



## Poshan Jan Andolan and Poshan Ghar Vision

Aligned with the National POSHAN 2.0 of Government of India, **Poshan Ghar** is a **multi-stakeholder platform** that has been created to engage civil society, academic institutions, CSO platforms/forums / alliances in supporting the multi-sectoral approach of the POSHAN Abhiyaan strategy, which is key to the progress of the Poshan Jan Andolan.

Poshan Ghar is incubated and convened by UNICEF India and other partners, within the IMPAct4Nutrition (I4N) platform, fostering partnership, synergies, cross sectoral and multi-stakeholder collaborations in achieving the nutritional goals of the country using 4 core principles guiding the foundation of the Poshan Ghar efforts.



Balanced diet driven approach



Focus on nutrition quality and diversity of diets



Integrated approach to nutrition security



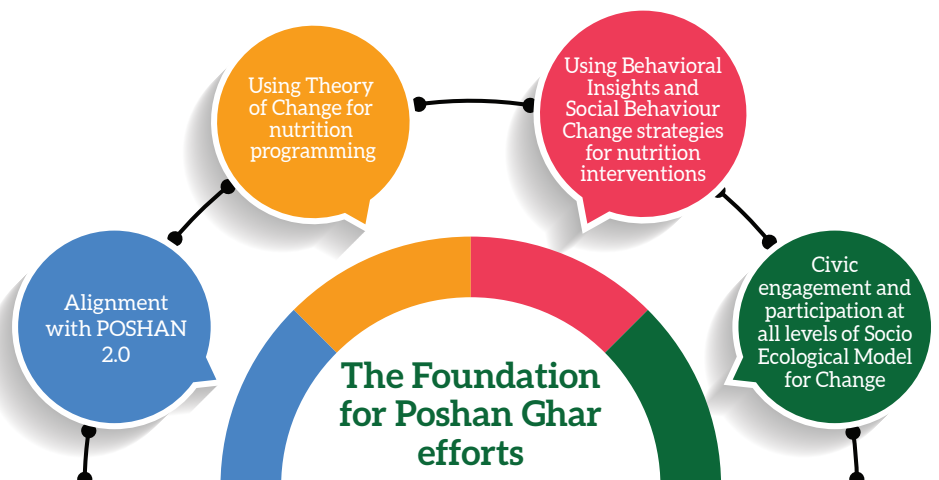
Behavioural communication and change are a core focus



Jan Bhagidari (mass participation) and Jan Andolan (mass movement) as key strategies to ensure strong community ownership

### Poshan 2.0 Objectives

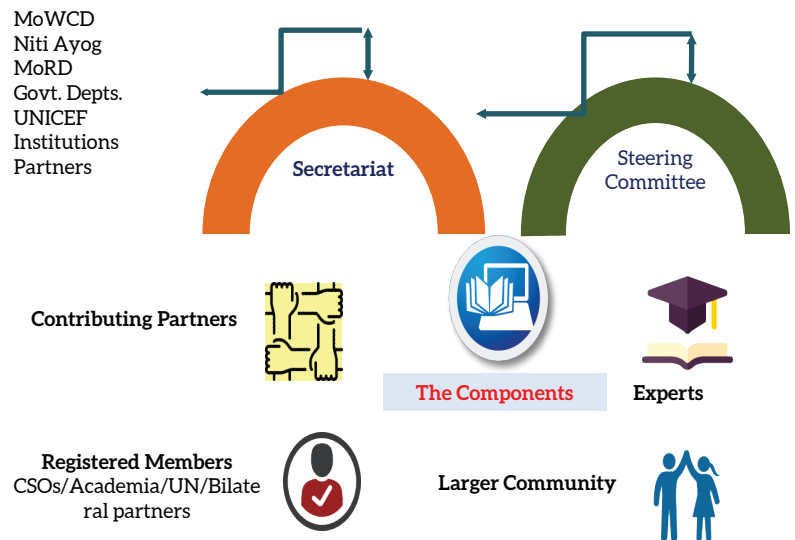
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# Who can engage with Poshan Ghar?

Poshan Ghar is an opportunity to engage inclusive participation of a national coalition of civil society partners, academia, including the I4N pledged partners, to leverage strengths of all members, nutrition and social behaviour change experts to positively impact the nutritional and health status of India.

**Poshan Ghar Secretariat** will encourage an organic growth of memberships to create a coordinated and visible network of partners to respond in a concerted way to challenges related to nutrition and to increase the visibility and impact of solutions to meet these challenges through mobilizing support of existing platforms, alliances, forums and communities for Jan Andolan and existent networks operational at state, district, sub-district levels.



## What can Poshan Ghar do for its members?

- Foster civil society participation for Nutrition
- Strengthen public-private partnerships for nutrition
- Be your one stop nutrition resource and hub for knowledge practices
- Facilitate and design at-scale differential nutrition programmes
- Provide nutrition and SBC e-courses and training
- Build the capacities in strengthening knowledge, action and skills in program implementation
- Be a convener of partnerships facilitating linkages and synergies between members, private sector and civil societies for CSR
- Provide enhanced ability in monitoring and reporting nutrition communication activity that will capture reach, change in knowledge, perception, and intent to practice
- Align with and be the interface with all the existing knowledge verticals of various partners and the I4N platform
- Inbuilt reward mechanism to recognize good work, impact stories, innovations, unique solutions, practices, programme breakthroughs/pathways and results for nutrition agenda, including its advocacy and amplification through various print media, digital and social media channels in a brand agnostic manner for nutrition

## What can you do for Poshan Ghar?

- **Become members of the platform! Membership is free!**
- **Start a conversation around food, nutrition and health:** Initiate conversation around nutrition, diverse diets and health within your functional ecosystem and become an advocate for Poshan Ghar to reach to others who can become potential members
- **Spread the word:** Convince other organisations to join by setting an example of public-private sector participation in nation building
- **Become advocacy, knowledge and experience sharing partners for Poshan Ghar:** As a knowledge and experience sharing partner, the engagement can include
  - Bringing to the hub nutrition expertise, nutrition programme roll-out experience sharing, learnings, lessons learnt and resources, etc.
  - Share already existing resource material with Poshan Ghar to be used by other members. Resource materials could be tools, packages, animated videos being used for advocacy, community dialogue including training materials applicable for nutrition programme outreach at the community level
  - Bringing innovations, assets and programme solutions to the hub to strengthen nutrition programmes in the field

## From Say - To do!

The platform will fulfil needs of its members driving nutrition programming to scale with a focus on Social Behaviour Change to create a mutually beneficial model that will help the nutrition agenda, benefit children and enable companies, NGOs and other stakeholders in sustaining nutrition programmes within communities and catchment areas, all in a brand agnostic manner for Poshan Jan Andolan.