

Welcome To Poshan Ghar's Newsletter Volume 01 | Edition 03 | Sept 2024



POSHAN GHAR

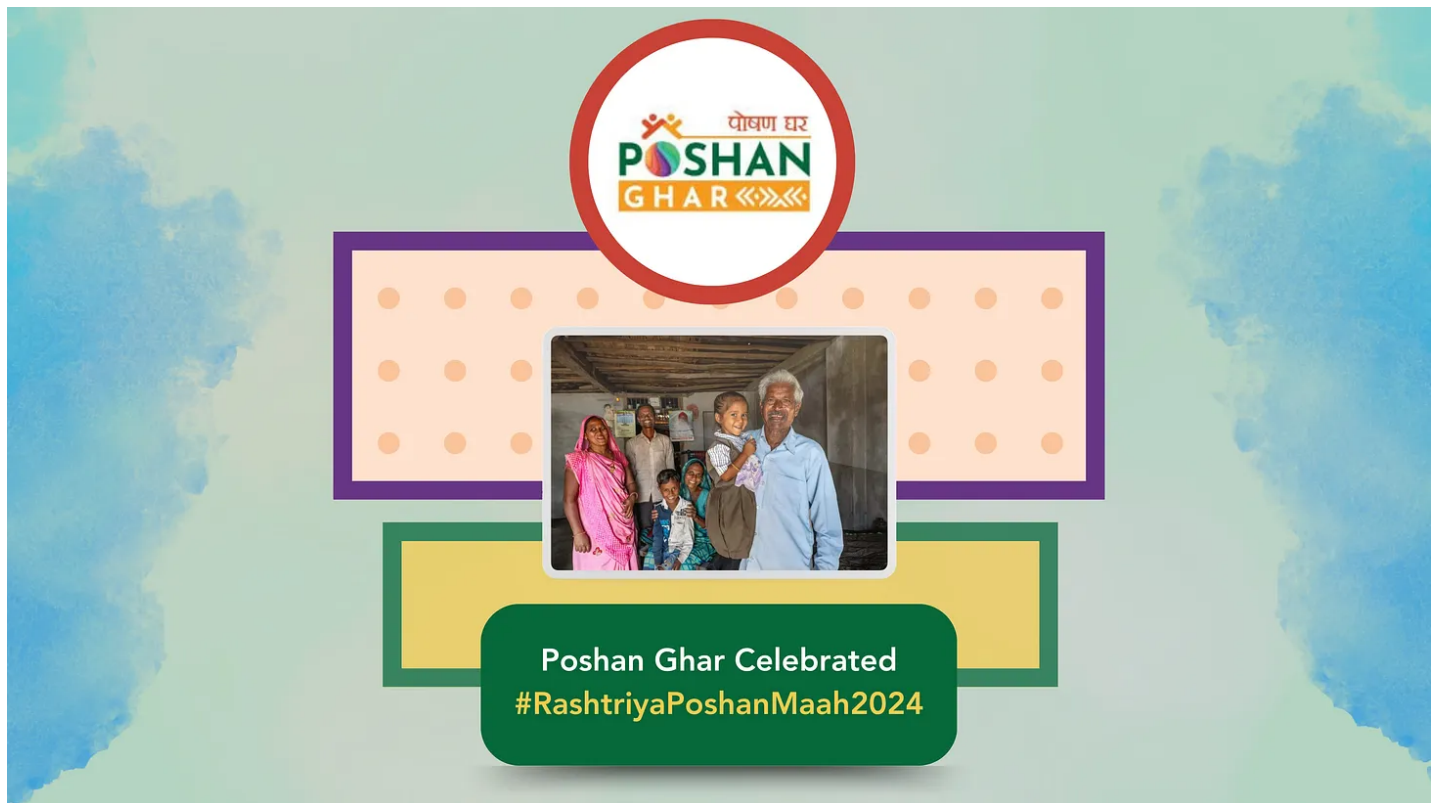
SEP 30, 2024



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Share



Poshan Ghar is now a community of 130+ members!



A CENTURY REACHED

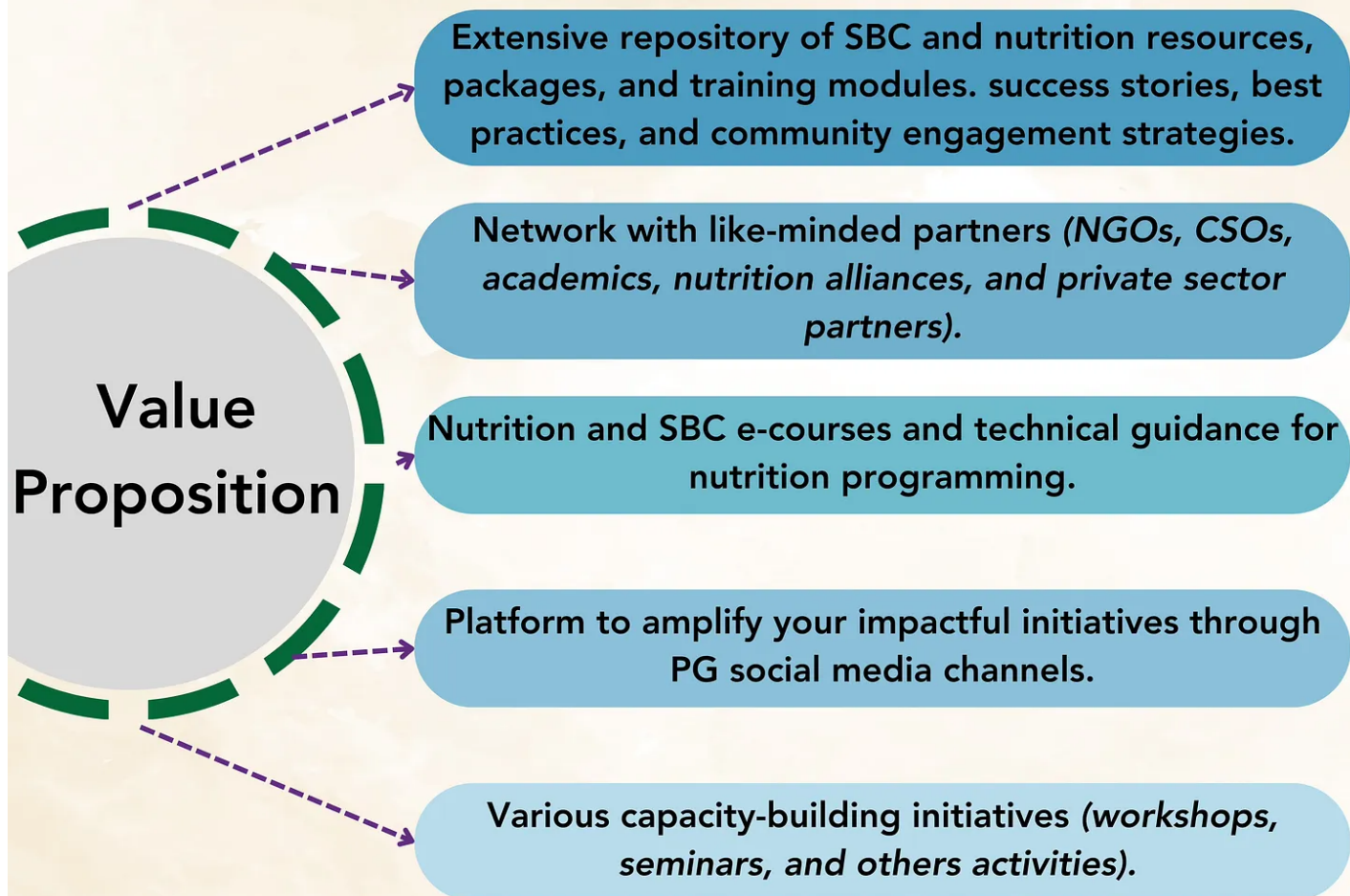
**Poshan Ghar now feels like
home.**

**Thank you for being one of our
130+ community members!**

#PoshanGhar

Poshan Ghar's Value Proposition

PG provides a comprehensive value proposition for its members, offering resources and opportunities designed to strengthen nutrition programs and foster meaningful collaboration. Some of the key benefits include access to:



Poshan Ghar Value Proposition

Highlights from the Poshan Ghar Secretariat

National Nutrition Month (NNM) / #RashtriyaPoshanMaah 2024

Following the theme '*Suposhit Bharat, Sakshar Bharat, Sashakt Bharat*', the month-long social media campaign highlighted the importance of proper nutrition across

the lifecycle, from childhood to adulthood. The campaign focused on early initiation of breastfeeding within the first hour of birth, exclusive breastfeeding for the first six months, age-appropriate complementary feeding, pregnancy nutrition and care practices, and anaemia prevention and management. The infographics and reels aimed to empower individuals and families with the knowledge to enhance understanding of age-appropriate nutritional behaviours and care practices as an important step towards building a healthier community.



Click [here](#) to access the NNM 2024 infographics

The Secretariat hosted its second podcast in celebration of NNM 2024. The episode titled '*Nourishing Future Generations: The Critical Impact of Nutrition in the First 1000 Days and Beyond (0-5 Years)*' featured distinguished panel of experts who discussed the vital role of childhood nutrition. The panel included Dr. Noopur Auddy, Community Nutritionist from Jatan Sansthan; Mr. Dillip Kumar Das, Chairman of Antodaya; Mr. Mohammad Arif Vohra, Project Lead Manager at Gram Vikas Trust; and Dr. Anshu Sharma, Public Health Nutritionist.

The panellists shared grassroots stories, highlighted field-level implementation challenges, and shared a few Social Behaviour Change (SBC) approaches as a change strategy. Their insights reinforced the importance of a collaborative, community-led approach to improving nutrition and building a healthier future for children.



Click on the video to listen to the podcast!

The Secretariat launched its first op-ed series featuring opinion pieces from PG members, sharing field stories, learnings, insights, evidence, and analyses.

We encourage PG members to feature their op-eds on a wide range of topics, including SBC for nutrition, healthy diets and diet diversity, iron deficiency anaemia, complementary feeding, maternal and child health, maternal nutrition, adolescent health, and overall nutrition and well-being.

ROSHNI – Centre of Women Collectives led Social Action

In PG's first op-ed series, ROSHNI Centre contributed on *"Bridging Gender Gaps: Engaging Men and Family for Nutritional Equity in Rural India."* The authors Dr. Sarita Anand and Ms. Shivangi Karmakar highlight the nutritional challenges faced by women in rural India, focusing on how traditional norms impact their health and autonomy. It stresses the importance of involving men in nutrition discussions, showcasing initiatives such as *'Parivaar Chaupal'* that foster gender equality through family-centred approaches.

Read the full op-ed [here](#).

Follow Our Social Media Campaigns



Pragati-face of #SahiPoshanSeSuraksha Campaign

#SahiPoshanSeSuraksha

Pragati is returning soon with her family to focus on critical issues, such as anaemia management, preventing non-communicable diseases, highlighting healthy lifestyle behaviours, promoting key messages on nutrition and care during pregnancy and lactation, and addressing gender and cultural norms around nutrition.

Using SBC as a change approach, Pragati and her family will encourage positive

nutrition practices within communities.

Follow the campaign and join the conversation with #AskPragati across all Poshan Ghar social media platforms.

#NutritionBytes

The upcoming nutrition literacy campaign will strengthen your understanding on various health and nutrition topics. It will be your go-to campaign to access information on healthy diets, regional recipes, and local superfoods, and it will include fact-checks on health and nutrition behaviours.

Spotlight on Poshan Ghar Member

Antodaya, Odisha

Antodaya has been operating since 1989 in the Thaumul Rampur Block of Kalahandi, Orissa, collaborating closely with ASHA, ANM, and Anganwadi workers to improve maternal and child nutrition outcomes. They focus on improving awareness on various government schemes and services within communities, including those in remote tribal areas. Watch the [video](#) to learn more about their impactful work.



Antodaya's Community Workers In Action

Healthy Bites: Quick Facts for a Better You!

Babies below 6 months of age should be exclusively breastfed and not be given honey, water, or any solid, semisolid, or soft foods.

Source: WHO

POLL

What should you feed a newborn between 0-6 months of age?

Honey

0%

Breastmilk

100%

Water

0%

Soup

0%

4 VOTES · · SHOW OPTIONS

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**, or involved in the field of WASH, Education, Health and Child Protection, join us now!

[Click here](#) and be a part of this transformative journey!

If you know someone who might benefit from this information, feel free to **forward** this newsletter to them. Follow [Poshan Ghar](#) on [LinkedIn](#), [Facebook](#), [Twitter](#) and [Instagram](#).

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