

Jan-Jan Ka Rakhe Dhyaan,
TB-Mukt Bharat Abhiyaan

100-DAY CAMPAIGN SYNOPSIS



The 100-day Intensified TB Elimination Campaign was launched by the Honourable Union Minister for Health and Family Welfare, Shri Jagat Prakash Nadda, on December 7, 2024

The campaign represents a critical component of India's TB elimination efforts across the 33 states and union territories.

Objectives

The campaign aims to increase case detection through intensified case finding drives using advanced screening and diagnostic technologies to reduce delays in diagnosis and treatment initiation. Parallely, to reduce mortality due to TB, the programme will expand access to novel initiatives such as the Differentiated TB Care to provide specialised care for high-risk patients and increased nutritional support through **Ni-kshay Poshan Yojana** and **Ni-kshay Mitra initiative**.



Some key strategies of the campaign include:

- Deployment of mobile ultraportable, AI-enabled X-ray units
- Screening all high-risk groups for TB, irrespective of whether they display symptoms or not
- Expanded access to nutritional support, under **Ni-kshay Poshan Yojana** and **Ni-kshay Mitra initiative**, as both an enabler of TB treatment and tool of prevention
- Leverage the vast reach of **Ayushman Aarogya Mandirs** to decentralise access to TB services

Building on the success of the Jan Baghidari approach, the Ministry continued engaging key stakeholders across the country



- 22 Line Ministries actively participated in the Campaign
- Elected leaders: Members of Parliament (Lok Sabha and Rajya Sabha), Legislative Assemblies, and Urban and Rural Local Bodies
- Chief Ministers and State Health Ministers
- Public Sector Undertakings and Private Industries
- Religious leaders and Opinion leaders

Progress made under the campaign

Area

7 December 2024 to
17 March 2025

Total Number of
Nikshay shivirs held

13.46 lakh

Total Number of vulnerable
population screened

12.97 crore

Total Number of
patients notified (All)

7.19 lakh

Total number of asymptomatic
patients diagnosed

2.85 lakh

Chest-Xray conducted

80.31 lakh

Microbiological tests
conducted

70 lakh

Total Number of Nikshay
Mitra registered

1.05 lakh

Total Number of food
baskets issued

3.06 lakh

Nikshay Vahans deployed

836



#TBHaregaDeshJeetega

#टीबी हारेगा देश जीतेगा