INTENSIFIED NATIONAL IRON PLUS INITIATIVE (I-NIPI)

April, 2018

Ministry of Health and Family Welfare
Government of India
Why was Anemia Mukt Bharat needed?

Anemia is a silent epidemic impacting our physical growth, mental and work capacity, and lives of future generations. All population groups in India are affected by anemia and, hence, intensified efforts are needed to tackle this problem.

In India:
Prevalence of anemia in:

- **58%** of children (6-59 months)
- **54%** of adolescent girls (15-19 years)
- **29%** of adolescent boys (15-19 years)
- **53%** of women in their reproductive age
- **50%** of pregnant women
- **58%** of breastfeeding mothers

Anemia Mukt Bharat at a glance

- **6 beneficiaries**
- **6X6X6 strategy**
- **6 interventions**
- **6 institutional mechanisms**

450 million beneficiaries
Reaching nearly 50% of the country’s population

- **124 million** children (6-59 months)
- **134 million** children (5-9 years)
- **27 million** lactating mothers
- **30 million** pregnant women
- **17 million** women of reproductive age (20-24 years)
- **115 million** adolescent boys and girls (10-19 years)
**6 interventions**

1. Prophylactic iron folic acid supplementation
2. Periodic deworming of children, adolescents, women of reproductive age and pregnant women
3. Intensified year-round behavior change communication campaign including ensuring delayed cord clamping
4. Testing of anemia using digital methods and point of care treatment
5. Mandatory provision of iron and folic acid fortified foods in public health programmes
6. Addressing non-nutritional causes of anemia in endemic pockets, with special focus on malaria

**6 institutional mechanisms**

1. Intra-ministerial coordination
2. National Anemia Mukt Bharat Unit
3. National Centre of Excellence and Advanced Research on Anemia Control
4. Convergence with other ministries
5. Strengthening supply chain and logistics
6. Anemia Mukt Bharat dashboard and digital Portal - one-stop shop for anemia

**Target: To reduce the prevalence of anemia by 3 percentage point per annum**

<table>
<thead>
<tr>
<th>Age group</th>
<th>Baseline (NFHS 4)</th>
<th>National target 2022</th>
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</thead>
<tbody>
<tr>
<td>Children 6–59 months</td>
<td>58</td>
<td>40</td>
</tr>
<tr>
<td>Adolescent girls 15–19 years</td>
<td>54</td>
<td>36</td>
</tr>
<tr>
<td>Adolescent boys 15–19 years</td>
<td>29</td>
<td>11</td>
</tr>
<tr>
<td>Women of reproductive age</td>
<td>53</td>
<td>35</td>
</tr>
<tr>
<td>Pregnant women</td>
<td>50</td>
<td>32</td>
</tr>
<tr>
<td>Lactating women</td>
<td>58</td>
<td>40</td>
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</tbody>
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Key performance indicators

- Percentage of children 6-59 months who received at least 8 doses of IFA syrup (HMIS 9.9)
- Percentage of school children 5-9 years who received at least 4 Pink coloured IFA tablets (HMIS 23.1)
- Percentage of school-going adolescents 10-19 years (girls and boys), eligible under WIFS programme, who received at least 4 Blue coloured IFA tablet (HMIS 22.1.1)
- Percentage of women of reproductive age 20-24 years, eligible under Mission Parivar Vikas, who received at least 4 Red coloured IFA tablet (NEW)
- Percentage of eligible pregnant women who received at least 180 IFA tablets during antenatal contact point (HMIS 1.2.4)
- Percentage of states/districts with available stocks of IFA for all age groups (HMIS 19.6, 19.7, 19.8, 19.9)

What’s new?

1. Coordinated management efforts

   - Institutional structure for convergence and support
   - Ensuring zero stock outs
   - New methods for screening and treatment
   - HMIS Anemia-Score Cards
   - Quarterly reviews
   - Biannual field checks
   - Year round BCC campaign
   - National and State Anemia Academic Centers
   - Rewards and recognition
2. Use of digital methods of hemoglobin estimation and point of care treatment

3. Mobile applications

4. Web portal

5. Communication material

Mass media

- TVC
- Radio spots
- Meena radio spots
- Advertisement
7. One-stop shop for all materials

All Resources including Guidelines, Quarterly Report Cards by State and for aspirational districts. Denominators for services & stock and all communication and training materials can be downloaded from the Anemia Mukt Bharat Portal: www.anemiamuktbharat.info