

**GOVERNMENT OF INDIA  
MINISTRY OF HEALTH AND FAMILY WELFARE  
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**RAJYA SABHA  
UNSTARRED QUESTION NO. 3451  
TO BE ANSWERED ON 1<sup>ST</sup> APRIL 2025**

**SPECIAL CAMPAIGN TO ELIMINATE ANAEMIA**

**3451.# MS. INDU BALA GOSWAMI:**

Will the **Minister of HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) whether Government plans to run a special campaign to eliminate anaemia;
- (b) if so, the details thereof;
- (c) the details of amount allocated by Government for the said special anaemia campaign;
- (d) whether Government plans to create a supply chain to deliver fortified rice to the needy people under the anaemia special campaign; and
- (e) whether there is any plan to establish a lab to check the quality of fortified rice, the details thereof?

**ANSWER**

**THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY  
WELFARE  
(SMT. ANUPRIYA PATEL)**

(a) to (c) The Government of India implements Anemia Mukht Bharat (AMB) strategy to reduce prevalence of anemia among children and women including pregnant women and lactating mothers in life cycle approach through implementation of six interventions ,which are Prophylactic Iron and Folic Acid supplementation (IFA Syrup provided biweekly to children 6-59 months, IFA Pink tablets provided to children 5-9 years, IFA Blue tablets provided to Adolescent 10-19 years, IFA Red tablets provided weekly to Women of Reproductive age group and IFA Red tablets daily for 180 days provided to pregnant women and lactating mothers), Deworming (Pregnant women provided albendazole tablet in second trimester and all children provided albendazole tablets during National Deworming Day), Intensified Behavioral Change Communication campaign, Testing for anemia and treatment as per anemia management protocols, mandatory provision of IFA fortified food in public health programmes and addressing non nutritional causes of anemia especially malaria, flourosis and hemoglobinopathies via robust institutional mechanism.

The States are provided funds by the National Health Mission based on the proposals received in their Annual Programme Implementation Plans. Under NHM, for the FY 2024-25, Rs 805.91 Crores has been allocated to the States/UTs to implement various activities under Anemia Mukht Bharat programme.

(d) & (e) As per information received from the Department of Food and Public Distribution, the Government supplies fortified rice enriched with essential micronutrients such as Iron, Folic acid, Vitamin B12, through Targeted Public Distribution System (TPDS), Pradhan Mantri Poshan Shakti Nirman (PM POSHAN) scheme, Integrated Child Development Services (ICDS) and Other Welfare Schemes (OWS) in all States/UTs to tackle micronutrient deficiencies. The Rice Fortification initiative was scaled up in a phased manner, and by March 2024, all custom-milled rice has been replaced with fortified rice in every scheme of the Government.

As per information received, the Food Safety and Standards Authority of India has issued a list of FSSAI notified laboratories, approved particularly for testing of fortificants (Iron, Vitamin B12 and Vitamin B9) in Fortified Rice, Fortified Rice Kernels (FRK) and Premix for Fortified Rice Kernels. The number of laboratories notified for Fortified Rice, Fortified Rice Kernels (FRK) and Premix for Fortified Rice Kernels are fifty seven, thirty five and fifteen respectively.

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