

Anaemia Mukt Bharat- 6*6*6 strategy

January 23, 2020

Source: *Kurukshetra magazine*

Anaemia Mukt Bharat strategy is focused on benefitting six target beneficiary groups, through six interventions and six institutional mechanisms to achieve the envisaged target of anaemia reduction under the POSHAN Abhiyaan.



Key highlights of the strategy

- Provision of supervised biweekly iron-folic acid(IFA) supplementation by the ASHA for all under-five children
- Weekly IFA supplementation for 5-10 years old children
- Annual/biannual deworming (children and adolescents)
- Point of care testing(POCT) and treatment for in-school adolescents and pregnant women using newer technologies
- Establishing institutional mechanisms for advanced research in anaemia
- Addressing non-nutritional causes of anaemia and
- Setting a comprehensive communication strategy including mass/mid media/social media communication material (radio and TV spots, posters, job-aids, interpersonal communication material