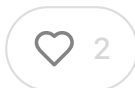


Welcome To Poshan Ghar's Monthly Newsletter Vol 01 | Edition 01 | July 2024



POSHAN GHAR

JUL 24, 2024



Poshan Ghar Overview

Poshan Ghar (PG) is a multi-stakeholder platform that collaborates with NGOs, Civil Society Organizations, coalitions, alliances, academics, volunteers and corporates for nutrition. Its mission is to improve health and nutrition outcomes aligning with the Ministry of Women and Child Development's POSHAN 2.0 nutrition agenda.

Partnership and Focus Areas

PG anchors and guides partners in nutrition information and evidence-based social behaviour change (SBC) for nutrition programming. Its focus areas include addressing barriers to maternal and child health and providing approaches and solutions for better nutrition

Support and Advocacy

PG provides hand-holding assistance, technical nutrition and SBC guidance and support in implementing nutrition community mobilisation programs. Additionally, it helps advance nutrition literacy across India by emphasizing the importance of consuming diverse and healthy diets.

POLL

How much water is generally recommended for school aged children (5 to 12 years) to drink daily?

2-3 cups	0%
4-6 cups	25%
7-9 cups	42%
10-12 cups	33%

12 VOTES · · SHOW OPTIONS

Check Out Our *Ongoing Campaigns....*

PG has developed two informative social media campaigns for 3 months that align closely with the comprehensive strategy of Poshan 2.0, focusing on maternal nutrition and dietary diversity.

#SahiPoshanSeSuraksha

IMPACT
for
Nutritionपोषण घर
POSHAN
GHAR

Meet Pragati, the face of our campaign and your virtual guide. Whether you're planning for pregnancy, expecting a baby, or navigating postpartum life, Pragati is here to assist you every step of the way. Use the hashtag #AskPragati and tag Poshan Ghar on social media handles to ask any questions and join the conversation.

The campaign is dedicated to equip women at every stage of their reproductive journey: pre-pregnancy, pregnant, and postpartum and their families with the right nutrition behaviours that can help them make the right choices on their health and nutrition needs.

#SampoornaPoshanMeriShakti



#SampoornaPoshanMeriShakti Delivering "Your Treasure Box"



Creative Post of Nutrition Literacy.

This campaign is all about equipping you with the tools and knowledge to incorporate a variety of nutritious foods into your daily diet. Be ready to make informed food choices, whether it's packing your lunchbox or choosing snacks through our campaign.

Introduction to Poshan Ghar



Click on the video to watch what our partners have to say

Are you one of us? Then Join us

If you are a **nutrition-social behaviour change expert, an alliance, NGO, CSO, I4N pledged partner, academia, or volunteer**, join us now!

What do we have for you?

You will have access to nutrition and SBC e-courses, avail Poshan communication products and assets, engage with experts and stakeholders, linkages and synergies between businesses and PG members, and access to nutrition resources.

So, join us today, [click here](#) and be a part of this transformative journey!

Nurture Notes

Strong family and husband support for pregnant women in India leads to better child health outcomes. Babies born to these supported mothers have a 20% reduction in pregnancy complications and the babies weigh 250 grams (approx) heavier.

(Source: [Journal of Family Medicine and Primary Care](#))

That's it for this edition. If you know someone who might benefit from this information, feel free to **forward** this newsletter to them. Follow Poshan Ghar on [LinkedIn](#) and [Instagram](#).

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Thanks for reading Poshan Ghar's Newsletter!



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