



Homeopathy

ANAEMIA AWARENESS AS A PUBLIC HEALTH MOVEMENT: EVALUATING THE COMMUNITY IMPACT OF DR. A.K. DWIVEDI'S INNOVATIVE CAMPAIGN IN INDORE MP, INDIA

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ABSTRACT Anaemia continues to represent a formidable public health challenge in developing nations, particularly in India, where nutritional deficiencies, socio-economic disparities, and limited awareness perpetuate its prevalence. The present study critically evaluates the Anaemia Awareness Rath Campaign (2026) spearheaded by Dr. A.K. Dwivedi, a distinguished homeopathic physician. Conducted from 17 February 2026 to 1 March 2026 across Indore district, the campaign successfully disseminated knowledge to over 2 million individuals through a dual mobile outreach system. This article elucidates the epidemiological dimensions of anaemia, its physiological ramifications, normative haematological parameters, and underscores the campaign as a pioneering, community-centric health intervention. The initiative emerges as an exemplary model for nationwide replication.

KEYWORDS : Anaemia, Haemoglobin, Public Health Awareness, Nutritional Intervention, Community Medicine, Homeopathy, Preventive Healthcare Etc.....

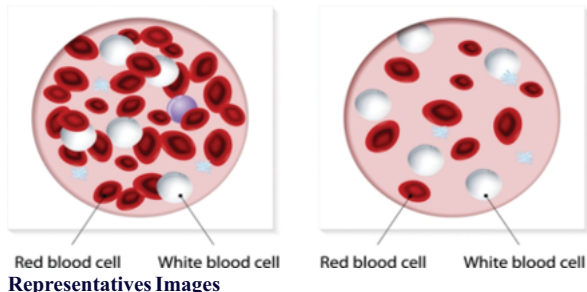
INTRODUCTION

Anaemia, defined as a reduction in the oxygen-carrying capacity of blood, remains a pervasive global health concern. According to global health estimates, India bears a disproportionate burden, particularly among women, children, and the geriatric population.

In this context, Dr. A.K. Dwivedi's Anaemia Awareness Campaign represents a paradigm shift from curative to preventive healthcare, integrating scientific nutrition, community participation, and traditional dietary wisdom.

Normal

Anemia



Types of Anaemia

Anaemia is a multifactorial condition, broadly classified as:

1. Iron Deficiency Anaemia – Most prevalent; due to inadequate iron intake or absorption
2. Megaloblastic Anaemia – Caused by deficiency of Vitamin B12 or folic acid
3. Aplastic Anaemia – Bone marrow failure leading to pancytopenia
4. Haemolytic Anaemia – Premature destruction of RBCs
5. Sickle Cell Anaemia – Genetic disorder affecting haemoglobin structure
6. Thalassemia – Hereditary haemoglobin synthesis defect

Normal Haematological Parameters

Parameter	Adult Male	Adult Female	Children
Haemoglobin (Hb)	13–17 g/dL	12–15 g/dL	11–14 g/dL
RBC Count	4.7–6.1 million/ μ L	4.2–5.4 million/ μ L	4.0–5.2 million/ μ L
WBC Count	4,000–11,000/ μ L	4,000–11,000/ μ L	5,000–13,000/ μ L
Platelets	150,000–450,000/ μ L	150,000–450,000/ μ L	150,000–450,000/ μ L

Pathophysiological Impact of Anaemia

Anaemia Exerts Systemic and Multi-organ Effects, Including:

- Chronic Fatigue & Weakness
- Reduced Cognitive Efficiency (especially in children)
- Impaired Immunity
- Cardiovascular Strain (tachycardia, cardiac hypertrophy)
- Delayed Growth & Development
- Adverse Pregnancy Outcomes

Thus, anaemia is not merely a haematological condition but a multidimensional physiological impairment.

The Anaemia Awareness Rath Campaign (2026)

The campaign was inaugurated on 17 February 2026 by Hon'ble Governor of Madhya Pradesh, Shri Mangubhai Patel, at Devi Ahilya Vishwavidyalaya, Indore, in the presence of thousands of participants.

Key Features of the Campaign

- Deployment of two mobile awareness chariots (Raths)
- Coverage of entire Indore district
- Direct outreach to over 20 lakh (2 million+) individuals
- Focus on women, children, youth, and elderly populations
- Door-to-door awareness and counselling

Nutritional Advocacy and Indigenous Dietary Science

A salient feature of the campaign was its emphasis on scientifically validated Indian dietary practices, including:

- Jaggery (Gur) and Chickpea (Chana)
- Sattu (roasted gram flour)
- Locally available iron-rich foods

The campaign propagated a simple yet powerful message:

“Consume Jaggery and Chickpeas—Enhance Haemoglobin Naturally.”

This approach reinforced that traditional Indian nutrition is inherently scientific, economical, and sustainable.

Community Impact and Outcomes





The Campaign Demonstrated Remarkable Success Due to:

- Massive Public Engagement (20+ lakh beneficiaries)
- Behavioral Change Communication
- Accessibility of Information at Household Level
- Integration of Preventive Healthcare with Cultural Practices

It evolved into a grassroots health movement, transcending the boundaries of a conventional medical initiative.

DISCUSSION

Dr. A.K. Dwivedi's initiative exemplifies a holistic public health model, characterized by:

- Interdisciplinary Integration (Nutrition, Homeopathy, Public Health)
- Community Empowerment
- Cost-effective Intervention
- Scalability and Replicability

Notably, Dr. Dwivedi stands as a singular homeopathic physician in India orchestrating such a large-scale, nationwide-replicable anaemia awareness movement, thereby contributing significantly to community health strengthening.

CONCLUSION

The Anaemia Awareness Rath Campaign (2026) emerges as an unprecedented and exemplary initiative in the domain of preventive healthcare. By reaching millions and advocating sustainable nutritional practices, the campaign has laid a robust foundation for an Anaemia-Free Society.

This model warrants national adoption and policy-level integration, as it harmonizes scientific rigor with cultural relevance, ultimately fostering a healthier and more informed population.

Biography:

Dr. A. K. Dwivedi, BHMS (Gold Medallist), MD, MBA, Ph.D. has been a Registered Homeopaths for over 25 years. He is a Professor & HOD: Department of Physiology S.K.R.P. Gujarati Homeopathic Medical College, Indore. He is a Member of Executive Council, Devi Ahilya Vishwavidyalaya Indore, MP, INDIA, he is also a Member Scientific Advisory Board (CCRH) Ministry of Ayush, Govt of India. Member, Scientific Advisory Committee (NEAH) Shilong Meghalaya, Ministry of Ayush, Govt. of India, Member Academic Board Madhya Pradesh Medical Science University, Jabalpur MP (India). DIRECTOR, & CEO Advanced Homeo Health Centre & Homeopathic Medical Research Pvt.Ltd. Indore, Madhya Pradesh, India, EDITOR, "SEHAT EVAM SURAT"(Hindi Monthly Medical Magazine).

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