize various media channels (TV, radio, newspapers, social media) to disseminate information about rabies and its prevention.
6. **Collaboration with Animal Welfare Organizations:** Partner with animal welfare organizations to strengthen rabies control efforts and promote responsible pet ownership.

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7. **Surveillance and Monitoring:** Implement surveillance systems to track rabies cases and identify areas with high risk.
8. **Data Collection and Analysis:** Collect and analyze data on rabies cases, vaccination coverage, and other relevant factors to inform prevention strategies.

The detailed IEC and Protocols may be downloaded from following links-
<https://drive.google.com/drive/u/0/folders/1ejyt5iS9LdNfuOL46MZQPP3okOqSlaJD>

We kindly request your active involvement and support in observing "**World Rabies Day 2025**" in your state/UT. Please direct relevant officials to organize and monitor activities throughout the week and celebrate it as World Rabies Week at all levels.

It is also requested to share activity reports and photographs with the Program Division at nahreindia-ncdc@ncdc.gov.in

With regards,

Yours Sincerely,



(Sunita Sharma)

To,

The Director Health Services, Department of Health & Family Welfare, All States & UTs.

Copy to:

- 1- Mission Director- National Health Mission, All States & UTs
- 2- State Nodal Officers- NRCP, Dept. of Health, All States & UTs

Copy for Information:

1. PS to Secretary-Health, Ministry of Health & Family Welfare, GoI.
2. PS to Addl. Secretary (VHZ), MoHFW, GoI
3. PS to Joint Secretary (PH), MoHFW, GoI
4. PS to Director, National Centre for Disease Control, Dt.GHS, MoHFW, GoI