

Nand Ghar launches AI-enabled, non-invasive anaemia screening programme for children

■ Our Correspondent

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NAND Ghar, the flagship social impact initiative of the Vedanta Group under the Anil Agarwal Foundation, has launched a non-invasive, AI-enabled anaemia screening programme for early detection and prevention of anaemia among children aged 2 to 6 years.

Aligned with key national health initiatives, Anaemia Mukt Bharat, the National Health Policy 2017, and POSHAN 2.0, the programme will be implemented through specialised screening camps at Nand Ghars. Phase 1 will cover Odisha, Chhattisgarh, and Rajasthan, focusing on underserved, high-burden regions.

Nand Ghar currently operates 531 centres in Odisha and 262 in Chhattisgarh. Through this initiative, thousands of children are expected to gain improved access to preventive healthcare at the community level. The programme uses bloodless, prick-free

technology to ensure a safe and child-friendly experience. AI-powered digital tools will support real-time data tracking, early identification of anaemia risk, and timely referrals to government health systems. The initiative adopts a holistic approach to anaemia prevention by integrating nutrition counselling for caregivers, behaviour change communication, WASH (Water, Sanitation and Hygiene) awareness, and linkages with frontline health services to ensure sustained health outcomes.

Speaking on the launch, Shashi Arora, CEO, Nand Ghar, said anaemia in early childhood often goes undetected despite its long-term impact on physical and cognitive development. He added that the programme aims to eliminate fear and discomfort associated with conventional testing while bringing advanced screening closer to communities.

Rajiv Kumar, CEO, Vedanta Aluminium, said the initiative reflects



Screening in progress.

Vedanta's commitment to addressing critical health challenges in regions such as Odisha and Chhattisgarh, underscoring the need for industrial development and community well-being to progress together.

Anaemia remains a significant public health concern in India. According to NFHS-5 data, 67.1 per cent of children under five years, 59.1 per cent of adolescent girls, and 57 per cent of women aged 15-49 years are anaemic.

Nand Ghar, a nationwide network of modernised Anganwadi centres, delivers integrated services across nutrition, early childhood education, primary healthcare, and women's empowerment.