The reduction of anemia is one of the important objectives of the POSHAN Abhiyaan launched in March 2018. Complying with the targets of POSHAN Abhiyaan and National Nutrition Strategy set by NITI Aayog, the Anemia Mukt Bharat strategy has been designed to reduce prevalence of anemia by 3 percentage points per year among children, adolescents and women in the reproductive age group (15–49 years), between the year 2018 and 2022.

### Anemia Mukt Bharat Anemia reduction Targets for 2022

<table>
<thead>
<tr>
<th>Age group</th>
<th>Baseline (NFHS 4)</th>
<th>National target 2022 (at 3 percentage points per annum from baseline)</th>
</tr>
</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>
</tr>
</tbody>
</table>

### How will this be done?

Anemia Mukt Bharat will use a 6x6x6 strategy to combat anemia.

- **6 beneficiaries**
- **6 interventions**
- **6 institutional mechanisms**
**Beneficiaries**

- **124 million** Children (6-59 months)
- **134 million** Children (5-9 years)
- **115 million** Adolescent boys and girls (10-19 years)
- **30 million** Pregnant women
- **27 million** Lactating mothers
- **17 million** Women of reproductive age (20-24 years)
- **30 million** Pregnant women

**Estimated 450 million beneficiaries**

Reaching nearly 50% of the country’s population

**6 interventions**

1. **Prophylactic Iron Folic Acid Supplementation**
2. **Deworming**
3. **Intensified year-round Behaviour Change Communication Campaign (Solid Body, Smart Mind) including ensuring delayed cord clamping**
4. **Testing of anemia using digital methods and point of care treatment**
5. **Mandatory provision of iron folic acid fortified food in public health programmes**
6. **Addressing non-nutritional causes of anemia in endemic pockets, with special focus on malaria, haemoglobinopathies and fluorosis**
Intra-ministerial coordination
National Centre of Excellence and Advanced Research on Anemia Control
Strengthening supply chain and logistics

National Anemia Mukt Bharat Unit
Convergence with other ministries
Anemia Mukt Bharat dashboard and digital Portal - one-stop shop for anemia

What’s new?

Switch from 100 mg to 60 mg elemental iron in prophylactic dose of elemental iron for women and adolescents. Coating to be sugar coated
Covering private schools in addition to government/government aided schools
Setting up Programme Management Units for Anemia Mukt Bharat at National and State levels
Use of digital methods of hemoglobin estimation and point of care treatment using IV sucrose/FCM
Denominator and HMIS based quarterly progress reports and awards
Special focus on newly-wed women 20–24 years
Dedicated AMB dashboard and portal (www.anemiamuktbharat.info)
Strengthening programmes to address non-nutritional causes of anemia with special focus on linkage with malaria
Mandating use of fortified food in public health programmes
Special focus on use of double fortified salt – iodine and iron
National Centre of Excellence and Advanced Research on Anemia Control at All India Institute of Medical Sciences
State Institutes of Excellence and Anemia Control
Creating a Jan Andolan through intensive communication and newly developed communication material and communication activities
Key performance indicators

- Percentage of states/districts with **available stocks of IFA** for all age groups (HMIS 19.6, 19.7, 19.8, 19.9)

- Percentage of school-going adolescents 10–19 years (girls and boys), eligible under WIFS programme, who received at least **4 blue IFA tablets** (HMIS 22.1.1)

- 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 IFA tablets** (HMIS 23.1)

- Percentage of women of reproductive age 20–24 years, eligible under Mission Parivar Vikas, who received at least **4 red IFA tablets** (NEW)

- Percentage of eligible pregnant women who received at least **180 IFA tablets** during antenatal contact point (HMIS 1.2.4)