

The background of the slide is a dense field of red blood cells, depicted as smooth, biconcave discs in various shades of red and pink, creating a textured, organic appearance.

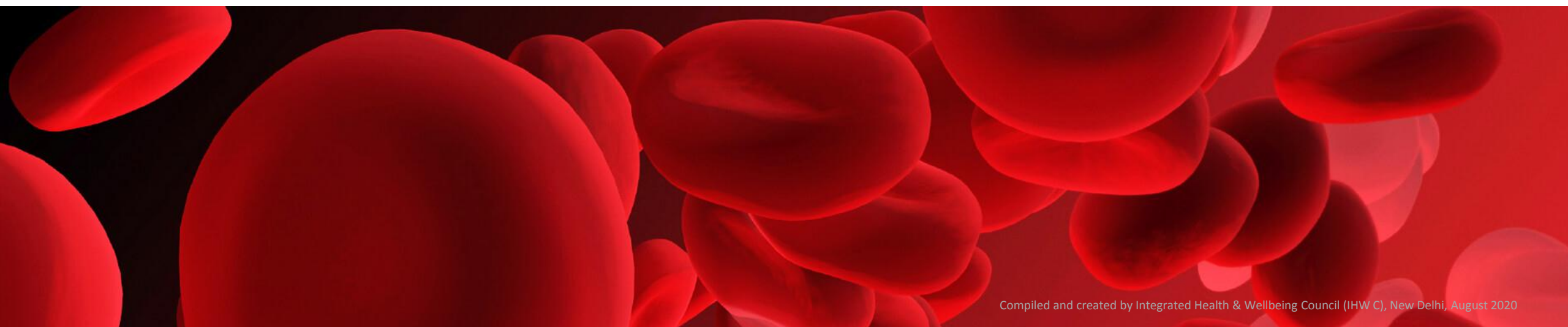
**India** carries the highest burden of the disease despite having an **Anemia** control programme for 50 years.

WHO



# SHAPATH

Path to Anemia Mukt Bharat

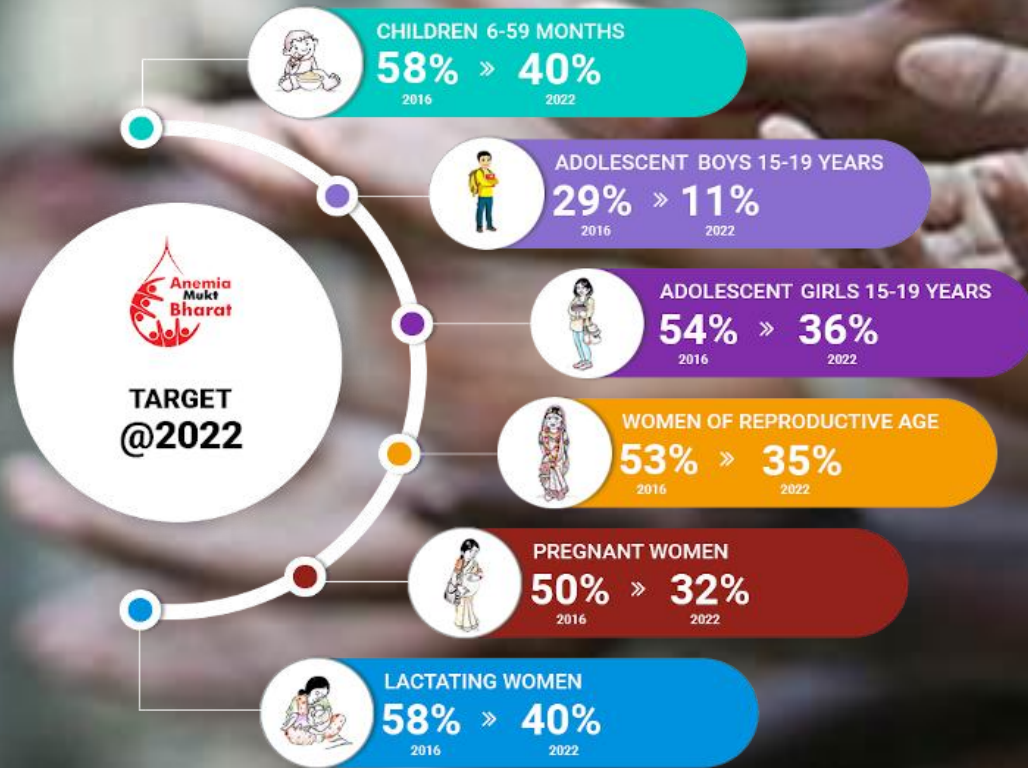




# SHAPATH

Path to Anemia Mukht Bharat

With the commitment to eradicate Anemia from India and further monitor and prevent it, a committed leadership of domain expertise with the social bone is coming together to launch the project SHAPATH; with the strong objectives of cementing a Path to Anemia Mukht Bharat and contributing in realizing the vision of our Prime Minister of a Poshan Yukt, Anemia Mukht, Swasth and Ayushman Bharat



Baseline figures have been taken from 2016-17 NSLHS-4

The project SHAPATH is targeted to strengthen Government Commitment of Anemia Mukht Bharat and beyond preventing it with a strong conviction. As of now, Government of India has built a roadmap to bring the numbers of Anemia cases down by 2022.

# Key Highlights of The Project

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- **The leadership and execution teams coming together** to form an alliance “SHAPATH”; a project to cement a path to eradicate Anemia from India and contribute to the Anemia Mukht Bharat Abhiyaan of India
- **Each organization will bring in their expertise** of creating a robust execution plan, identify and deploy specialized teams, provide products & equipment support and connect the team to the underprivileged and large affected population in various States, District & Regions in India
- **Organize regular meetings to connect** the teams and understand the progress
- **Collaborate with Government authorities** to leverage policy framework and contribute in accelerating national mission of Anemia Mukht Bharat
- **Collaborate with the key stakeholders for a strategic and progressive approach** in executing the plan and create awareness to establish an official India Anemia Day
- **Data Documentation, Monitoring, Evaluation and Course Corrections** will be made along the path

Collaborative efforts of the team SHAPATH will ensure a significant progressive approach to increase the reach to the affected areas, test & cure and further prevent the Anemia with a robust monitoring program and achieve this target with the action oriented plan.

# Leadership

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# Role



Organizational , Technical & Knowledge Support,  
Government & Public Affairs

**Emcure**  
SUCCESS THROUGH INNOVATION

Products & Equipment , Technical, Operational,  
Execution and Project Allocation Support



Infrastructure & Territorial Support, Regional  
Penetration, & Scaling, Data Identifying



Products & Equipment , Technical, Operational,  
Execution and Project Allocation Support



Organizational & Strategic Alliances Government  
& Public Affairs , Outreach Programs



Territorial Support, Regional Penetration, &  
Scaling, Data Identifying

**Yet to Confirm**



Project Research, Implementation & Execution,  
Training & Skill Management, Capacity Building,  
Follow up, Government Affairs, Data collection &  
Management



Advocacy, Strategic Planning, Project Communication  
Management, Documentation, Data Presentation



# Approach

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Uttar Pradesh is the most populous state in India (215 million people) and also the state with one of the highest maternal and infant mortality rates. Amongst many other causes, undiagnosed and untreated Anemia and bleeding after birth is speculated to play a role largely due to the lack of knowledge about and its consequences among the community and frontline health care professionals.

- The Project will support the Anemia MukT Bharat Initiative and work in sync with MoH&FA to integrate Anemia management
- A dedicated “Technical Working Group” on Anemia within the MoH&FA
- Capacity building of doctors and community health workers, including traditional healers on Anemia prevention, care and management
- Initiating research to have an overview of the nutritional habits of the population with urban and rural comparison, and add the data to Poshan Abhiyan of GoI



# The Pilot

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- A. Awareness and educational campaigns in the selected Districts/Area targeted to the affected women and children**
  - State level campaign on how and where to avail the benefits
  - District/Area guiding communication
  - Understanding of symptoms, precautions, nutrition guidance and spotting the Shapath Centre
  
- B. Inventory of the equipment, products, medicines and required healthcare workers as per the territories/area of the stakeholders for the pilot project**
  
- C. Execution plan to screen 15,000 girls and women in a selected/defined State/Districts/Area as a pilot project**
  - Screening, testing and medicine distribution
  - Follow-up and Monitoring of the positive cases for the quality care and real time impact
  - Data management and submission of the data to the designated Government authority for national prevalence of Anemia
  
- D. Pan India public awareness & campaign of the Project–**
  - Online and ground promotional activities
  - Social Media engagement
  - Key event participation
  - White Papers and project presentation

***Financials budgeting of the project would be as per the pilot***

# FAQ

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- Is the Shapath approach suitable to address the needs related to the rising burden of Anemia in India?
- Have we identified the most important and relevant themes for our intervention?
- Do you have other ideas of high-impact interventions suitable for support?
- Would Uttar Pradesh would be appropriate for the Pilot and initial Phase ?
- In your opinion, would it be feasible to aim for a limited number of Shapath projects in a limited number of states?
- Do you have any advice on how to identify which states to engage in?
- How could we create synergies and learning between the different interventions?
- How can we secure integration in the healthcare system?
- How can we strengthen local ownership and anchoring?
- What could be success criteria for future projects supported by ARTIST & IHW Council?





**SHAPATH**  
Path to Anemia Mukht Bharat

A SHAPATH That Will Reach Its Meaningful Destination!

## **Feedback & Suggestions**

