



Annual Report 2025

DIGITAL
COMMUNICATION



OUTREACH

ENGAGEMENT



ACHIEVEMENTS



Presented by
Poshan Ghar Secretariat

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CHAPTER 1

About Poshan Ghar

Poshan Ghar is a multi-stakeholder platform that engages civil society, academic institutions, platforms, forums, and alliances, and individuals to support the multi-sectoral approach of the Poshan Jan Andolan. This non financial platform is incubated by UNICEF India and managed by Poshan Ghar Secretariat.

Know more about Poshan Ghar here:

<https://www.youtube.com/watch?v=LuGkj7cI0o8&t=3s>

The Secretariat partners include:

UNICEF India

Convenor and Technical Partner

ZealGrit Impact Solutions

Outreach and Engagement Partner

Poshan Ghar's Alignment with National and International Health and Nutrition Agendas

Poshan Jan Andolan and Jan Bhagidari

Enhance health and nutrition outcomes by promoting balanced diets, dietary diversity and quality, while strengthening cross-sectoral collaborations, grassroots participation, and last-mile service delivery

The UN Decade of Action on Nutrition (2016–2025)

Promote global nutrition literacy to address all forms of malnutrition across all age groups

WHO Global Strategy on Diet, Physical Activity, and Health

Raise awareness about the impact of diet and physical activity on health outcomes

Social and Behavior Change Around Nutrition

Strengthen systems, nutrition education on healthy diets and dietary diversity, and decision-making by knowledge resources, capacity building, and monitoring of nutrition programmes.

Contribution to Sustainable Development Goals



Poshan Ghar offers substantial value to its members such as providing knowledge resources and opportunities to strengthen nutrition programs and foster meaningful collaboration. Some of the value propositions are outlined below.

- An extensive repository of Social and Behaviour Change (SBC) and nutrition resources, toolkits, training modules, success stories, best practices, and community engagement strategies
- Nutrition and SBC e-courses, along with technical guidance to support effective nutrition programming
- Access to network of like-minded partners, including NGOs, CSOs, academic institutions, nutrition alliances, and private sector organisations
- Participation opportunities in various knowledge building initiatives, such as workshops, seminars, learning sessions and other interactive activities
- A platform to showcase impactful initiatives through the digital media platforms

Poshan Ghar has developed the following SBC strategic pillars of operations to improve nutrition programming.

- **Enhancing Knowledge:** Improving nutrition literacy and addressing other key determinants like SBC, health, hygiene, and education through targeted campaigns for improved nutrition outcomes
- **Empowering Communities:** Sharing best practices, success stories, and innovations, supported with tools and resources to promote healthy behaviours and practices
- **Fostering Dialogue:** Encouraging discussions among members and stakeholders backed by evidence, research, and data for a comprehensive understanding of nutrition
- **Building Capacity:** Offering nutrition and SBC e-courses and targeted capacity building of frontline workers for skill development in nutrition programming
- **Creating Partnerships:** Connecting businesses, NGOs, and stakeholders for sustainable nutrition programs, especially in vulnerable communities and to encourage civic participation for Jan Andolan

The subsequent sections of this report presents details of Poshan Ghar's communication, outreach, and engagement achievements aligned to Poshan Ghar's strategic pillars of operations and simultaneously contributing to systems strengthening at the national levels.

These achievements reflect a coordinated and visible network of like minded stakeholders and partners responding in a concerted way to improve nutrition outcomes.



CHAPTER 2

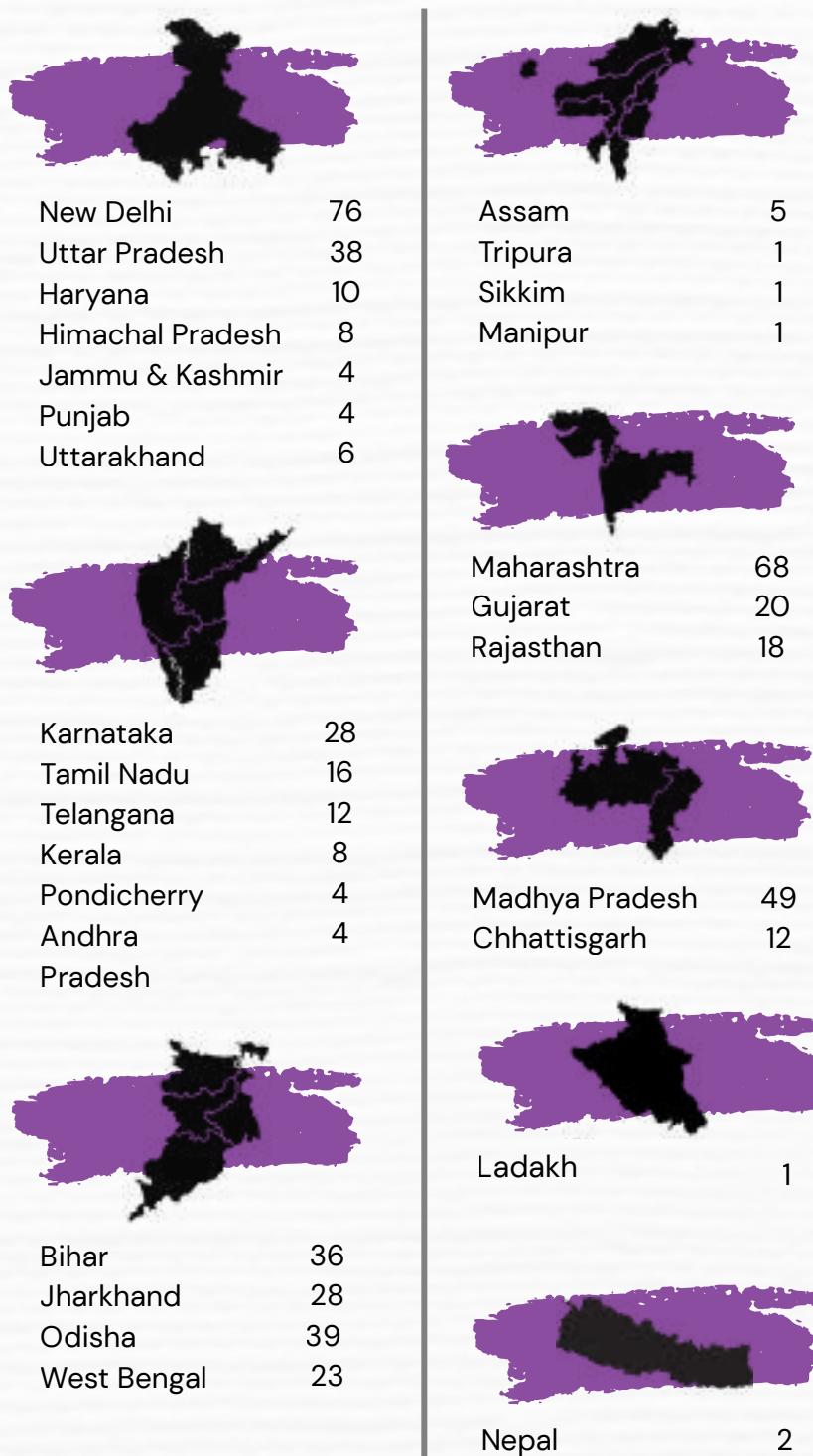
Summary of Digital Communication, Outreach and Engagement Achievements

Poshan Ghar onboarded 311 members in 2025 through rigorous outreach efforts, making the Posan Ghar platform a community of 520+ members within two years of its incubation.

Poshan Ghar targeted diverse non-profit and civil society organisations, and academia in health, nutrition, and allied sectors across India. Poshan Ghar identified these organisations through secondary research and targeted outreach during in-house events like webinars, learning sessions, and pitch presentations. Poshan Ghar reached out to potential members via email and followed up telephonically, via email, and LinkedIn. The table below gives a breakup of Poshan Ghar members' representation.

	TOTAL MEMBERS	MEMBERS 2024	MEMBERS 2025	SHARE (%)
NGO	260	113	147	49.8
CSO	78	34	44	14.94
ACADEMIA	91	36	55	17.43
VOLUNTEERS /INDIVIDUALS	15	7	8	2.87
OTHERS	78	21	57	14.9
TOTAL	522	211	311	100

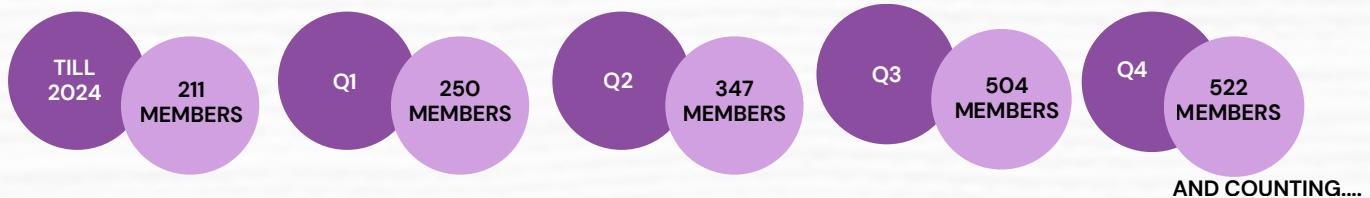
Poshan Ghar's 520+ member network is led by NGOs, who make up nearly 50% of the community. CSOs, including community groups and community radio, form another 15%. Academia accounts for more than 17%, reflecting steady participation from students and researchers. Volunteers and individual practitioners make up 3%. The remaining 14% includes private sector organisations, UN agencies, government bodies, and development partners. Together, they form a broad multi-sectoral alliance supporting Poshan Ghar's mission.



Poshan Ghar members come from 28 states and union territories across the country, with most members based in Maharashtra, New Delhi, and Madhya Pradesh.

Membership saw the highest growth during the third quarter (July–September). Strategic outreach to a broader range of organisations, the launch of the Poshan Maah campaign and other engagement activities hosted during Q3 strengthened the digital presence, driving the increase during the third quarter.

Members Onboarded



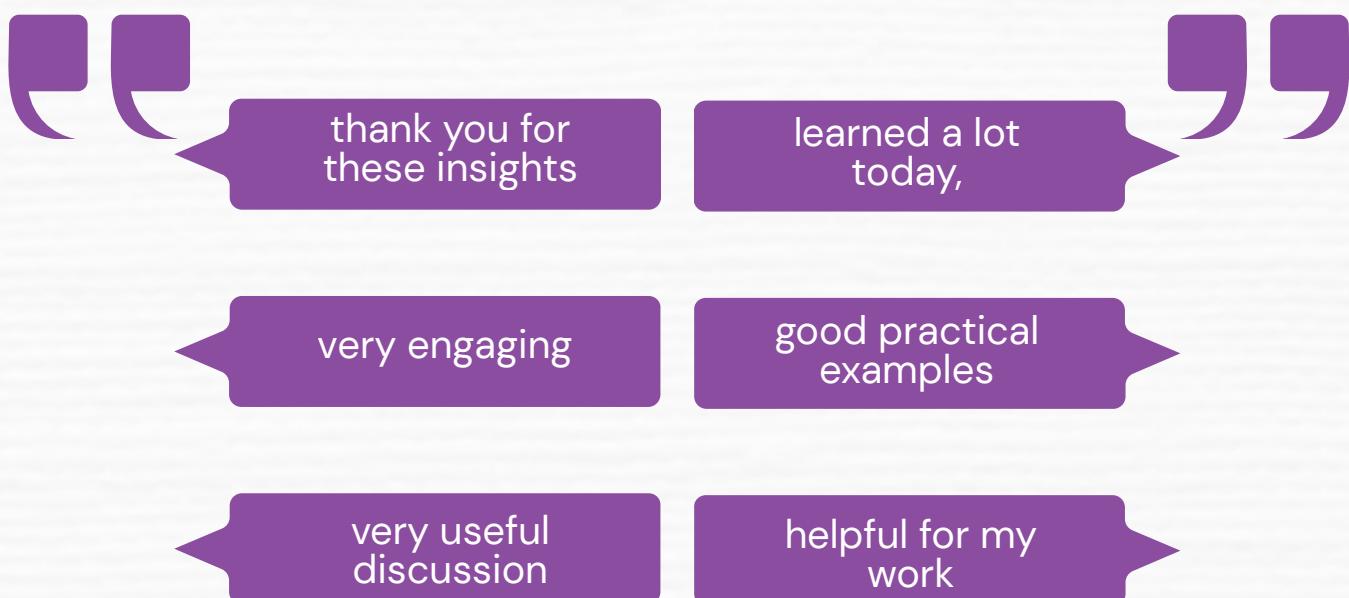
Engagement Initiatives Summary

Throughout the year, Poshan Ghar engaged its members through a range of tailored activities, totalling

90 engagement initiatives

These included orientation meetings, publications such as op-eds, case stories, blogs, field best practices, newsletters, learning workshops, thematic podcasts and webinars, and one-on-one engagements. Member participation increased steadily across these efforts.

Poshan Ghar also initiated the 'Poshan Ambassador' initiative on digital media to strengthen active member engagement. Participants expressed strong appreciation for the engagement initiatives, noting comments such as



This year, Poshan Ghar supported national health, nutrition, and SBC initiatives by simplifying and translating the official guidelines for programmes such as the Suposhit Gram Panchayat Abhiyaan, Poshan Pakhwada, and Poshan Maah.

These simplified guidelines were shared with all Poshan Ghar members, who used them widely and noted that they were “useful” and “helpful.” These resource materials reached more than 14,790 views.

Highlights from Engagement Activities



Summary of key activities, with additional details in the sections that follow



NEWSLETTERS

12 newsletters released
5,500+ reads on Substack



LEARNING SESSIONS

5 learning sessions
20,000+ reach across platforms



OP-EDS / STORIES / BLOGS

12 pieces published
6,100+ reads on Substack



PODCAST

1 episode
3,500+ reach across platforms



INTRODUCTORY MEETINGS

4 meetings conducted
47 members joined



WEBINARS

3 webinars
7,000+ reach across platforms



ONE-ON-ONE ENGAGEMENTS

55+ members onboarded
through 1:1 discussions



WORKSHOPS

2 workshops
4,000+ reach across platforms

Digital Communication Summary

Poshan Ghar developed communication strategies to enhance age-appropriate health and nutrition literacy and promote positive health and nutrition behaviours. Its focus areas include addressing social, gender, and cultural barriers influencing nutrition practices, promoting enablers and providing approaches and practical solutions for better nutrition behaviours. Poshan Ghar sourced the content from trusted references such as UNICEF, WHO, NHM, NIN-ICMR, WCD and MoHFW.

The content covered themes such as infant and young child feeding practices, iron deficiency anemia, maternal nutrition, breastfeeding, adolescent health, and WASH, aligning with Poshan 2.0.

Poshan Ghar leveraged digital media platforms and the microsite to share simplified health information on LinkedIn, X, Instagram, and Facebook. The content included reels, posters, carousels, polls, and infographics to engage diverse audiences.

With over 200 posts, Poshan Ghar generated nearly 0.2 million impressions and engagements, organically.

Poshan Ghar observed various national and international events such as Poshan Maah, Poshan Pakhwada, Newborn Care Week, World Breastfeeding Week. Additionally, it continued the two in-house campaigns #NutritionBytes and #SahiPoshanSeSuraksha.

The image shows the cover images of the campaigns. Furthermore, the Secretariat shared best practices and success stories from Poshan Ghar and IMPAct4Nutrition (I4N).



LinkedIn achieved the highest visibility, recording over 1,10,000 post impressions. Instagram recorded 3,000+ interactions, including shares, likes, and comments. X also performed well, with consistent engagement totalling 36,417 impressions and interactions.

Poshan Ghar's follower base grew organically, reaching 1680+ on LinkedIn, 140+ on X, 180+ on Instagram, and 55+ on Facebook, all without paid promotions.



CHAPTER 3

Members' Engagement Initiatives

Introductory Meets

Poshan Ghar hosted four introductory meetings for its members on 21st May, 19th June, 29th August, and 29th November 2025.

A total of 47 participants attended these sessions, including 46.5% from NGOs, 23.25% from CSOs, 11.62% from academia, and 18.63% from individuals and private sector organisations.



The objective of these introductory meetings was to ensure that all members gained a clear understanding of Poshan Ghar—its key segments, ongoing SBC campaigns, and areas of collaboration. The sessions also created an opportunity to learn more about the members themselves, fostering collaboration and strengthening networking among the group. Each session concluded on an engaging note with an interactive Q&A segment, where participants asked thoughtful questions and received valuable insights.

These engagements significantly expanded Poshan Ghar's network and reinforced its collaborative approach to advancing national nutrition goals.

Webinars

Poshan Ghar hosted a series of webinars during the year. These webinars aimed to build a shared understanding of key nutrition and SBC themes by breaking down complex ideas for practitioners. They enabled cross-learning by bringing together organisations and individuals from different sectors to share field experiences, implementation challenges, and practical solutions. The sessions also introduced models and tools that can strengthen programme quality and support collaboration within the community.

All three webinars were moderated by the Poshan Ghar Secretariat. Each session concluded with an interactive Q&A with participants. Recordings and key insights were shared across digital platforms and newsletters to ensure wider reach.

Collectively, 180+ participants attended the webinars and reached over 3000 impressions and engagements across the digital media handles.

Participants expressed strong appreciation for the sessions, noting comments such as:

“**THANK YOU FOR THESE INSIGHTS!**” “**VERY ENGAGING!**” “**VERY USEFUL DISCUSSION!**”

The details of the three webinars held this year are provided below.

WEBINAR 1: Maternal Nutrition during Pregnancy – Integrating SBC in Community Programmes

The first webinar of the year was held on 26 June 2025. It brought together a distinguished panel of experts, including:

- **Ms. Ashwini Kande**, Training and Research Lead, Healing Fields Foundation
- **Mr. Jitendra Bais**, Senior Project Coordinator, Ambuja Foundation
- **Mr. Keshav Sahani**, Chief Strategic Officer, Antara Foundation
- **Ms. Shivangi Karmakar**, Programme and Knowledge Management Senior Consultant, ROSHNI – Centre of Women Collectives Led Social Action

The webinar highlighted the critical role of SBC strategies in improving maternal nutrition outcomes during pregnancy. Panellists shared practical insights from community-level programmes, emphasising behaviour change communication, family engagement, and strengthening frontline worker capacity to ensure better nutritional practices among pregnant women. Click to view the [video](#).



Over 60 participants attended the webinar and the discussion revolved around the four themes, explained in the next page.

Community perceptions, understanding, and the significance of maternal nutrition during pregnancy

Maternal nutrition's strong influence on both the physical and cognitive development of the child was highlighted by the speaker. Further, meaningful change demands a shift in behaviours and a challenge to deep-rooted beliefs and behaviour change depends on building supportive environments around pregnant women, highlighting positive role models, and making healthy practices easier and more acceptable within communities.

Key challenges and barriers in achieving optimal maternal nutrition at the individual, family, and community levels

SBC strategies focused on involving the entire family through counselling sessions with husbands, peer group learning, and family-based discussions that can help shift attitudes and promote shared responsibility for maternal nutrition was highlighted. Further, how social conditioning and norms often lead women to deprioritise their own health and stressed the need for collective responsibility. All it takes is simple actions, for example, family members reminding pregnant women to take IFA tablets, can significantly improve adherence and support healthier practices.

Integrating SBC strategies and approaches into maternal nutrition programmes: field experiences

Focus was on group-based discussions that enabled women to learn from one another and adopt improved nutrition practices. Peer-educator model is another strategy in which trained Community Health Entrepreneurs supported women with locally relevant guidance on nutrition, health, and WASH. Using the approach of working with trusted community members to drive behaviour change and strengthen sustainable health and nutrition practices was the key for sustained behaviour change.

Role of women's collectives, alliances, and networks such as ROSHNI and Poshan Ghar in driving SBC for improved maternal nutrition outcomes

Findings from pilots conducted by ROSHNI centre showed that engaging women's collectives as change agents improved dietary diversity, IFA intake, antenatal care, and women's decision-making. This was done using multiple SBC touch points—including home visits, SHG meetings, Pariwar Chaupals, and departmental convergence—to reinforce key messages. Further using gendered interventions such as 'Pariwar Chaupals' strengthened communication within households by involving husbands and mothers-in-law, leading to more supportive environments and positive shifts in nutrition practices.



WEBINAR 2: Men in Nutrition – Engaging Men as Equal Partners in Family Health and Well-being

The second webinar was hosted on 23 September 2025. It brought together an esteemed panel of experts, including:

- **Ms. Alka Malhotra**, SBC Specialist, UNICEF India
- **Mr. Rajdeep Solanki**, Project Lead, Jatan Sanstha
- **Dr. Rubina Mandlik**, Project Manager, HCJMRI
- **Dr. Sarita Anand**, Project Lead, Roshni—Centre of Women Collectives led Social Action



The discussions focused on the often-overlooked role of men in promoting improved nutrition and health within families. Speakers highlighted how men can positively influence family well-being by challenging traditional gender norms, sharing caregiving responsibilities, supporting maternal and child health, and fostering healthier food practices at home.



The webinar witnessed **active participation** from **55+ attendees**, and the discussion revolved around the four themes:

Why Men Matter in Health and Nutrition

Health and nutrition are a shared responsibility, not a “women-only” role. Jatan Sanstha’s Ratri Chaupal (night gatherings), was an effective approach which brings men—husbands, fathers-in-law, brothers, and other male family members—together to discuss key health and nutrition issues, from the importance of the first 1,000 days to sharing household chores. Click to view the [byte](#).

Men as Health and Nutrition Enablers at Home

Drawing on ROSHNI Centre's experience of working with communities and Self Help Groups, a positive, effective and successful approach was engaging and mobilising men through Pariwar Chaupals where husbands, fathers-in-law, and local healers were invited to join discussions. Over time, men stepped forward, shared views, and supported changes at home. A key outcome was a shift in eating patterns: women were encouraged not to eat last or take the smallest share, while men, once seen only as providers, became informed allies. Click to view the [byte](#).

Challenges in the participation of men at the forefront

This was outlined and the layered barrier using the Social Ecological Model was referenced:

- Individual: Low awareness, long work hours, migration for livelihoods; nutrition seen as a women's topic.
- Household: Cultural norms keep child care and meals as "female spaces"; men control food budgets but lack diet knowledge.
- Community: Stigma and absence of male role models discourage participation.
- Institutional: AWCs, SHGs, and other platforms largely target women, limiting men's entry points. Click to view the [byte](#).

Practical Pathways for Change

Emphasis is on creating peer interactions in everyday male spaces—offices, chai tapris, farmers' meetings, and local gatherings—to open dialogue.

Engaging male volunteers in Poshan programmes and using social media to highlight positive role models is another positive approach. An intergenerational approach involving husbands, wives, parents, and children can also normalise shared caregiving. The need is for transformative messaging to challenge the idea of men as only "providers," promoting their active role in family nutrition. Click to view the [byte](#).

WEBINAR 3: Understanding and Addressing Growth Faltering in Early Infancy

On 20 November 2025, Poshan Ghar hosted its [third webinar](#). The session brought together eminent experts in maternal and child health, including:

- **Dr. Ashutosh Sarwa**, National Programme Manager – Newborn and IYCN, Nutrition International
- **Dr. Jayendra Kaser**, Lead MNCH, Family Health, India Country Program, PATH India
- **Dr. Sameer Pawar**, Nutrition Specialist, UNICEF India

The webinar offered an in-depth exploration of the causes, early detection, and management of growth faltering in infants. Panellists shared evidence-based approaches, programmatic experiences, and actionable strategies to strengthen early childhood nutrition interventions.

The webinar witnessed **active participation from 60+ attendees**, and the discussion revolved around the following themes:

Understanding Early Growth Faltering

Growth faltering occurs when a child's growth falls below expected patterns, often beginning as early as conception and continuing through the first two years of life. Key caregiving gaps that contribute to early growth faltering, including inadequate maternal nutrition, poor feeding practices, frequent infections, and limited responsive caregiving. Long-term consequences can be serious, affecting cognitive development, immunity, and increasing the risk of chronic diseases later in life. Click here to view the [byte](#).

Emphasising Positive Maternal and Infant Care Practices

The importance of initiating breastfeeding within the first hour of birth and ensuring exclusive breastfeeding for the first six months is imperative. Emphasis is on the need for families to consciously prioritise the mother's well-being and sharing caregiving responsibilities, which is essential to help mothers recover well and for effective and frequent breastfeed opportunities. The value of responsive feeding in strengthening caregiver-child bonding is key and should be encouraged and practiced. In addition, further, the role of government programmes in enabling families to adopt healthy practices and supporting an environment that promotes optimal early growth is much needed. Click here to view the [byte](#).

Building Community Support for Sustained Growth

Behaviour change is most effective when communities actively support families. Practical strategies and community led interventions, including Anganwadi-led awareness activities, engagement with self-help groups, and creating mother-baby friendly community spaces are tried and tested approaches that work within communities. For example, how coordinated, community-based action under PATH's Project SHINE strengthened care for children who faced barriers in accessing formal services in a remote tribal village. Click here to view the [byte](#).



Dissemination and Engagement

The webinars were amplified across all digital media handles in byte-sized videos. It was also amplified in the newsletters (Vol 2, Ed 6, 9, and 11). Below are the cumulative performance statistics for these posts.

ENGAGEMENTS

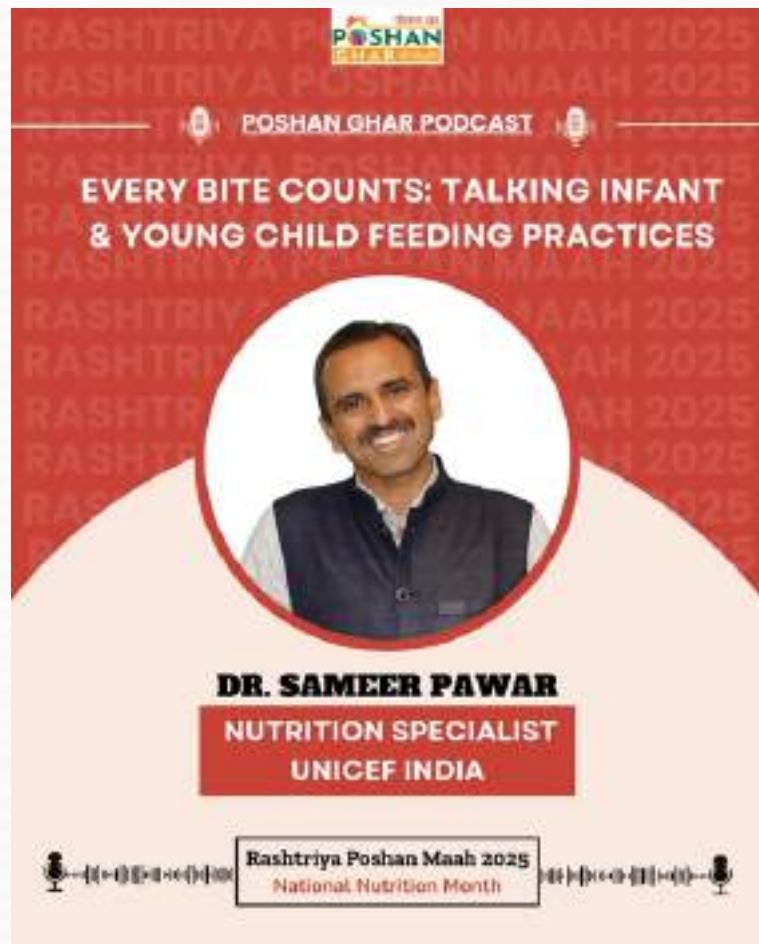
 168 in 297  28  54  1554

TOTAL 2101

Podcasts

Poshan Ghar hosted its first podcast of 2025, titled "Every Bite Counts: Talking Infant and Young Child Feeding Practices" on 25 September. The episode featured Dr. Sameer Pawar from UNICEF India and the podcast was moderated by Poshan Ghar. The conversation focused on strengthening understanding of Infant and Young Child Feeding (IYCF) practices through clear, relatable explanations grounded in SBC principles.

His responses simplified the concept of IYCF for parents and caregivers, emphasising that it encompasses both breastfeeding and appropriate complementary feeding during the first two years of life. The unique value of breastmilk was emphasised and described, often referred to as a baby's first vaccine, noting its unmatched nutritional and protective qualities and the importance of early skin-to-skin contact. The discussion underscored the critical timing for introducing complementary foods at six months of age.



Any delays can and could lead to nutrient deficiencies and growth faltering, while timely, nutrient-dense complementary feeding supports healthy development. The critical and vital role of fathers and family members in creating a supportive feeding environment, shifting the narrative from mother-centric feeding to shared caregiving was highlighted. The need for maternal nutrition and wellbeing as well during this period was emphasised, as it directly influences feeding practices and the child's health.



Parents are encouraged to prioritise homemade meals, remaining mindful of food labels when opting for packaged foods, which often contain hidden sugars, salt, and additives. Simple action and solutions is to use locally available produces and homemade foods which are both nutritious and cost-effective. But the key is in behaviour change efforts such as community counselling, peer-support groups, and creating positive feeding norms have significantly improved IYCF practices in several settings. These examples demonstrated that knowledge becomes meaningful only when supported by enabling social and cultural environments.

The key message for all listener was that *every small, consistent act from exclusive breastfeeding to timely complementary feeding and responsive caregiving contributes to a strong foundation for a child's future; families, communities, and health systems must work together to create supportive environments that encourage healthy feeding practices.*

Dissemination and Engagement

The podcast was amplified across all digital media handles in seven byte-sized videos. [Click](#) here to watch the playlist. It generated 2723 impressions and engagements. It was also amplified in the newsletter (Vol 2, Ed 9). Below are the cumulative performance statistics for these posts.

ENGAGEMENTS



64

in 70



17



8



491

TOTAL 650

Learning Sessions

To strengthen capacity-building and foster continuous skill enhancement among Poshan Ghar members, Poshan Ghar hosted a series of learning sessions throughout the year. These sessions aimed to deepen understanding of SBC in health and nutrition, enhance programme design skills, and equip members with practical tools to support effective implementation at the community level.

A total of five learning sessions were conducted on 28th February, 7th April, 24th July, 10th September, and 10th December 2025.

In over, 200+ participants attended all the sessions.

Onsite Learning Session at Lady Irwin College

On 28 February 2025, Poshan Ghar in collaboration with UNICEF India, conducted an onsite learning session titled “Introduction to Poshan Ghar: An Alliance for SBC Nutrition” at Lady Irwin College, New Delhi. Facilitated by Ms. Saroj (Poshan Ghar Secretariat) and Ms. Debbie (UNICEF India), the two-hour session engaged more than 20 undergraduate and postgraduate students. The session introduced key concepts of SBC, including SBC models, approaches, and their relevance in achieving outcomes across nutrition, health, WASH, social policy, advocacy, and communication. Students explored the role of communities and other stakeholders in creating an enabling environment for improved programme results. To promote experiential learning, students were divided into groups and tasked with designing strategies and solutions through case-based scenarios linked to major national campaigns such as Pulse Polio, Swachh Bharat Abhiyaan, and POSHAN Abhiyaan 2.0. This exercise highlighted the importance of convergence, collaboration, alliances, and networks in driving effective action.



The session also introduced Poshan Ghar as a civil society alliance working to strengthen nutrition behaviours that lead to measurable change. At the end of the session, students were assigned a creative task to design reels, posters, or carousels on themes such as iron-folic acid consumption and the importance of the first 1,000 days. Selected submissions were showcased on Poshan Ghar's digital media platforms.

Learning session- Strengthening Poshan Pakhwada Initiatives at the Grassroots

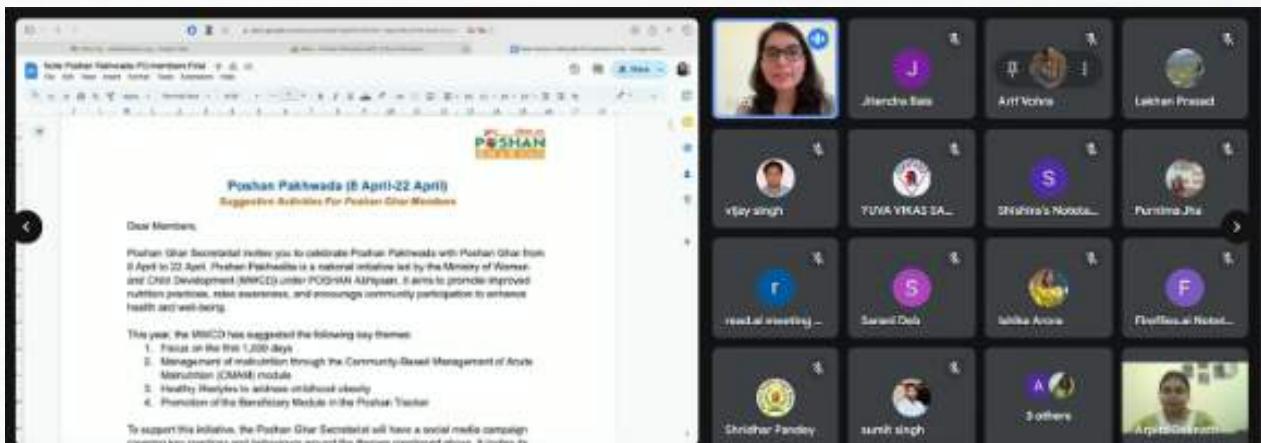
On 7 April 2025, Poshan Ghar conducted a virtual learning session aimed at strengthening Poshan Pakhwada initiatives at the grassroots level. The session brought together over 20 participants, including representatives from NGOs, CSOs, academic institutions, and individual practitioners engaged in nutrition-focused community work.

The session provided a comprehensive briefing on the four key themes of Poshan Pakhwada 2025:



To support on-ground implementation, Poshan Ghar shared a detailed activity note outlining outcome-based, community-level actions aligned with these national priorities. These activities were designed to enhance nutrition awareness, promote behaviour change, and contribute meaningfully to the Ministry of Women and Child Development's (MWCD) broader objectives for the annual campaign.

Participants were encouraged to adapt and contextualise the suggested activities to suit their programme geographies and strengthen local-level engagement. The second half of the session created space for open discussion, where participants exchanged ideas on potential initiatives and sought clarifications during an interactive Q&A segment. To promote visibility and knowledge exchange, members were invited to document and share their innovative approaches undertaken during Poshan Pakhwada, either by emailing the Secretariat or tagging Poshan Ghar on social media platforms.

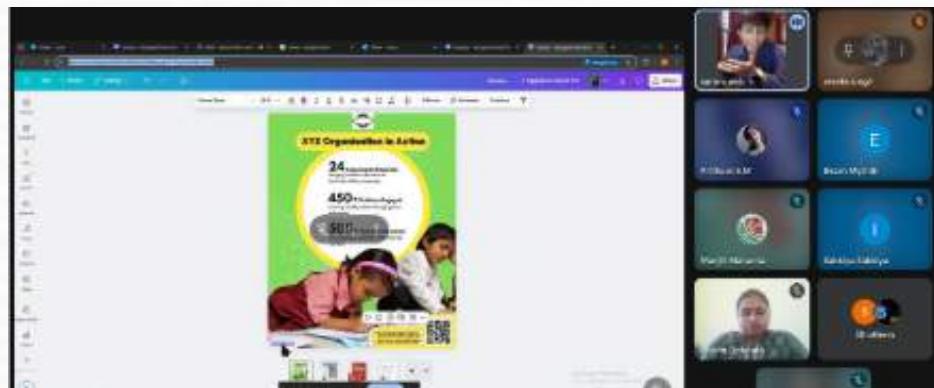


Canva Design Learning Sessions

On 24 July and 10th December, Poshan Ghar hosted two virtual learning sessions attended by more than **100+** participants and facilitated by Poshan Ghar Secretariat. The session offered a hands-on introduction to Canva's free tools through a simple, practical design workflow. The session aimed to simplify the design process, build participant confidence, and enable them to use Canva for their communication and presentation needs. By the end of the sessions, participants were equipped to convert everyday impact stories into visually compelling messages and powerful power point presentations that enhance visibility, outreach, and community engagement.

The session explained how to convert programme achievements, case stories, and best practices into visually engaging communication materials. The session concluded with an interactive Q&A, allowing participants to clarify design-related queries and explore real-time challenges. The open, participatory format was widely appreciated, with participants describing the session as

“**INFORMATIVE**” “**PRACTICAL**” “**MUCH NEEDED**”



Learning Session on Understanding Poshan Maah Themes 2025

Ahead of Rashtriya Poshan Maah 2025, Poshan Ghar organised a themed learning session for Poshan Ghar members, facilitated by Ms. Saroj (Poshan Ghar Secretariat). The session explained the purpose, background, and significance of Poshan Maah—an annual national campaign led by MWCD under POSHAN Abhiyaan since 2018. Over the years, Poshan Maah has been celebrated nationwide in convergence with ministries, departments, and state governments to promote improved nutrition practices and community participation.

The session brought together **55+ participants**

Five key themes of Poshan Maah were discussed



The session helped members understand the thematic priorities for 2025 and explore ways to integrate these themes into their own community outreach, campaigns, and organisational activities. Poshan Ghar shared a detailed note outlining outcome-based activities for members to carry out within their communities and the SBC resource repository. These activities aim to raise nutrition and health awareness, aligned to the thematic priorities of the nutrition campaign, to augment and contribute to MWCD'S broader goals. Members were encouraged to contextualise, adapt and build on their existing programme efforts aligning to the themes of the Poshan Maah and suggested activities listed in the detailed note.



Dissemination and Engagement

Key insights from the sessions were amplified across all digital media handles and in the newsletter (Vol 2, Ed 9). Below are the cumulative performance statistics for these posts.

ENGAGEMENTS

24
 22
 5
 8
 485

TOTAL 544

Workshops

To strengthen member capacities in applying SBC approaches within community nutrition programmes, the Poshan Ghar organised a series of workshops. These sessions provided structured guidance, practical exercises, and peer-learning opportunities to help members effectively integrate SBC tools into their field work. Workshop topics are chosen based on inputs from Poshan Ghar members during the one-on-one and orientation meetings, ensuring these workshops address relevant and critical areas that require skills building.

Participants shared positive feedback, with comments like

“THANK YOU FOR THESE INSIGHTS”

“VERY USEFUL DISCUSSION”

“LEARNED A LOT TODAY”

“GOOD PRACTICAL EXAMPLES”

“HELPFUL FOR MY WORK”

The workshops were held on 29 January, 4 February, and 12 February were attended by nearly **70+** participants. Details are provided below.

Workshops on Decoding the SBC Resource Package on Healthy Diets

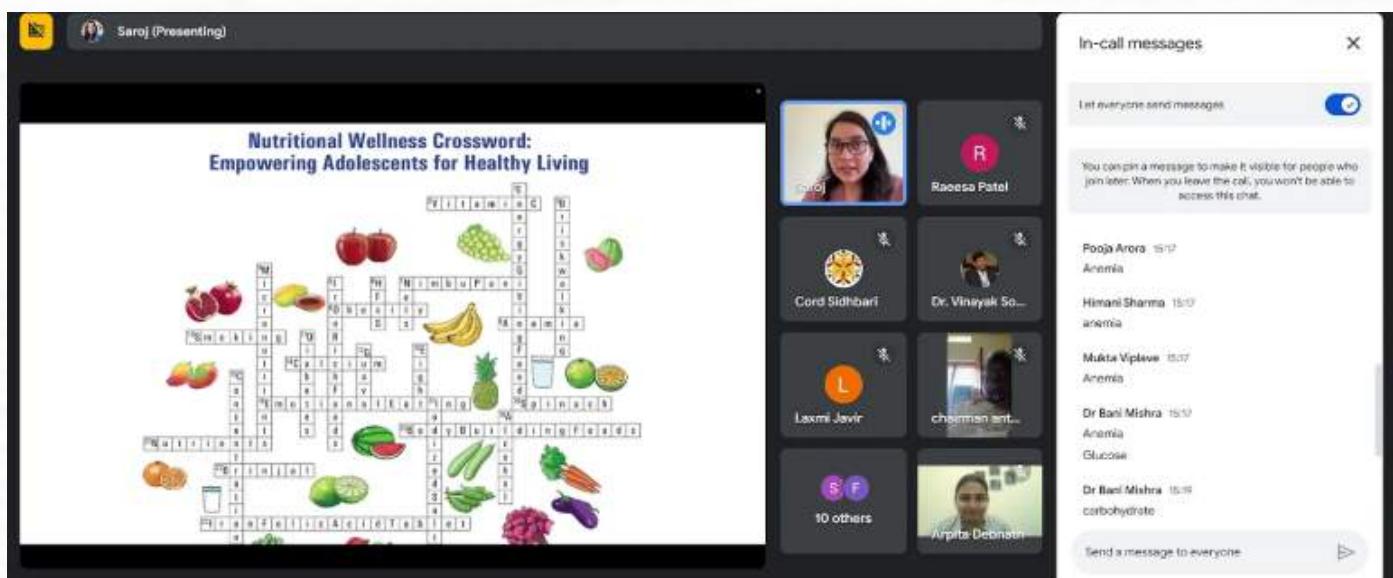
On 29th January 2025 and 12th February 2025, the Secretariat hosted the first workshop of a two-part series titled “Decoding the SBC Resource Package.” Facilitated by Poshan Ghar Secretariat, the sessions brought together over 35 members representing diverse organisations.

The workshop introduced participants to UNICEF India’s SBC Resource Package on Healthy Diets, outlining its purpose, structure, and key components. Participants received guided, hands-on exposure to using tools such as Dialogue Cards and Interactive games in different settings, including schools, Anganwadi centres, and home visits.

Members engaged in discussions on community-based SBC nutrition programming, reflecting on implementation challenges and practical solutions. Members actively discussed implementation strategies and shared experiences from their own projects, fostering collaborative learning. For instance, at the end of the session, ZealGrit Foundation (a Poshan Ghar member) shared how they integrated the package into their adolescent health project, including its interactive elements.

The workshop successfully provided participants with practical knowledge and hands-on experience in using UNICEF India's SBC Resource Package on Healthy Diets, highlighting its adaptability across schools, Anganwadi centres, and home visits. The package was shared with all 520+ members and some of them used the package in their respective interventions. For example, Hirabai Cowasji Jehangir Medical Research Institute used the breastfeeding module to train women from urban slums on correct breastfeeding practices.

Similarly, the Citizens Association for Child Rights requested and received a dedicated session on integrating the SBC package into their programmes and later tested the cards with Anganwadi Workers. For the Leo Club in Rajasthan, Poshan Ghar conducted a training session using the pregnancy and breastfeeding modules to strengthen ASHA workers' understanding of key maternal and child health behaviours.



Dissemination and Engagement

Poshan Ghar shared announcement posts and key insights on its digital media channels and in the newsletters (Vol 2, Ed 1 and 2). Below are the cumulative performance statistics for these posts.

ENGAGEMENTS

 50
  in 45
  10
  5
  695

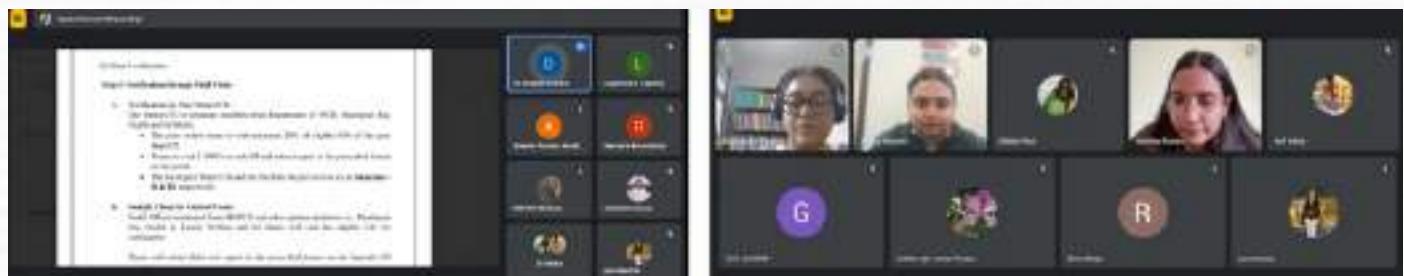
TOTAL 805

Workshop on Decoding Suposhit Gram Panchayat Abhiyaan

Poshan Ghar hosted a workshop titled “Decoding Suposhit Gram Panchayat Abhiyaan”, on 4th February 2025, led by MWCD and facilitated by UNICEF India. A total of 34 participants attended the session.

It provided members with an overview of the Suposhit Gram Panchayat guidelines and their practical application. The initiative’s primary objective was to incentivise Anganwadis in Gram Panchayats to meet benchmarks in infrastructure, service delivery, and nutrition outcomes and also highlight the details on the evaluation process and key indicators.

The session encouraged active discussion on best practices and ways to support Gram Panchayats in achieving the set standards, addressing key questions such as the criteria for nominating a Gram Panchayat under the Suposhit Gram Panchayat Abhiyaan, the steps that can be taken to support and nominate a Panchayat effectively, and how the evaluation process is structured, including the breakup of indicators used for assessment.



The ministerial guidance was translated into Hindi and further the monitoring and reporting template was condensed for easy reference of the members to be able to monitor and maintain status on panchayat progress against the SGPA indicators. The templates in English and Hindi were shared with all Posan Ghar members. Posan Ghar received requests from five member organisations (Citizens Association for Child Rights, Jatan Sansthan, IPE Global, Smagra Jan Chetna Vikash Parishad, and Antodaya) for support on the Suposhit Gram Panchayat Abhiyaan guidelines. One-on-one orientation sessions with each of their teams were facilitated by Posan Ghar Secretariat, on understanding the guidelines, planning community-level activities, and clarifying documentation and reporting requirements. Teams were also guided on the next steps, including conducting self-assessments across their respective Gram Panchayats to determine readiness for nomination once the window opens.

Dissemination and Engagement

Poshan Ghar shared the key insights from the session in the newsletter (Vol 2, Ed 2) that garnered **342** views.

One-on-one Engagement with Members

Poshan Ghar places great importance on fostering strong connections with its members by understanding their work, interests, and goals.

To achieve this, Poshan Ghar conducted over 55 virtual one-on-one meetings with members.

These meetings familiarised members with Poshan Ghar's ethos while allowing the Secretariat to learn about their programmes, goals, interests, and challenges. The meetings aimed to identify collaboration areas where Poshan Ghar could offer support, technical assistance, capacity building, and knowledge-sharing resources, amongst others. Members actively shared insights about their work, expectations, and interest areas during these interactions, leading to productive discussions and identifying potential areas for collaborative action. This year, Poshan Ghar recorded strong member's participation, with more than 20 individuals representing their organisations by contributing through activities such as writing opinion pieces for op-eds or as speakers in panel discussions in webinars. To recognise and further encourage such engagement, Poshan Ghar introduced the Poshan Ambassador Initiative, an initiative that recognises the highest contributors and are awarded the Golden and Silver Leaves on the Poshan Tree, while their meaningful work gets featured across all Poshan Ghar digital platforms and newsletters. In 2025, 20 members received Golden and Silver Leaves with key initiatives amplified.

Two of the key stories from the members' engagements are briefly mentioned below:

Ekyut Pryas is an active member of the Poshan Ghar platform who works closely with communities to strengthen nutrition awareness and improve maternal and child health outcomes in Khairthal, Rajasthan. Ekyut collaborated with Poshan Ghar to conduct two capacity-building sessions on the practical use of the SBC healthy diets resource package for pregnant women, lactating mothers, and adolescents. The sessions were held on 7 August and 21 November 2025, trained 40 ASHA workers, government health staff, and NGO representatives. Real-time challenges faced by ASHA workers during counselling, common myths and misconceptions in the community, and practical, respectful ways to support mothers and caregivers were addressed. The resource package proved to be a useful tool for their community engagement. Participants expressed strong appreciation for the training, noting that the sessions were "very useful," that they "never thought male engagement is so important," and thanking Poshan Ghar for the learning opportunity.



Smagra Jan Chetna Vikas Parishad (SJCVP), strengthened its community nutrition work in Madhya Pradesh through its engagement with Poshan Ghar. During Poshan Pakhwada discussions, the organisation expressed interest in integrating Community-Based Management of Acute Malnutrition (CMAM) into its programmes. Poshan Ghar organised a one-to-one learning session for the SJCVP team on conducting CMAM screening, explained Poshan Pakhwada guidelines, and shared in-house drafted templates to record the CMAM screening data. This support helped SJCVP improve its planning processes and established a structured system for documentation and monitoring. The collaboration enhanced SJCVP's capacity in community mobilisation, data-driven planning, and focused nutrition action, enabling more effective implementation and tracking of interventions at the local level. Further, Poshan Ghar also developed a detailed note on nutrition-sensitive activities to support SJCVP's interest in expanding its child nutrition work.



Supporting National Level Initiatives with Simplified Guidance Templates

To support national health, nutrition, and SBC initiatives and to ensure easy access to key resource materials for Poshan Ghar members, several focused actions were undertaken during the reporting period aligned to the larger ministerial guidance's received.

Collectively, the resource materials reached more than **14,790 VIEWS.**

Suposhit Gram Panchayat Abhiyaan Self-Assessment Template

Poshan Ghar translated the Ministry's official guidelines into Hindi to ensure wider comprehension among field practitioners. These guidelines were further converted into

easy-to-understand infographics and shared extensively across the Poshan Ghar network. The simplified visuals and Hindi materials significantly improved accessibility and encouraged more members to take part in the assessment process. The translated guidelines and amplification posts garnered **9,000 VIEWS** across digital channels and Substack.

A self-assessment template was developed to support Gram Panchayats in evaluating their readiness for Suposhit GP nomination. The template consolidated all the required assessment parameters in a clear, tabular format, enabling members to complete the process with greater ease and accuracy

Poshan Pakhwada Reporting Template

To encourage active participation in Poshan Pakhwada, Poshan Ghar developed a set of suggested ground-level activities aligned with the official guidelines. These ranged from organising community nutrition sessions and hosting poshan fairs on college campuses to volunteering with NGOs and CSOs engaged in the campaign.

To further strengthen reporting and documentation, Poshan Ghar designed a comprehensive reporting template where the formats included essential fields, step-by-step instructions, and visual cues to help members record activities, participation, and outcomes in a structured manner. The translated guidelines and amplification posts garnered nearly **1,000 VIEWS** across digital channels and substack.

Members used the template widely and shared completed reports, noting that it was “useful” and “helpful” for improving understanding, documentation, and presentation of their Poshan Pakhwada efforts.

Poshan Maah Guidance Note

To promote active participation of Poshan Ghar members in Poshan Maah, Poshan Ghar simplified the official MWCD guidelines and developed a detailed note outlining suggested ground-level activities across five themes for NGOs, CSOs, academia, and volunteers. An extensive SBC and nutrition resource repository, aligned with the Poshan Maah themes, was also curated to provide members with verified content for field initiatives.

These materials were shared through email, digital platforms, and Substack, collectively reaching more than **1,500 VIEWS**.

SBC Resource Package on Healthy Diets in Hindi

Poshan Ghar made the SBC resource package on healthy diets available in Hindi for wider usage by Hindi-speaking states. Developed by UNICEF India, the package provides essential guidance on nutrition and dietary diversity for adolescents, pregnant women, and breastfeeding mothers. It is designed for ASHA workers, Anganwadi workers, school authorities, and caregivers. Tailored for use in schools, Anganwadi centres, and home visits, these resources make learning both engaging and interactive.

The package was shared with all Poshan Ghar members and on digital media platforms, and Substack, collectively reaching more than **3,290+ VIEWS**

Op-eds/Blogs/Stories

Poshan Ghar encourages its members to share field stories, insights, opinions, and analyses on key topics, such as iron deficiency anaemia, infant and young child feeding practices, maternal and child health, adolescent well-being, SBC for nutrition, and healthy diets among other key thematic areas. These contributions are featured on the Poshan Ghar substack platform to engage readers, stimulate conversations, raise awareness on critical health and nutrition issues, and contribute to public understanding of complex issues.

In 2025, 11 pieces have been published so far, reaching **15,700+ VIEWS across digital platforms and Substack.**

Poshan Ghar publishes each story under individual bylines on Substack and amplifies it further through monthly newsletters and digital media platforms. To ensure a steady flow of contributions, Poshan Ghar proactively reaches out to members, providing timelines, suggesting relevant topics, and encouraging submissions of opinion pieces. The in-house team edits the contributions before publication. The Poshan Ambassadors Initiative actively encourages and recognises these contributors. All Poshan Ghar op-eds can be accessed here: <https://poshanghar.substack.com/>. The table below presents the titles, authors, and substack engagement statistics for each published piece.

<u>Op-ed 1</u>	Poshan 2.0: Key Updates for Collective Action to Build Healthier Communities	Poshan Ghar Secretariat	284
<u>Op-ed 2</u>	Suposhit Gram Panchayat Abhiyaan: Advancing a Healthier India	Poshan Ghar Secretariat	667
<u>Story 1</u>	Chhattisgarh's Initiative Towards Jan Bhagidari in Suposhit—"Pott Laika Pehel"	UNICEF Chhattisgarh Field Office	418
<u>Op-ed 3</u>	Celebrate Poshan Pakhwada with Poshan Ghar	Poshan Ghar Secretariat	409
<u>Story 2</u>	It's Fathers' Turn Now to Help Close the Breastfeeding Gap	ZealGrit Foundation	381
<u>Story 3</u>	From Silent Observers to Active Caregivers: Fathers Embrace Shared Parenting in Bihar	Priyanka Kumari, SBC Officer, UNICEF Bihar Field Office	331
<u>Story 4</u>	Community Driven Action to Transform Maternal and Child Nutrition Status: A Case Story from Rajasthan	Priscilla Blesson, Nutrition Communication Expert, IPE Global, Rajasthan	810
<u>Story 5</u>	Breastfeeding Begins with Behaviour Change Action: A Story from Odisha	Aaina, a voluntary based organisation, Odisha	729
<u>Op-ed 4</u>	Celebrate Poshan Maah 2025 with Poshan Ghar	Poshan Ghar Secretariat	677
<u>Op-ed 5</u>	Every Bite Counts: Nurturing the First 1000 Days of Life	Brief from Poshan Ghar Podcast by Dr. Sameer Pawar, Nutrition Specialist, UNICEF India	491
<u>Op-ed 6</u>	The Adolescent Years: Foundation for Lifelong Well-being	Dr. Anshu Sharma, Co-founder and Chief Nutrition Officer, Holistic Nutrition Research Foundation	518
<u>Op-ed 7</u>	Decoding UNICEF India's Advocacy for Healthy Diets: Nutrition brief series promoting healthy diets across all age groups	Poshan Ghar Secretariat	800

TOTAL 6,515

Newsletters

Poshan Ghar publishes a monthly newsletter to showcase its work and members contributions ensuring consistent engagement with the Posan Ghar audience.

In 2025, 11 pieces have been published so far under Volume 2, reaching 16,500+ VIEWS across digital platforms and Substack.

The newsletters have received a strong positive response from readers, indicating their growing reach and relevance. They are published on the Substack platform, which provides a dedicated site with a customised landing page and delivers each edition directly to subscribers' inboxes. Subscriptions are free of charge. To further expand visibility, the newsletters are also shared across Poshan Ghar's digital media channels and reposted by the I4N platform. Each newsletter is organised into several sections:

Introduction to Poshan Ghar

The opening section introduces Poshan Ghar's interesting facts or exciting updates in each edition to enhance understanding and awareness of its mission and work and new updates among others.

Highlights from the Secretariat

Captures key activities and engagements from the month, including updates from events such as Rashtriya Poshan Maah, World Breastfeeding Week, and other special weeks and month-long celebrations. It also highlights major engagements with Poshan Ghar members, including workshops, webinars, podcasts, and other collaborative initiatives.

Poshan Ghar Ambassador

Highlights and recognises the highest contributors within the Poshan Ghar community. Selected members are honoured with Golden and Silver Leaves as a mark of appreciation for their exceptional efforts, leadership, and consistent contributions to strengthening the platform.

Members' Corner: Spotlight on Poshan Ghar members

Inspiring ground-level stories, updates, and best practices from the members or their contribution to Poshan Ghar such as op- eds are highlighted. This serves as an opportunity for members to not only stay informed about Poshan Ghar's work but also to have their own initiatives and successes recognised within the broader SBC, nutrition networks.

Ongoing in-house digital media campaigns

Overview of the campaigns currently run by the platform on its digital media handles, encouraging readers to actively follow and participate in these initiatives.

Healthy Bites: Quick facts for a better you!

This segment shares valuable tips, quotes, and facts related to health, nutrition, SBC and overall well-being, aiming to inspire healthier lifestyles.

Interactive quiz

TEngages readers with a monthly quiz linked to the Poshan Jan Andolan themes, encouraging participation and knowledge sharing.

Social media and membership details

The newsletter concludes with links to Poshan Ghar's digital media handles and information on how to become a member, strengthening audience connections.

January	Ed1	320
February	Ed2	374
March	Ed3	350
April	Ed4	431
May	Ed5	446
June	Ed6	497
July	Ed7	762
August	Ed8	533
September	Ed9	484
October	Ed10	396
November	Ed11	621
December	Ed12	600

TOTAL SUBSCRIPTION 592

TOTAL 5,814

CHAPTER 4

Digital Communication Initiatives

Digital media handles act as leverage to deliver simplified, age-appropriate health and nutrition information sourced from trusted references and publications. Over the past year, Poshan Ghar has shared over 200+ informative posts, including reels, posters, infographics, and carousels.

Metric	Details
Total Posts	210
Platforms	LinkedIn, X, Instagram, Facebook
Post Formats	Reels, Carousels, Posters, Polls, Infographics
Engagement	Nearly 0.2 million impressions and interactions across platforms

These posts covered diverse topics, such as nutrition across the lifecycle, anaemia, gender and social norms, macro and micronutrients, and infant and young child complementary feeding practices. Poshan Ghar also launched in-house campaigns and observed national nutrition campaigns and key international days throughout the year to promote holistic health and nutrition well-being across communities. **These efforts created a 'Poshan Buzz' achieving nearly 0.2 million organic impressions and engagements.**

In-house Digital Media Campaign	National Nutrition Campaign	Other Digital Media Posts
<ul style="list-style-type: none"> #SahiPoshanSeSuraksha 3.0 (English+Hindi) and 4.0 #NutritionBytes 	<ul style="list-style-type: none"> #NationalNewborn Week #PoshanPakhwada (English+Hindi) #PoshanMaah #WorldBreastfeedingWeek 	<ul style="list-style-type: none"> Decoding SBC resource package (Hindi+English) Suposhit Gram Panchayat Abhiyaan posts (English+Hindi) Community based management of Acute Malnutrition IMPAct4Nutrition success stories from the field Good practices and innovations from the field Poshan Ghar promotional posts Health and Nutrition Literacy posts (celebration days) Poshan Ambassador Other Nutrition and SBC focused posts – Poshan Ghar success stories I4N success stories (50 posts)

In-house Campaigns

Poshan Ghar implemented two in-house national digital campaigns in 2025: #SahiPoshanSeSuraksha and #NutritionBytes, both continuing from the previous year. Pragati, the AI-generated mascot and campaign ambassador, remained the face of #SahiPoshanSeSuraksha.

**#SahiPoshanSeSuraksha, till Nov 2025, total 17 posts
garnered 680+ engagements across digital platforms.**

#SahiPoshanSeSuraksha

Under #SahiPoshanSeSuraksha, two phases were implemented. The 12-week (12 posts) 3.0 series focused on the pregnancy journey, outlining the physical and emotional changes for both mother and foetus across each trimester. It also encouraged active involvement of husbands and family members to strengthen care and support. The campaign was delivered in Hindi and English to maximise reach. After each trimester, interactive exercises were published to reinforce the key messages, such as match the following, crossword, and BINGO and encourage public engagement.

The #SahiPoshanSeSuraksha 4.0 series uses an A-Z format to highlight key health, nutrition, and positive behaviour practices. This 26-week series promotes health, nutrition, and SBC across the lifecycle. Till December end, alphabets A to J have been posted.



#NutritionBytes

The #NutritionBytes campaign continued to serve as a go-to resource for healthy diets, practical tips, regional and local recipes, and local super foods. This year, it focused on nutritious recipes, macronutrients, byte-sized facts, food groups, and super foods such as makhana and moringa. It also included fact-checks on food, health, and nutrition behaviours and practices. By November 2025, the campaign had received 1,115 engagements across digital platforms and it will garner more reach by end the end of December 2025.

The campaign has received **1,115+** engagements across digital platforms.



National-level Campaigns

#PoshanMaah

Poshan Ghar initiated a digital series to promote key SBC and nutrition messages based on the five core themes through its 20 posts that were amplified during the Poshan Maah month

It received **830+** engagements on digital platforms.

The posts focused on key messages, such as importance of nutrition during the first 1,000 days, benefits of colostrum feeding, importance of early initiation and exclusive breastfeeding, and responsive feeding, kitchen gardens, physical activity for all age groups.



#PoshanPakhwada

Poshan Ghar ran a digital engagement information series on the four key themes of Poshan Pakhwada with a focus on key behaviours and messages. Over 30 posts in both English and Hindi were shared across X, LinkedIn, Instagram and Facebook

It received **1,100+** engagements on digital platforms.

The posts covered key insights on exclusive breastfeeding, complementary feeding, the role of frontline workers and fathers during the first 1,000 days, prevention of obesity among children and adolescents, detection of malnutrition and home-based nutritional care, and updates on the Poshan Tracker and its benefits.



#WorldBreastfeedingWeek

Under the theme "Invest in Breastfeeding, Invest in Future," Poshan Ghar through the 7 posts during the week raised awareness on the importance of breastfeeding.



The infographics were well-received with **320+** engagements on digital platforms.

Further use as resource materials by the members. The theme highlighted why breastfeeding matters, the supportive actions needed for successful breastfeeding, and the role of families, spouses, frontline workers, workplaces, communities, and policies in enabling breastfeeding mothers. Through the infographics and action-focused messages, breastfeeding was reinforced as a critical investment in child survival, growth, and lifelong health.

#NationalNewbornWeek

Poshan Ghar celebrated National Newborn Week with a digital series of 8 posts that placed newborns at the centre of the message.



Each day featured an infant's voice sharing what supports their healthy growth and development. Through the infographics and action-oriented messages, the series highlighted first-hour and exclusive breastfeeding, Kangaroo Mother Care, the role of families in daily newborn care, routine growth monitoring, immunisation, and the importance of maternal health and nutrition.

Other Digital Media Post

CMAM Best Practices from States

CMAM Best Practices from Indian States: Poshan Ghar initiated an 11-week series to showcase best practices and innovative approaches on Community-Based Management of Acute Malnutrition (CMAM) from Indian states. The series highlighted practical, strategic, and sustainable interventions successfully implemented to provide comprehensive community-based care.

The series reached over 3000 impressions and nearly 500 engagements across platforms.

The series highlighted 11 state initiatives to strengthen behaviour change and improve nutrition outcomes.

1. Jharkhand, media and community platforms—such as LED vans in haat bazaars and cooking demonstrations at Anganwadi centres—were used to promote healthy practices and build community ownership.
2. Jharkhand further improved nutrition outcomes through the Johar Posan model, which is embedded within existing ICDS and Health systems and offers a scalable, cost-effective approach.
3. Maharashtra focused on early identification and care of children with Severe Acute Malnutrition through screening drives, use of the Posan Tracker, and close coordination between Anganwadi Workers and health officials.

4. Bihar introduced appetite tests using energy-dense, home-prepared foods, led by Anganwadi Workers.
5. Gujarat integrated routine screening into Village Health, Sanitation and Nutrition Days, with ANMs conducting assessments and making referrals to Nutrition Rehabilitation Centres.
6. Odisha provided augmented Take Home Ration and daily eggs to support protein intake.
7. Telangana promoted responsive feeding through digital counselling tools, demonstrations, and regular follow-ups with caregivers.
8. Rajasthan enabled real-time monitoring through WhatsApp reporting to support timely action.
9. Meghalaya initiated weekly state-level reviews to improve accountability and inter-departmental convergence.
10. Uttar Pradesh advanced a multisectoral approach by aligning the Department of Health and Family Welfare with ICDS efforts.
11. Chhattisgarh strengthened frontline worker capacity through hybrid and decentralised training supported by AIIMS.



Poshan Ghar support to IMPAct4Nutrition



Poshan Ghar serves as a knowledge partner to the IMPAct4Nutrition (I4N) platform. I4N mobilises private sector action for nutrition and supports the national POSHAN Abhiyaan by encouraging businesses to use their assets, cash, and employee engagement to promote nutrition awareness and healthy practices for women and children. As part of this partnership, Poshan Ghar curated and shared nearly 50 posts on I4N's digital platforms, highlighting case studies, best practices, and stories on employee engagement for nutrition.

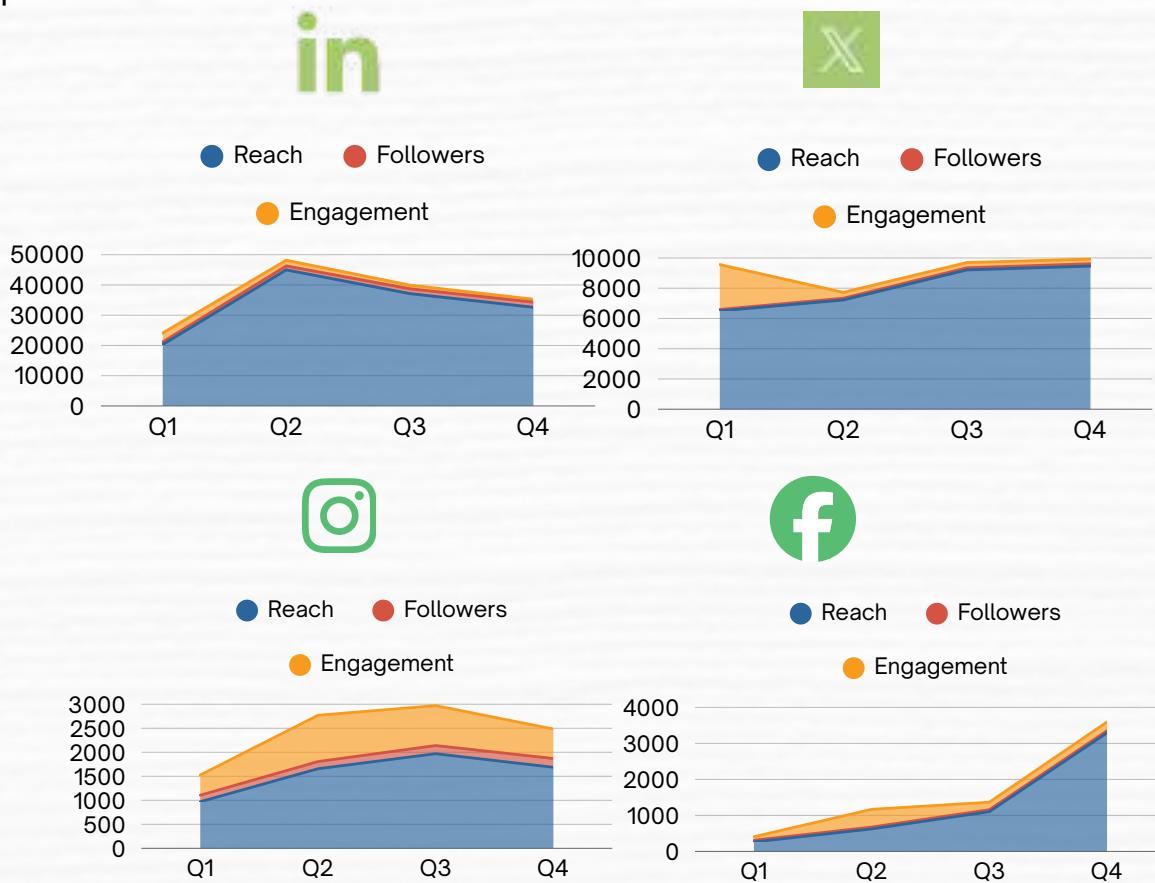
These efforts generated **52,400+** impressions and **8,660+** engagements across the digital handles.

Overall Poshan Ghar Engagement Status

'Poshan Ghar' engagement demonstrated significant growth across all platforms, including LinkedIn, Instagram, X, and Facebook. Throughout the year, each platform recorded consistent upward trends, all without paid promotions or sponsored boosts.

					
IMPRESSIONS AND ENGAGEMENTS	142k+	36k+	9.1k+	6.3k+	12k+
TOTAL FOLLOWERS	1690+	140+	185+	55+	590+

The graphs visually represent the substantial growth Poshan Ghar achieved across these platforms.



Across all the digital platforms, the data reflects a strong and positive growth trajectory, driven by consistent content efforts, improved messaging, and an expanding digital presence.

On LinkedIn, reach grew remarkably in Q2, more than doubling from Q1, which can be attributed to the useful, actionable and informative posts during Poshan Pakhwada celebration during this quarter, regular updates, and improved visibility within professional networks.

Follower numbers rose steadily every quarter, showing that the platform's audience finds the content valuable and relevant. Although engagement tapered in later quarters, the early surge indicates that strategic content, such as success stories, special months' celebrations resonated well with the audience and helped build a solid foundation of organic followers.

On X, the consistent rise in followers each quarter demonstrates ongoing successful outreach through quarters. The increase in reach peaking in Q3 suggests that the platform benefited from wider sharing, amplified messaging, and event-driven engagement during oshan Maah. Even with fluctuations in engagement, the upward follower trend shows that the content continues to attract a wider audience.

Instagram showed healthy growth as well, with reach and followers increasing steadily until Q3. This reflects the platform's strong visual appeal and improved use of creative formats such as reels, infographics, and campaign highlights. Engagement peaking in Q2 and Q3 suggests that more interactive and visually engaging posts helped strengthen audience connection.

Facebook demonstrated one of the most encouraging trends, with reach rising sharply across all quarters, especially the impressive jump in Q4. Although follower growth was modest, the expanding reach confirms that Facebook remained an effective channel for broad public visibility.

Overall, these positive increases show that consistent posting, better content planning, visually engaging communication, and active participation in national-level events collectively contributed to stronger reach and follower growth across platforms. The momentum built this year provides a strong base for even greater engagement in the next phase.



CHAPTER 5

Poshan Ghar's Efforts to Strengthen India's Nutrition SBC Ecosystem

In 2025, Posan Ghar generated nearly 200 posts ranging from micro-learning posts and thematic campaigns to webinars and field-based narratives. While the primary purpose of these efforts was to disseminate knowledge, the deeper value lies in understanding how Posan Ghar's digital presence advances SBC across India's nutrition ecosystem.

This section provides an analytical review of how Posan Ghar's content and engagement patterns have contributed to SBC, drawing parallels directly from platform-level data and qualitative signals from user comments. Despite not operating as a traditional community-facing, direct community engagement SBC initiative, Posan Ghar influences behaviours through knowledge translation, norms shaping, self-efficacy enhancement, reflective learning, ecosystem strengthening, and identity building approaches.

Approach and Analytical Framework

Posan Ghar's engagement demonstrated significant growth across all platforms, including LinkedIn, Instagram, X, and Facebook. Throughout the year, each platform recorded consistent upward trends, all without paid promotions or sponsored boosts. The analysis draws on:

- Platform metrics across LinkedIn, Instagram, X, and Facebook (likes, shares, comments, reposts).
- Qualitative social listening (interpretation of comments, queries, and sentiment).

Six behavioural pathways were identified through which Posan Ghar content supported SBC:

01	Enhancing Cognitive Readiness for Nutrition and Caregiving Behaviours Micro-learning formats strengthen cognitive readiness by simplifying complex nutrition concepts into accessible, visually engaging posts		04	Triggering Reflective Thinking Through Evidence, Stories, and Governance Content Allows users to think about governance and processes, and suggest improvements
02	Shaping Social Norms Around Nutrition, Breastfeeding, and Care Practices Strengthens positive social norms around breastfeeding, adolescent nutrition, dietary diversity, and care practices		05	Influencing the Behaviour of Practitioners and Institutions (Second-Order SBC) Knowledge convenor, change catalyser, and multistakeholder converging platform
03	Strengthening Self-Efficacy by Highlighting Doable, Low-Cost Behaviours Practical, low-barrier content actively empowers and nudges users towards making small achievable changes and influence habit forming actions		06	Building Community Identity and Belonging A shared space for learning, recognition, and collective purpose

Key findings

Enhancing Cognitive Readiness for Nutrition and Caregiving Behaviours

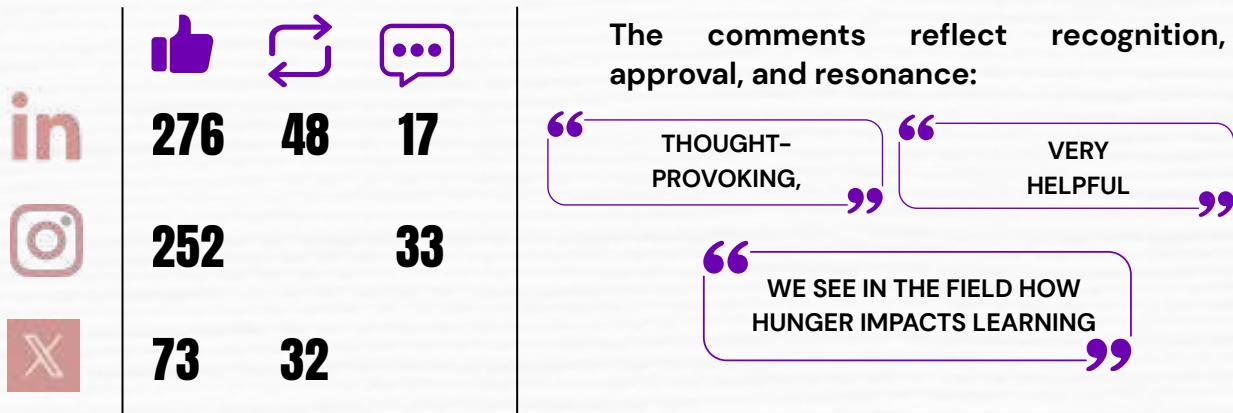
A fundamental driver of behaviour change is people's capacity to understand what needs to change and why. Poshan Ghar's micro-learning formats, particularly the Nutrition Learning (NL) Bytes series, significantly strengthen cognitive readiness by simplifying complex nutrition concepts into accessible, visually engaging posts. Further these posts strengthen engagement within communities by members using them as resource materials for interactions with the community stakeholders.

Across the year, NL Bytes consistently recorded high engagement on LinkedIn (Super foods: 224 likes; SBC: 209 likes), moderate-to-high engagement on Instagram (96–161 likes), and meaningful shares on Facebook (up to 22 shares). More importantly, user comments reveal appreciation for clarity: "Useful information," "Easily understood," "Very useful tips," etc.

These responses demonstrate that the audience perceives Poshan Ghar as a reliable provider of trustworthy, comprehensible knowledge from vetted and reliable sources. With a Human-Centred Design and problem-solving approach where it puts real people— their needs, behaviors, and contexts—at the core of creating content and creative posts, Poshan Ghar is able to provide solutions that are truly useful, usable, and desirable for end-users that help in lowering cognitive barriers, and it enhances individuals' capability as building knowledge prerequisites for behaviour change.

Shaping Social Norms Around Nutrition, Breastfeeding, and Care Practices

Norms play a decisive role in determining whether new behaviours are accepted or rejected within communities. Content linked to national observances—World Breastfeeding Week, Poshan Maah, and Poshan Pakhwada—showed the strongest normative signals. Poshan Maah alone generated exceptional activity:



These interactions illustrate that users not only consume the content Poshan Ghar posts but also validate the underlying norm, highlighting that nutrition and caregiving are collective priorities.

High repost figures indicate that members publicly align themselves with these expectations, reinforcing them within their networks and households by agreeing to responsive and collective actions, roles and responsibilities as an individual, family and extended community.

Through consistent annual observance-based messaging, Poshan Ghar contributes to the gradual strengthening of positive social norms around breastfeeding, adolescent nutrition, dietary diversity, and care practices—all critical pillars of SBC for Nutrition.

Strengthening Self-Efficacy by Highlighting Doable, Low-Cost Behaviours

Behaviour adoption frequently stalls not due to lack of awareness but due to the belief that change is too difficult or expensive. Poshan Ghar's content—especially Nutrition Learning Bytes Super foods, practical behaviour change tips, Recipe Fridays—helps audiences recognise that small, incremental changes are possible, actionable and achievable.

The most compelling evidence lies in the comments where users voluntarily share their own practices: "I sprinkle this on my salads," "I mix moringa powder in water," "Kathal pulao was my lunch today." This type of responses indicates that audiences feel confident enough to apply the advice in their own lives and speak about it publicly. Such self-disclosure is a strong proxy for high self-efficacy, a critical human centered driver for behaviour change.

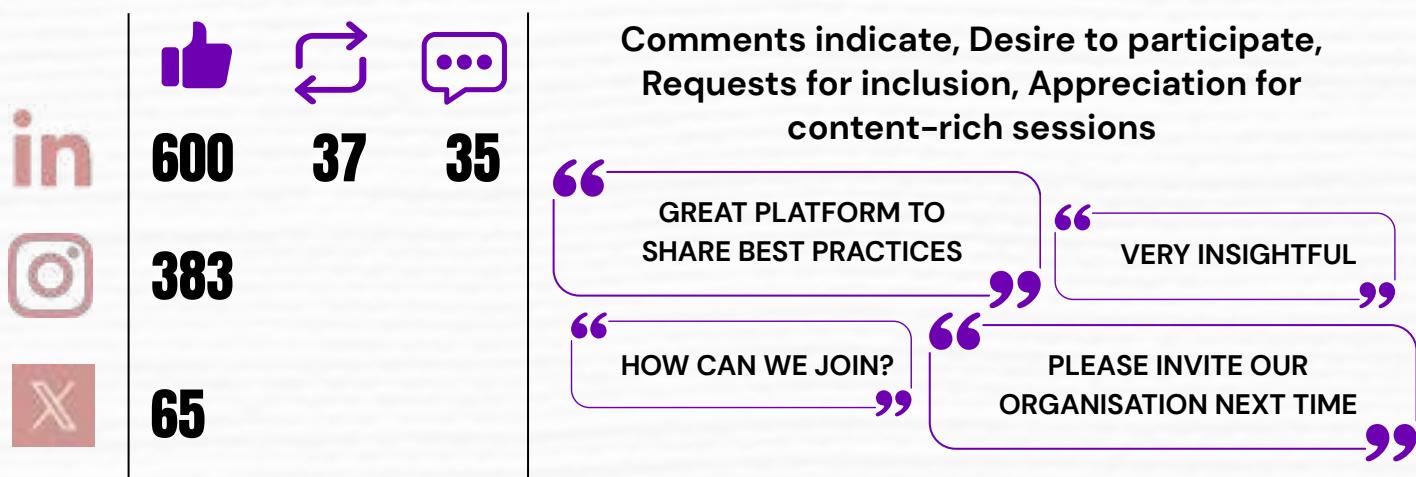
With 224 LinkedIn likes, 161 Instagram likes, and 22 Facebook shares on a single Super foods post series, this category demonstrates that Poshan Ghar's practical, low-barrier content not only informs but actively empowers and nudges users towards making small achievable changes and influence habit forming actions.

Triggering Reflective Thinking Through Evidence, Stories, and Governance Content

Reflection is an underrated yet essential precursor to behaviour change. When individuals encounter narratives or data that challenge their assumptions and their perceptions, it prompts introspection and may alter and influence future decisions. Poshan Ghar's Case Studies and Suposhit Gram Panchayat (SGP) content have consistently elicited thoughtful, technically informed responses. Case Studies received 256 likes and 18 reposts on LinkedIn, while SGP posts attracted 17 comments like "Please share MWCD directive..." "Indicators should include preschool attendance..." shows that people are using Poshan Ghar's content to think about governance and processes, suggest improvements, and seek official guidelines and guidance's. This shows Poshan Ghar is shaping critical reflection among practitioners, and not just awareness.

Influencing the Behaviour of Practitioners and Institutions (Second-Order SBC)

Poshan Ghar plays a vital role at the institutional level by influencing practitioners, NGOs, CSOs, and government partners. This is most visible in the Webinars/Podcasts, which were the highest-performing content category of the year:



This signifies that Poshan Ghar is shaping professional norms by encouraging evidence- based communication, collaboration, and cross-learning within the ecosystem. Audiences also recognise Poshan Ghar as a knowledge convenor, change catalyster, and multi-stakeholder converging platform: the important 3Cs principles and framework to drive SBC for Nutrition results. Such influence is highly valuable because practitioners ultimately shape the behaviours of communities at scale.

Building Community Identity and Belonging

Repeated engagement and expressions of pride, "Proud to be a member," "Looking forward to more," etc. It signals the formation of a digital SBC for the Nutrition community. Belonging is one of the strongest predictors of long-term behavioural consistency; individuals who identify as part of a "community" are more likely to adopt and promote positive behaviours, whether its behaviour change for nutrition, health, WASH and other allied themes.

Community-driven behaviour change empowers groups to define, design, and adopt new practices by leveraging shared goals and internal motivations for collective transformation. Even promotional posts, which generally receive lower engagement across platforms, generate identity signals rather than informational questions. This suggests that members perceive Poshan Ghar as a shared space for learning, recognition, and collective purpose. A strong identity foundation lays the groundwork for sustained engagement, peer influence, collective action, and multi-sector convergence, all key components for successful SBC at scale.

CHAPTER 6

Plan for 2026

As we move forward, Poshan Ghar plans to enhance systems for effective civic engagement and strengthen systems through various initiatives. It will drive nutrition programming with a focus on behaviour change.



Poshan Ghar will advance the SBC for nutrition agenda, systems strengthening agenda to help organisations, individuals, NGOs, and other stakeholders to sustain SBC and nutrition programs in communities in support of the Poshan Jan Andolan.



It will build a strong community over 750 NGOs, CSOs, academia, alliances, and individuals as Poshan Ghar Members and strengthen the SBC capacities of grassroots workers through targeted trainings in partnerships with national centres of excellence (Roshni Centre).



Support members with evidence based programming based on findings of secondary analysis of SBC, health, nutrition in government programmes and present findings either as a policy brief, report, or research paper.

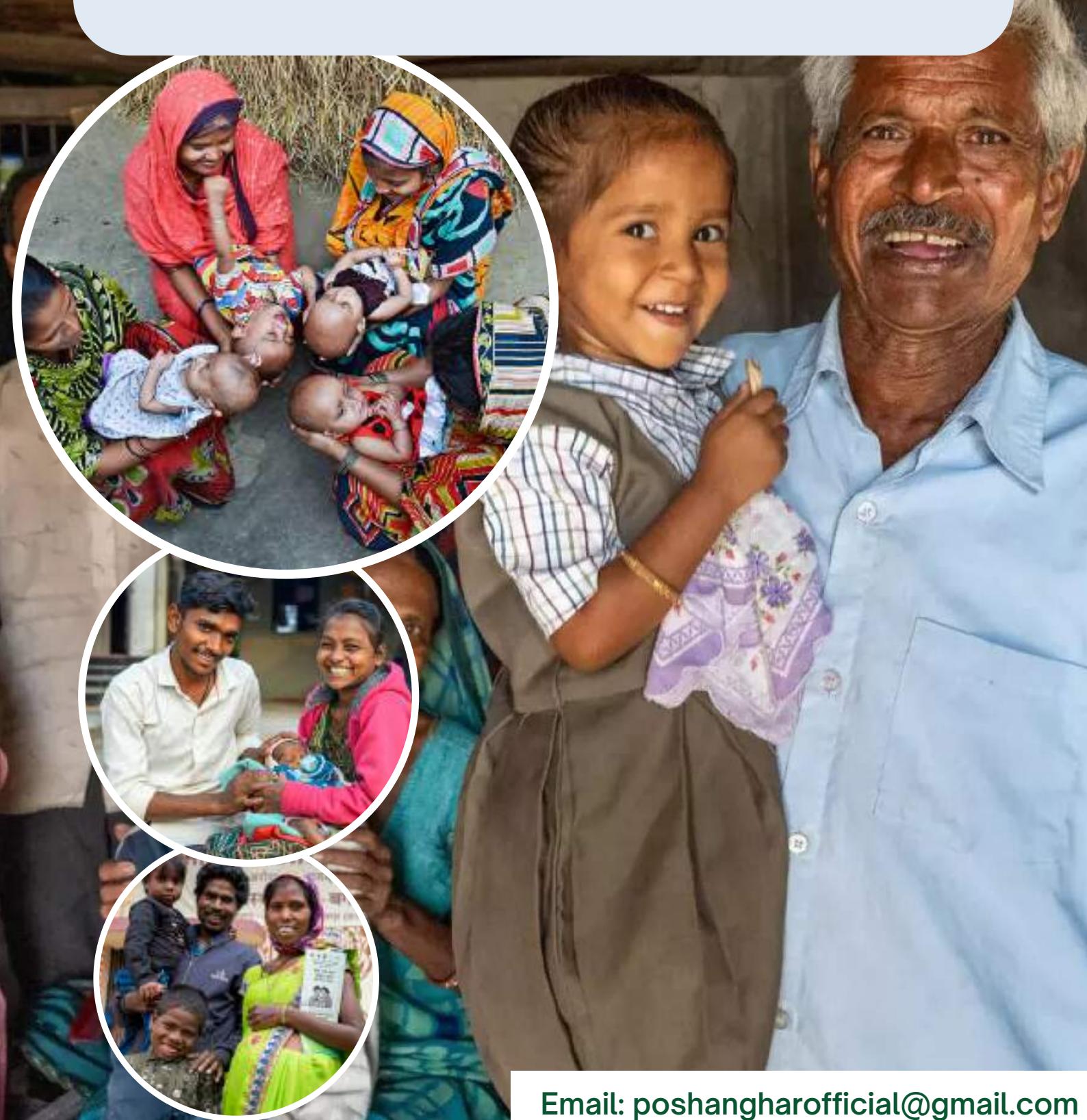


It will continue to be the alliance for collective civil society engagement and be a recognised knowledge sharing hub to engage Poshan Ghar members in meaningful discussions and dialogue to inform the wider SBC, health and nutrition discourse.



Amplify best practices, stories, learnings, innovations and develop human-centered digital media content that prioritizes audience needs, national programme priorities, support SBC and nutrition campaigns and enhances more learning, engagement and contributions from Poshan Ghar members. All of this will be enhanced based on social listening insights by analysing Poshan Ghar's digital performance and community engagement patterns.

THANK YOU



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