

POSHAN GHAR NEWSLETTER

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



POSHAN GHAR

FEB 28, 2025



Poshan Ghar Community Grows to 240+ Members!

The Poshan Ghar Secretariat is initiating an interactive engagement to encourage members participation and contribution in POSHAN 2.0 Jan Bhagidari. The upcoming activity will provide a platform for members to highlight their contributions to health, nutrition, and social behaviour change (SBC) initiatives. More details will be shared next month; stay tuned.



CELEBRATING 240+ MEMBERS

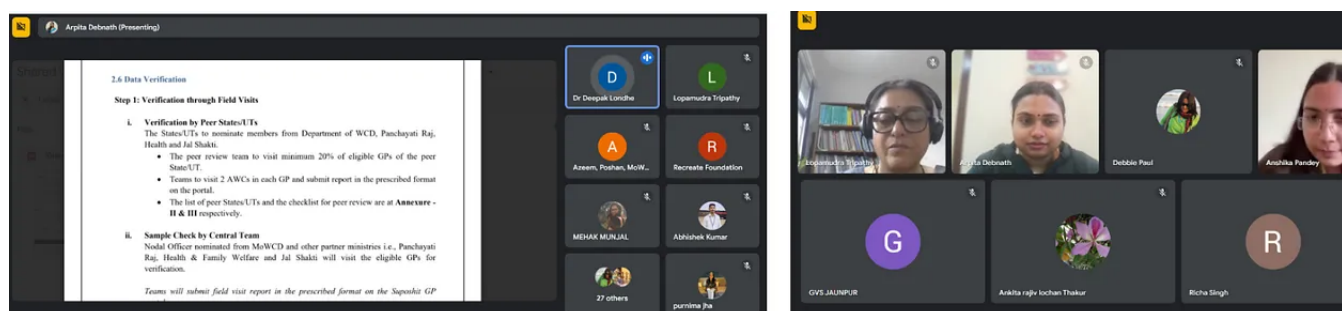
Thank you for being one of our
240+ community members!

#PoshanGhar

Highlights from the Poshan Ghar Secretariat

Workshop on Decoding Suposhit Gram Panchayat Abhiyaan

On 4 February, the Secretariat hosted an orientation session on the Suposhit Gram Panchayat Abhiyaan for Poshan Ghar members. The session provided members with an overview of the new Suposhit Gram Panchayat guidelines and their practical application. It was led by MWCD and facilitated by UNICEF India. 34 participants attended the session, including representatives from NGOs, academia, and public health experts. The initiative's primary objective is to incentivise Anganwadis in Gram Panchayats (GPs) to meet benchmarks on infrastructure, service delivery, and nutrition outcomes. It also highlights the evaluation process and key indicators.



Orientation images

Through this GP Abhiyaan, 1,500 GPs will be shortlisted, with 1,000 receiving awards for outstanding contributions to nutrition and health. The top three GPs with the highest number of Suposhit Gram Panchayats will also be recognised. Participants actively engaged in the 1-hour, 20-minute session, reflecting their role in supporting the Abhiyaan.

Read the latest op-ed ([link](#)) to explore how CSOs, NGOs, and the private sector contribute to this Suposhit Gram Panchayat Abhiyaan.

Become a Poshan Ghar [member](#) to stay informed about upcoming orientations.

workshops, and resources supporting the Poshan 2.0 initiative. You can find the guidelines of Suposhit Gram Panchayat [here](#).

SBC Resource Package on Healthy Diets

The Secretariat hosted the second session of *Decoding the SBC Resource Package on Healthy Diets* on 12 February 2025. The session introduced UNICEF India's SBC Resource Package on Healthy Diets, outlining its purpose, structure, and components. It brought together over 17 participants who actively shared their experiences on community-based SBC nutrition programming, challenges, and potential solutions. Led by the secretariat, the session highlighted the use of the resource package Dialogue Cards and Interactive Games in schools, Anganwadis, and home visits in the communities. Facilitators engaged members in two of the interactive games to showcase the package's engagement potential. The session emphasised the importance of adapting the package to local contexts and audience needs. With this context, Ambuja Cement Foundation expressed its interest in collaboration and plans to share their in-house SBC resources for wider use. The session concluded with an engaging Q&A section.

For further guidance on using these materials in community programming, please reach out to arpita.d@zealgrit.com.

You can access the SBC resource package here: <https://www.i4n.in/post/sbc-resources/>.

Workshop image

Poshan Ghar Op-ed

The 6th edition of the op-ed decodes the Suposhit Gram Panchayat Abh
Abhiyaan promotes action-driven strategies to improve health and nutrit
outcomes nationwide. It outlines a structured incentive system, strong a
frameworks, and cross-sectoral collaboration to achieve tangible results
Bhagidari at its core, the Abhiyaan encourages NGOs, CSOs, private com
and individuals to lead grassroots action. The op-ed serves as a referenc
document highlighting actions for grassroots implementation.

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

Source: UNICEF

Follow Our Social Media Campaigns

SBC Resource Package on Healthy Diets

The campaign focused on hygiene and food safety during infant and you feeding, tips to enhance nutrient absorption, breastfeeding benefits, and maintaining health and hygiene during pregnancy.

Developed by UNICEF India, the package provides essential guidance or and dietary diversity for adolescents, pregnant women, and breastfeedir Follow Poshan Ghar's social media handles and stay tuned for the posts Monday that decodes the key messages from the package.

Explore the full package [here](#)!

SBC resource package on healthy diets

#NutritionBytes

The Secretariat covered various nutrients foods, including Makhana, Coconut, Curd, and Fenugreek Seeds. The #NutritionBytes campaign serves as a go-to campaign to access information on healthy diets, regional/local recipes, and local superfoods. The campaign includes interesting fact-checks on food and nutrition behaviours and practices. Stay tuned #NutritionBytes posts every Friday.

Cover post from #NutritionBytes Campaign

Madhya Pradesh Leads Convergence Strategy to Combat Anaemia through SBC

It all started with a dipstick study in Khalwa block assessed community perceptions, risk behaviours, and enablers related to anaemia. The findings revealed key knowledge and practice gaps:

- **Mothers of children aged 0-2 years:** Poor diets, early breastfeeding cessation, and low awareness of Iron and Folic Acid (IFA) supplements increased anaemia risk. 95% had no knowledge of anaemia, and only 16 provided IFA syrup.
- **School dropout adolescents:** Skipping breakfast and late lunches

common. 75% were unaware of anaemia, and many refused IFA tablets. Schools lacked tracking mechanisms and awareness materials.

- **PRI members:** None were familiar with the Anaemia Mukht Bharat (AMB) programme or their role in anaemia prevention. Migration disrupted follow-ups, weakening community engagement in anaemia interventions.
- **Service providers:** Teenage pregnancies and migration delayed antenatal care. 40% of pregnant women skipped IFA supplementation, while ASKAs highlighted the need for improved nutrition education.

Following the study, every district submitted an action plan, and Khandwa was selected for the pilot. The findings underscored the importance of community engagement and multi-sectoral convergence in addressing anaemia. In response, the state government supported the AMB positive behaviour initiative by conducting a series of orientation sessions for influencers and faith-based leaders.

In Khandwa, 70 faith-based leaders, CSOs, NGOs, UNICEF MP, line department representatives, district administration, and influencers came together to develop AMB messaging. The Khandwa workshop emphasised the role of influencers and faith-based leaders in promoting anaemia prevention strategies, including consumption of prophylactic and therapeutic IFA, dietary diversity, and cultural practices. By addressing cultural barriers and behavioural challenges, they can accelerate the adoption of AMB interventions at the grassroots level.

Glimpses of the workshop

The workshop's outcomes are promising. It established a district-level network of influential advocates dedicated to sustaining anaemia reduction efforts. Participants pledged to actively promote AMB messages through their networks and platforms and share regular updates via WhatsApp groups and social media.

Healthy Bites: Quick Facts for a Better You

Source: [FSSAI](#)

POLL

What happens if perishable food is not stored in the refrigerator within a given time frame?

☐ Enhances the food's flavour☐ Bacteria grow and cause illness☐ Increases shelf life☐ None of the above

2 VOTES · · SHOW RESULTS

Poshan Ghar is a non-financial platform incubated by UNICEF India with objective of building a coordinated network of development partners and individuals to address India's nutrition challenges and enhance the visibility and impact of best practices and success stories from the field.

Are You One of Us? Then Join Us!

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 **below**.

Thanks for reading Poshan Ghar Newsletter!

This post is public so feel free to share it.



1 Like

Discussion about this post

Comments Restacks



Write a comment...

© 2026 Poshan Ghar · [Privacy](#) · [Terms](#) · [Collection notice](#)
Substack is the home for great culture