



**AMMA** | ANEMIA-MUKT  
MOTHERS AND  
ADOLESCENT GIRLS



## Project AMMA

### *(Anemia Mukta Mothers and Adolescent Girls)*

Project AMMA addresses anemia among pregnant women and adolescent girls by tackling its complex behavioural, social, nutritional, and systemic roots. Unlike linear solutions, addressing anemia requires a multifaceted and integrated approach: improving awareness, ensuring access to Iron and Folic Acid (IFA) supplements, and enabling supportive community and health system environments.

Aligned with national programs like **Anemia Mukta Bharat (AMB)** and **POSHAN Abhiyaan**, project AMMA supports a continuum of interventions : regular non-invasive hemoglobin screening, tailored counselling by frontline workers (FLWs), improving IFA adherence through Human-Centered Design (HCD) solutions, and strengthening Village Health, Sanitation, and Nutrition Days (VHSNDs) and community platforms through stakeholder convergence for sustained social and behaviour change.

Using an implementation science approach, project AMMA is creating evidence-based, scalable solutions to address anemia. These solutions can be integrated into the existing antenatal care (ANC) platform, ensuring lasting impact for mothers and girls.

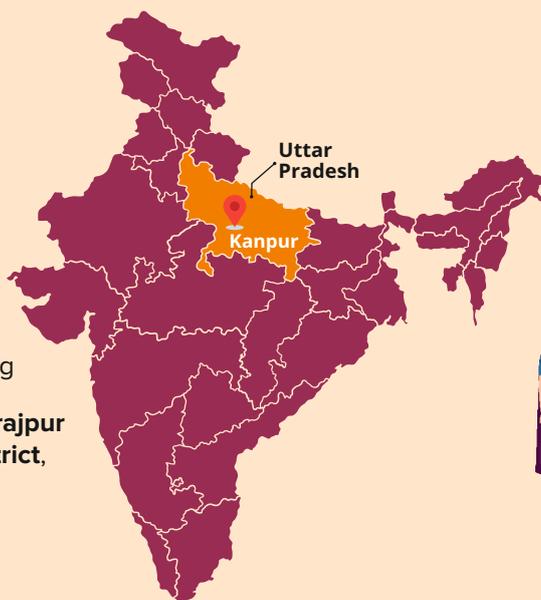
## Key facts and figures

Key Indicators	India	Uttar Pradesh	Kanpur
<b>Anemia prevalence</b>			
Pregnant women who are anemic	52	46	46
Women age 15-49 years who are anemic	57	50	57
Women age 15-19 years who are anemic	59	53	63
<b>Maternal care and practices</b>			
At least 4 ANC visits received by pregnant women	58	42	70
IFA consumption by pregnant women for 100+ days	44	22	26
IFA consumption by pregnant women for 180+ days	26	10	14

\*Figures in percentage.

## Geographical scope

Project AMMA is being implemented across **Chaubepur** and **Shivrajpur** blocks of **Kanpur** district, **Uttar Pradesh**.



## Aim and objectives

Project AMMA aims to reduce the prevalence of anemia among pregnant women and adolescent girls through early detection, improved IFA adherence, and sustained nutrition practices.

### Key objectives

- To ensure timely and regular screening of pregnant women and adolescent girls for anemia, and strengthen counselling and referral mechanism for moderate and severely anemic cases
- To improve IFA uptake and adherence among target beneficiaries
- To improve utilization of services (IFA and nutrition counselling) at VHSND and *Pradhan Mantri Surakshit Matritva Abhiyan* (PMSMA) among the target beneficiaries

## Target beneficiaries



Pregnant women



Adolescent girls (10–19 years)

## Our approach to combat anemia in pregnant women and adolescent girls

Early identification and referral of anemia

Improving IFA uptake and adherence through HCD-informed solutions

Intensified year-round behaviour change campaign

Capacity building of frontline workers, monitoring, and feedback



## Early identification and referral of anemia

Limited access to diagnostic tools and hesitation around the pin-prick method often hinder timely anemia screening and diagnosis, particularly for adolescent girls and pregnant women. Project AMMA introduces a non-invasive digital hemoglobinometer - an easy-to-use, point-of-care device aligned with AMB program recommendations. The device is well-suited for community-based screening and facilitates early detection of anemia and timely action. Based on the initial screening:



**Tailored counselling** is provided in line with AMB recommendations.



**Moderate and severe cases** are referred to the nearest health facility, as per AMB guidelines.

## Improving IFA uptake and adherence through HCD-informed solutions

Despite ongoing awareness efforts, IFA adherence remains low due to limited beneficiary engagement, generic messaging, and lack of contextualized support. Through an HCD process, the project generates deep insights into users' mental models, contexts, and environments to co-create targeted user-centric solutions that improve adherence.



## Intensified year-round behaviour change campaign to promote nutrition-centric practices

Project AMMA adopts a layered behaviour change strategy involving community-based sessions, tailored maternal nutrition counselling using the FIGO nutrition checklist\*, and participation in national campaigns to ensure consistent messaging and sustained action.

\*The FIGO Nutrition Checklist, developed by the International Federation of Gynecology and Obstetrics (FIGO), is a tool to assess nutritional status of pregnant women which enables tailored nutrition counselling based on dietary practices.

## Building an enabling ecosystem through interdepartmental convergence

Project AMMA fosters strong interdepartmental convergence by bringing together key departments: Health, Women and Child Development, and Education. By adopting a collaborative approach, the project creates an enabling ecosystem that supports pregnant women and adolescent girls through integrated service delivery, joint awareness efforts, and sustained community engagement.

## Project AMMA launch



Project AMMA was launched in July 2024 in Kanpur, Uttar Pradesh, in the presence of a consortium of partners, marking the beginning of a collaborative journey to address anemia.

## Partners



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