

POSHAN GHAR NEWSLETTER

Welcome To Poshan Ghar's Monthly Newsletter Vol 02 | Edition 04 | April 2025



POSHAN GHAR

APR 30, 2025



Poshan Ghar Community Grows to 270 Members!

Poshan Ghar is a non-financial platform incubated by UNICEF India to build a coordinated network of development partners and individuals committed to addressing India's nutrition challenges. It aims to enhance the visibility and credibility of best practices and success stories from the field. Poshan Ghar is keen on connecting with more like-minded CSOs, NGOs, platforms, alliances, actors and volunteers to strengthen the Poshan Ghar community to drive the Poshan Andolan and Jan Bhagidari forward.

Poshan Ghar warmly invites you and your colleagues to join this movement. Fill out the [membership form](#) today.



**We are almost
300
members**

**Let's build a strong community of
400 like-minded people by the
end of next month**

**CSOs, NGOs, academia, individuals,
networks, and forums are all welcome to
part of Poshan Ghar**

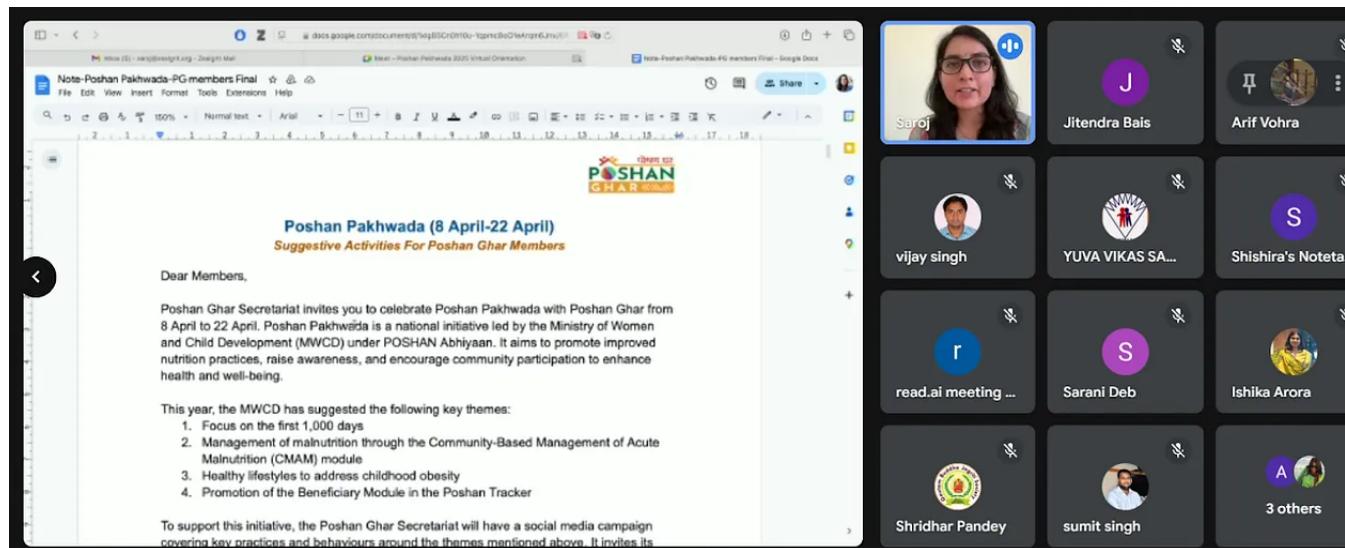
Highlights from the Poshan Ghar Secretar

Orientation on Strengthening Poshan Pakhwada Initiatives at the Grassroots

A virtual orientation was hosted on 7 April 2025, to brief members on Poshan Pakhwada 2025. The session brought together over 20 participants, including representatives from NGOs, CSOs, academia, and individuals.

During the orientation, the four key themes of Poshan Pakhwada 2025 were introduced: *The First 1000 Days of Life*, *Management of Malnutrition through the CMAM Module*, *Healthy Lifestyles to Address Childhood Obesity*, and *Promotion of the Beneficiary Module in the Poshan Tracker*. A detailed note outlining community-based activities for members to carry out within their communities was shared. These activities aim to raise nutrition awareness, align with the thematic priorities of the nutrition campaign, and augment and contribute to the Ministry of Women and Child Development's (MWCD) broader goals.

The members were encouraged to contextualise, adapt and build on the programme efforts by integrating some of the suggested activities to strengthen action at the grassroots level. The latter half of the orientation encouraged an open-ended discussion on the types of initiatives participants could undertake, followed by an interactive Q&A session addressing domain-specific queries. Participants were encouraged to document and share innovative approaches/activities carried out during Poshan Pakhwada by emailing the Secretariat or by tagging Poshan Ghar on its social media handles.



Orientation Glimpse

Poshan Ghar Celebrates Poshan Pakhwada 2025

Poshan Ghar ran a digital engagement campaign on behavioural results of the four key themes of Poshan Pakhwada. Over 30 posts in both English and Hindi were shared across X, LinkedIn, Instagram, and Facebook. For the first time, the campaign content was developed in Hindi to reach a wider audience, which viewers greatly appreciated. The posts and their engagement highlights are summarised below.

- The *First 1000 Days of Life* highlighted the importance of regular antenatal check-ups, exclusive breastfeeding, fathers' role during this critical period, and how support frontline workers can provide to mothers and families, and the importance of nutrition during pregnancy and the first 1000 days for mother and child.
- *Healthy Lifestyles to Address Childhood Obesity* focused on building healthy habits, smart food choices and healthy eating habits and highlighted key nutrition tips to remember to prevent obesity in children aged 6 months to 19 years.
- The *Management of Malnutrition through the CMAM Module* covered the detection of malnutrition, home-based nutrition care for young children, and the role of frontline workers in combating malnutrition through CMAM.
- The *Promotion of the Beneficiary Module in the Poshan Tracker* introduced

Poshan Tracker, explained user benefits and addressed frequently asked questions to raise awareness and encourage usage of the tracker.

This digital engagement campaign aimed to inform and engage a wider audience. The clear, concise content with engaging visuals ensured the message was well understood. The design and content were carefully crafted to serve as a valuable resource for community engagement and in community based events. This approach resulted in significant attention and interaction across social media platforms, as highlighted below. To access Poshan Pakhwada creatives, please reach out to us at arpita.d@zealgrit.com.

Poshan Pakhwada 2025 infographics cover images

Poshan Ghar supported various CSOs and NGOs in implementing their F Pakhwada 2025 initiatives. One-on-one meetings with members were held; for instance, support was provided to Samgra Jan Chetna Vikash Parishad (Uttar Pradesh) in planning their community-based events and conducting an orientation session on the CMAM module. The guidance provided helped Samgra's team to introduce growth monitoring using the CMAM approach and household-level counseled caregivers on age-appropriate nutrition for caregivers of children aged 0 to 6 years, in collaboration with Anganwadi centres.

Similarly, ZealGrit Foundation (Bihar) was supported with tools and resources to conduct training sessions with Anganwadi workers in collaboration with the Bihar State Health Society office. The training focused on the importance of the first 1000 days and growth monitoring. Over 700 children aged 6 months to 5 years were screened using the CMAM approach, and with further support from Posan Ghar next activities will be organized.

planned based on the findings.

One-on-one meetings with Samgra Jan Chetna Vikash Parishad

Poshan Ghar invites all its members to share their on-ground efforts—through videos, photos, reels, reports, or posters—and email them to us at arpita.d@zealgrit.com. All contributions will be compiled into a collective Pakhwada report to share with the Ministry.

Poshan Ghar Op-ed

The 7th edition of the Poshan Ghar op-ed was published, covering the Poshan Ghar Pakhwada 2025 themes, which offered practical guidance for member organizations. The op-ed explained how NGOs, CSOs, academia, and volunteers can support the 10 Pakhwada themes. Read the full op-ed [here](#).

A small, faint, rectangular image placeholder with the text "Op-ed cover image" in a light gray, italicized font.

Follow Our Social Media Campaigns

#NutritionBytes

Poshan Ghar continues its digital engagement through its in-house #NutritionBytes campaign by spotlighting nutrient-rich foods, addressing common myths and misconceptions. #NutritionBytes campaign serves as a go-to campaign for information on healthy diets, regional/local recipes, and local superfoods. The campaign includes interesting fact-checks on food, health and nutrition practices.

Stay tuned every Friday for #NutritionBytes posts.

#NutritionBytes campaign cover post

Observation of Special Health and Nutrition Days

For World Health Day (7 April), a video promoting the importance of introducing nutritious, age-appropriate meals for young children was amplified. Emphasizing the role of healthy diets in early childhood, families were encouraged to include complementary feeding with simple, nutrient-rich recipes.

'Equity in Maternal Healthcare: Leaving No Mother Behind' was the theme for National Safe Motherhood Day (11 April). It stressed the need to safeguard a mother's health and safety, regardless of her background, caste, age, or

Cover image of National Safe Motherhood Day Post

#SahiPoshanSeSuraksha

Pragati returns this May under the #SahiPoshanSeSuraksha campaign, a 4-week digital series focused on the pregnancy journey. Each weekly post covers the physical and emotional development of both mother and foetus, trimester by trimester. To promote behaviour change, simple, clear, and practical advice on pregnancy-related nutrition and care will be emphasised. It will also highlight how family members can actively support pregnant women, and will engage users through fact-versus-fiction content and interactive games like BINGO and crossword puzzles to reinforce learning and understanding.

Stay tuned for #SahiPoshanSeSuraksha posts every Tuesday!

Pragati, the face of #SahiPoshanSeSuraksha Campaign

Members' Corner

On 28 February 2025, Poshan Ghar, in collaboration with UNICEF India, I onsite learning session at Lady Irwin College titled 'Introduction to Poshan Alliance for SBC Nutrition.' The two-hour session engaged over 20 unde

and postgraduate students from the Development Communication and E Department. It covered key concepts of SBC models, approaches and SI change strategy to optimise programme outcomes for nutrition, health, social policy, advocacy, and communication.

By the end of the session, students were given an assignment to develop based reels, posters, or carousels on topics, such as the importance of iodine in breast milk, the importance of iodine in the first 1,000 days, among other topics.

You can view the students' featured submission [here](#). The next newsletter will highlight the importance of colostrum feeding.

Interested in hosting similar learning sessions? Get in touch with Poshan

Cover Image of the submission

Healthy Bites: Quick Facts for a Better You

Source: [UNICEF](#)

POLL

Which of the following is not a good choice for a baby's first complementary food?

Mashed sweet potato

Pureed carrot

Packaged Fruit Juices

Soft cooked eggs

2 VOTES · · SHOW RESULTS

To join Poshan Ghar, [click here](#) and be a part of a diverse and dynamic community.

Follow [Poshan Ghar](#) on [LinkedIn](#), [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

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