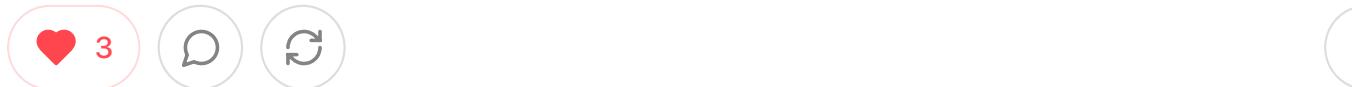


POSHAN GHAR NEWSLETTER

Welcome To Poshan Ghar's Monthly Newsletter Vol 02 | Edition 08 | August 2025

AUG 30, 2025



Poshan Ghar is excited to celebrate Rashtriya Poshan Maah (National Nutrition Month) 2025

Rashtriya Poshan Maah, led by the Ministry of Women and Child Development under POSHAN Abhiyaan, has been celebrated since 2018 to spread awareness, improve nutrition practices, and foster community participation. This year, the Maah prioritises outcome-driven activities and brings together over 18 national and state departments, officials, and field functionaries from the national to the grassroots level, ensuring a collective andolan for better nutrition outcomes.

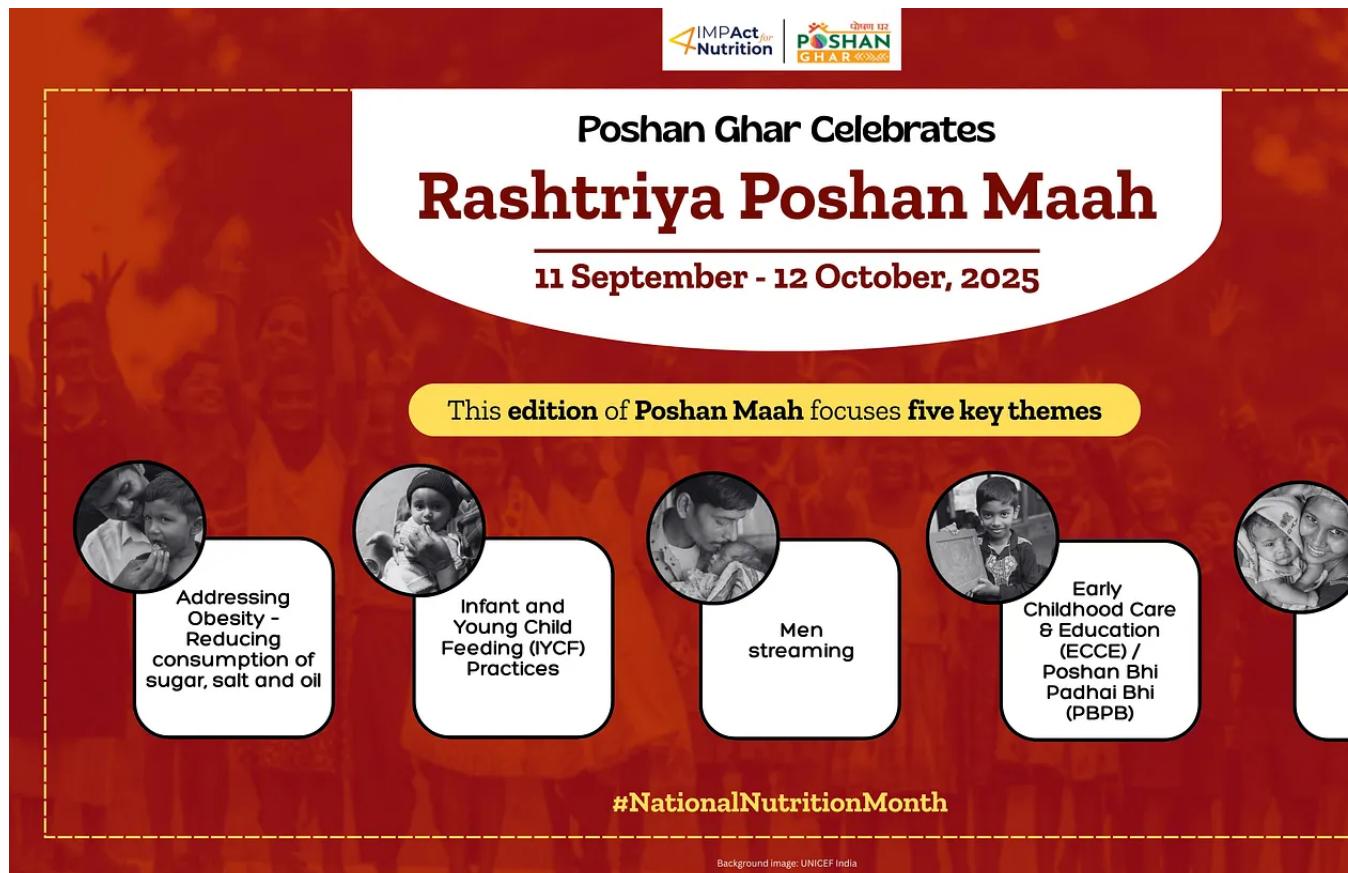
Poshan Maah will take place from 12th September to 11th October 2025, and will focus on five themes:

1. Addressing Obesity – Reducing consumption of sugar, salt, and oil
2. Infant and Young Child Feeding (IYCF) Practices
3. Men-streaming
4. Early Childhood Care & Education (ECCE) / Poshan Bhi Padhai Bhi (PBB)
5. Ek Ped Maa Ke Naam

Poshan Ghar will launch a 30-day digital media campaign on the above-mentioned themes with a key focus on points 1, 2, and 3. Furthermore, to support its members, Poshan Ghar will:

- Host an information session in early September to discuss the themes. This session will guide organisations, volunteers, and individuals on how to plan and implement meaningful activities during Poshan Maah.
- Share the official Poshan Maah guidance from the Ministry of Women and Child Development that discusses the five themes.
- Will organise one-on-one discussions to help members design their Poshan Maah field initiatives.
- Support the field implementation by providing resources.
- Amplify on-ground activities conducted by members through Poshan Ghar's digital channels.

For any assistance in planning your Poshan Maah activities, submitting your Poshan Maah activity reports, stories, or any other queries, please reach arpita.d@zealgrit.com. If you haven't joined Poshan Ghar yet, fill out the [membership form](#), today!



#NationalNutritionMonth

Background image: UNICEF India

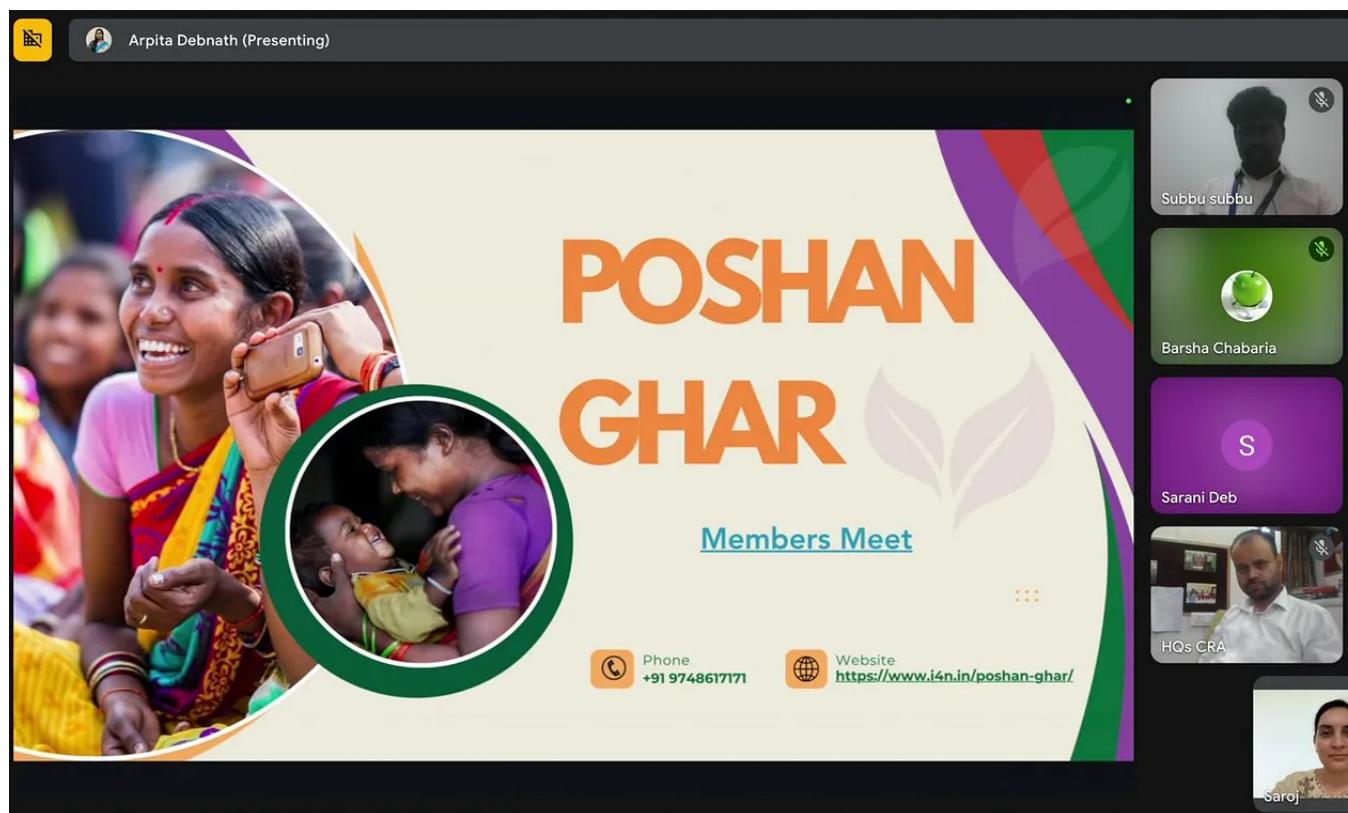
Poshan Maah Poster

Activity Highlight from Poshan Ghar

Poshan Ghar's 4th Members' Orientation Meet

Poshan Ghar hosted its fourth virtual members' meet on 29th August 2025, engaging nearly 20 participants from various civil society organisations and academic institutions across India. This meeting aimed to explore collaboration opportunities and strategic partnerships. Members shared insights on the platform, brainstormed ideas for collaborative engagement, and discussed plans for events to amplify best practices, innovations, and learnings with support.

Poshan Ghar. Members appreciated Poshan Ghar's informative and easily accessible digital engagement, which they found useful as a resource for implementation.



Session Snapshot

Poshan Ghar Celebrates World Breastfeeding Week 2025

Under the theme '*Invest in Breastfeeding, Invest in Future*', Poshan Ghar digital engagement campaign to raise awareness on the importance of breastfeeding. The campaign explained why breastfeeding matters, how ecosystem can support lactating mothers, and what actions are needed for successful breastfeeding outcomes. It highlighted the role of families, state laws, frontline workers, workplaces, communities, and policies in building a supportive environment for breastfeeding. Through infographics and action-oriented messages, the campaign reinforced breastfeeding as an investment in child survival, growth, and a healthier future. You can access the infographics [here](https://poshanghar.substack.com/p/welcome-to-poshan-ghars-monthly-newsletter-2c9).

A large, faint watermark-like image of a World Breastfeeding Week 2025 infographic is visible in the background of the page. It features a blue and white color scheme with various text boxes and graphics related to breastfeeding.

Members' Corner

Poshan Ghar hosted an interactive online session with a close-knit group of Anganwadi workers from Khairthal town in Alwar district, Rajasthan, in collaboration with Ekyut Pryaas during World Breastfeeding Week. The discussion focused on real-time challenges faced during breastfeeding counselling in home visits, common myths and misconceptions in the community, and practical ways to provide respectful support to mothers, including interpersonal counselling.

As part of the session, Poshan Ghar facilitated an orientation on the [breastfeeding module](#) from UNICEF India's SBC resource package on healthy diets. This equipped Anganwadi workers with practical tools to strengthen their community engagement with mothers and families.

If you are looking to build the capacity of your field team on maternal and

health nutrition and SBC approaches, reach out to us at arpita.d@zealgrindia.com

Snapshot from the session

A lactation expert and a Poshan Ghar member demystified lactation practices. Access the post [here](#).

Infographics of the posts

Best Practices from the Field

'Breastfeeding Begins with Behaviour Change Action: A Story from Odisha' Aina, a voluntary based organisation, is a story that highlights how a family centred behaviour change approach can enable young mothers to practice breastfeeding. Using the case of Rajashree, a young mother, the story of her step-by-step interpersonal counselling and community engagement efforts on her journey demonstrates how informed decision-making, combined with family support, can lead to successful breastfeeding outcomes.

support, can empower women and lead to improved child health outcomes. Read the full story [here](#).

Cover image of the story

Decoding Suposhit Gram Panchayat Guidelines

To simplify the Suposhit Gram Panchayat Abhiyaan guidelines, Poshan Ghar decoded the guidelines systematically through a series of seven resources explaining the Abhiyaan's objectives, incentives, nomination process, eligibility criteria, and FAQs. These resources were widely shared through social media to ensure greater reach and engagement. While the English series was shared, the Hindi versions have now been amplified to strengthen community engagement.

can access the complete series (English+Hindi) [here](#).

If you wish to nominate your Gram Panchayat this year or need further details, reach out to us at arpita.d@zealgrit.com.

Cover image of the Hindi posts

Follow Our Digital Media Campaigns

#NutritionBytes

The #NutritionBytes campaign serves as everyone's go-to source for information on healthy diets, practical tips, regional/local recipes, and local superhero stories. The campaign also includes interesting fact-checks on food, health, and nutrition behaviours and practices.

The month of August focused on food groups including protein, fat and carbohydrate.

Stay tuned every Friday for #NutritionBytes posts.

Posts from #NutritionBytes Campaign

Showcasing Best Practices and Approaches on Community-Based Management of Acute Malnutrition (CMAM)

Poshan Ghar initiated a 11-week series that showcased best practices and approaches from Indian states on community-based management of acute malnutrition (CMAM). The series highlighted practical, strategic, and sustainable actions that states have successfully adopted and implemented to provide comprehensive community-based care.

This month featured CMAM's best approaches and practices from Jharkhand, the last state in the series.

- Jharkhand amplified nutrition outcomes through Johar Poshan by embedding the model within existing ICDS and Health systems. Leveraging government resources and infrastructure, it delivers targeted interventions at no cost, offering a scalable and replicable approach for similar contexts.

The previous features included best practices from Maharashtra, Bihar, Jharkhand, Odisha, Telangana, Rajasthan, Meghalaya, Uttar Pradesh, and Chhattisgarh. If you have any best practices, case stories, or other interesting content, please share with us at arpita.d@zealgrit.com.

Cover images of all the stories

Poshan Ghar Ambassador

Poshan Ghar recently released a *Poshan Ambassadors* initiative to strengthen the membership community and advance Poshan Jan Andolan activities. This gives members an opportunity to have their programme implementation stories, and good practices to be recognised and amplified as a feature in the Poshan Ghar newsletter, as a focused story, or as creatives on digital platforms, or as a story in the Poshan blog.

Poshan Ghar congratulates the August Poshan Ghar Ambassadors for their outstanding contributions. Please click [here](#) to know more about the initial the visual symbolism of the Poshan Ghar tree. The leaves in the tree serve badges of honour to each member who contributes to the Jan Andolan. This could be your moment to shine.

To become the next Poshan Ghar Ambassador:

- Submit an op-ed, best practice or case story
- Engage with Poshan Ghar content on social media
- Refer others to join the Poshan Ghar community

To participate or find out more, contact arpita.d@zealgrit.com.

August's Poshan Ambassadors

Healthy Bites: Quick Facts for a Better You

Source: [UNICEF](#)

POLL

What type of diet should breastfeeding mothers follow?

Only plain and simple food 0%

A balanced, healthy diet, like ever 100%

A high-protein diet only 0%

A special restricted diet 0%

3 VOTES .

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](#).

P.S. Enjoying this content? Subscribe directly to receive future updates by clicking the link below.

Thanks for reading the Poshan Ghar Newsletter.

This post is public, so feel free to share it!



3 Likes

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