

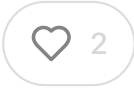
POSHAN GHAR NEWSLETTER

# Welcome To Poshan Ghar's Newsletter Volume 01 | Edition 04 | Oct 2024



POSHAN GHAR

OCT 28, 2024



## Poshan Ghar's Core Principles

Poshan Ghar (PG) is a multi-stakeholder platform for civic engagement and systems strengthening to advance the Poshan Jan Andolan priorities. The five core guiding and driving principles are as follows:



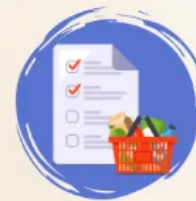
## CORE PRINCIPLES



**Balanced diet  
driven approach**



**Focus on nutrition  
quality and diversity of  
diets**



**Integrated approach to  
nutrition security**



**Behavioural communication  
and change**



**Jan bhagidari and  
Jan andolan**

PG core principles

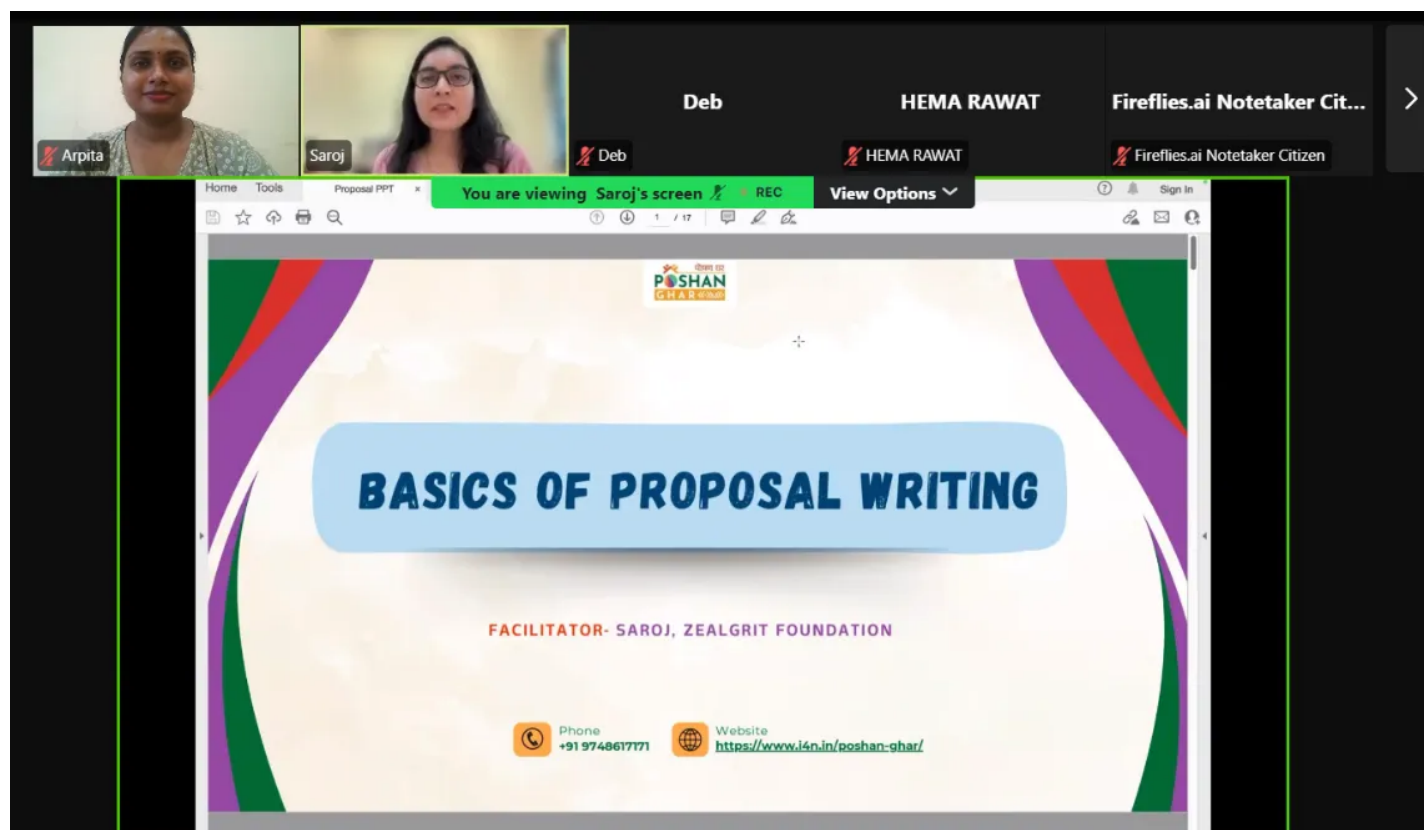
## Highlights from the Poshan Ghar Secretariat

### Workshop on the Basics of Proposal Writing

On 16th October 2024, the secretariat hosted its first virtual workshop for its members on the 'Basics of Proposal Writing'. Facilitated by Ms Saroj, Director of the ZealGrit Foundation, the objective was aimed at providing practical guidance on creating well-structured, compelling proposals that communicate the value of projects effectively to funders and stakeholders. The 90-minute session saw active participation from 30 members.

The workshop covered essential topics, including the types of proposals, key components, budgets and techniques for writing clear and effective proposals, followed by a few interactive analysis of proposal examples, where members analysed and applied the principles discussed in the sample proposals to identify both the strengths and areas for improvement and asserting the importance of approaching proposal writing in a systematic and storytelling approach. By the end of the session, members gained a deeper understanding of the core elements of

strong proposals, presenting a compelling case for programme support and avoiding common writing errors.



PG workshop

## SBC Resource Package on Healthy Diets

**PG makes available** the SBC resource package on Healthy Diets developed by UNICEF India. This is a communication package on Nutrition and Diet Diversity tools with a focus on self-efficacy designed for each of the 3 stakeholders: Adolescents, Pregnant and Breastfeeding mothers including caregivers.

- **Dialogue Cards:** Each set of cards covers vital nutrition topics relevant to the target group. The cards present key messages and detailed explanations, making them an effective SBC tool.
- **Interactive Games:** Designed to reinforce the key messages from the dialogue cards, these games offer a fun and engaging way to learn about nutrition. They encourage active participation and discussion, making the learning experience more dynamic and memorable.

School teachers, ASHA workers, Anganwadi workers, and field workers can use these tools to deliver essential information on healthy diets during critical life stages. The resources make learning engaging and fun, whether in schools, Anganwadi centres, or during home visits.

Explore the complete resources [here](#).

Cover pages of SBC resource package

## Follow Our Social Media Campaigns

Pragati-face of #SahiPoshanSeSuraksha campaign along with her family  
and cover post of #NutritionBytes campaign

## **#SahiPoshanSeSuraksha**

Under #SahiPoshanSeSuraksha, Pragati, with her daughter Preeti and husband Piyush, focus on critical health and nutrition issues by using social behaviour change approaches as a change strategy to encourage positive nutrition, health and WASH behaviours and practices within communities.

## **#NutritionBytes**

The #NutritionBytes campaign serves as everyone's go-to campaign to access information on healthy diets, regional/local recipes, and local superfoods. The campaign includes interesting fact-checks on food, health and nutrition behaviours and practices.

## **Spotlight on Poshan Ghar Members**

### **ZealGrit Foundation**

In the ongoing op-ed series, ZealGrit Foundation shared an insightful piece titled 'A

*Generation On The Brink: Nourishing India's Adolescents For A Healthier Future*, where the author, Ms. Saroj, Director of the Foundation, emphasises the importance of social and behavioural change interventions in tackling adolescent malnutrition in India. She highlights how addressing the root causes of poor nutrition through interactive and culturally sensitive strategies drives lasting behavioural changes. The op-ed also showcases how the foundation implements these strategies through their project *Swasth Kanya* in rural Bihar, using collaborative efforts to achieve sustainable progress, empowering adolescents to lead healthier lives, and unlocking their full potential for a future resilient and stronger workforce.

[ZealGrit](#) is a social impact organisation that focuses on health and nutrition services, social and community mobilisation, adolescent and women's empowerment, livelihoods, education, and social behaviour change. The core competencies of the organisation lie in designing, implementing, and scaling high-impact initiatives leveraging data-driven insights and collaborative approaches to foster sustainable development and transformative change at the community level.

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

ZealGrit's school sessions in action

## ***Healthy Bites: Quick Facts for a Better You!***

Source: UNICEF

## POLL

**How does a nutritious diet impact your mental wellbeing?**

It has no effect 0%

It can improve cognitive function 100%

It only impacts physical health 0%

It only boosts energy 0%

3 VOTES · · SHOW OPTIONS

**PG is now on YouTube. [Subscribe](#) to get the latest updates on all the workshops, podcasts, and highlights.**

## 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](#), [Instagram](#), and [YouTube](#).

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