



Implementation of Anemia Mukht Bharat Abhiyaan Operational Guidelines

Anemia Mukht Bharat Abhiyaan Unveils 7X7X7 Framework to Accelerate Anemia Reduction

New Anemia Mukht Bharat Abhiyaan Guidelines Focus on Testing, Treatment, Tracking and Dietary Diversification

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The Government of India has recently released the Anemia Mukht Bharat Abhiyaan Operational guidelines during the 16th Central Council of Health and Family Welfare (CCHFW) meeting on 29th June 2026 to address anemia through a 7X7X7 strategy, moving ahead from the older 6X6X6 strategy of Anemia Mukht Bharat programme. The components of Anemia Mukht Bharat Abhiyaan are:

1. Saturation of Hb testing using Digital Invasive Hemoglobinometers at platforms based on beneficiary group.
2. Prophylaxis and targeted therapeutic management as per category of anemia diagnosed.
3. Segregation of nutritional anemia and non-nutritional anemia for appropriate case-base management.
4. Robust digital system for tracking anemia services: Shift from T3 approach (Test, Treat, Talk) toward T4 approach (Test, Treat, Talk and Track)
5. Dietary diversification with Eat Right Approach and promotion of locally available iron rich foods on everyday basis.
6. Implementation of convergent approach- 'whole of Government Approach' for implementation of complementary interventions, inter-ministerial convergence
7. 'Jan Bhagidari- Communication strategy for transformation of mindset from passive acceptance of anemia to active ownership (for Test, Treat, Talk and Track)

The details of 7X7X7 framework under Anemia Mukht Bharat Abhiyaan are as follows:

The seven beneficiaries are:

1. Children 6-59 months
2. Children 5-9 years
3. Adolescents 10-19 years
4. Pregnant women
5. Lactating mothers
6. Women in reproductive age (20-49 years)
7. 0-6 months LBW babies

The seven interventions are:

1. Prophylactic IFA Supplementation
2. Testing of anemia
3. Therapeutic management of anemia
4. Deworming and Delayed Cord Clamping
5. Jan Bhagidari- communication strategy to counteract normalised perception of anemia and improve compliance to IFA supplementation
6. Addressing non-nutritional causes of anemia
7. Eating Right – promotion of locally available iron rich food and diet diversification

The seven Institutional mechanisms are:

1. Intra-ministerial coordination
2. National Centre of Excellence and Advanced Research on Anemia
3. National AMB Abhiyaan Unit
4. Strengthening supply chain and logistics
5. Convergence with other Ministries
6. Anemia Mukht Bharat Abhiyaan Portal
7. Digital Framework for monitoring through T4 approach

The T4 approach includes Testing for anemia, Treatment for anemia, Talk for awareness and compliance through Jan Bhagidari, and Tracking the beneficiaries for treatment, referral and follow-up. The digital framework has been entailed under Anemia Mukht Bharat Abhiyaan to record, strengthen digital tracking and monitoring of anemia services. The beneficiaries are tested for anemia across platforms, pregnant and lactating mothers registered in JANANI Portal, school going children registered in RBSK portal and children for vaccination registered in U-WIN portal. The categorization of anemia into mild, moderate and severe anemia and appropriate management of anemia as per protocols is envisioned under Anemia Mukht Bharat Abhiyaan.

The Union Minister of State for Health and Family Welfare, Smt. Anupriya Patel stated this in a written reply in the Rajya Sabha today.

SR

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