

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

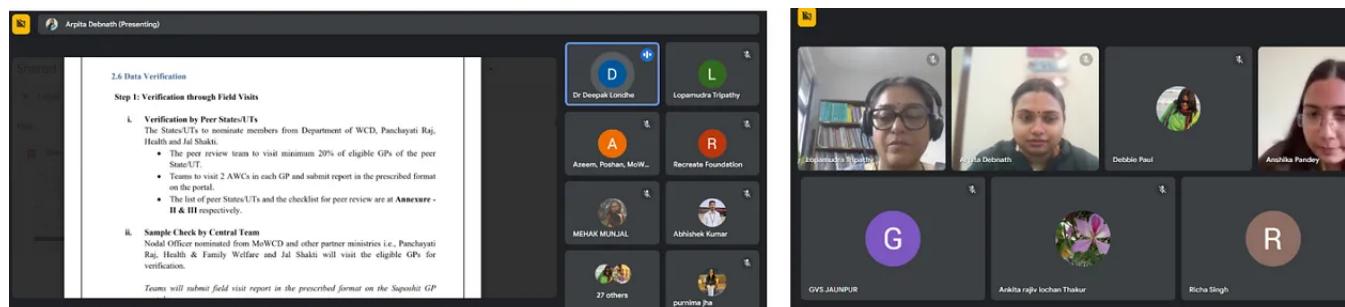
240+ community members!

#PoshanGhar

Highlights from the Posan 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 Posan 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 in infrastructure, service delivery, and nutrition outcomes. It also highlights on 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 Posan Ghar [member](#) to stay informed about upcoming orientation sessions.

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'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, Anganwadi centers, 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 meeting audience needs. With this context, Ambuja Cement Foundation expressed 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/resources/>

A small, faint image showing a group of people in a workshop setting, possibly a classroom or a community center, engaged in a discussion or activity.

Poshan Ghar Op-ed

The 6th edition of the op-ed decodes the Suposhit Gram Panchayat Abl 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 cor 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 young feeding, tips to enhance nutrient absorption, breastfeeding benefits, and maintaining health and hygiene during pregnancy.

Developed by UNICEF India, the package provides essential guidance on feeding and dietary diversity for adolescents, pregnant women, and breastfeeding mothers. Follow Poshan Ghar's social media handles and stay tuned for the posts every 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, Curd, and Fenugreek Seeds. The #NutritionBytes campaign serves as a go-to campaign to access information on healthy diets, regional/local real superfoods. The campaign includes interesting fact-checks on food and nutrition behaviours and practices. Stay tuned #NutritionBytes posts 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 Mukt 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 75% 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 learn about AMB messaging. The Khandwa workshop emphasised the role of influencers and faith-based leaders in promoting anaemia prevention strategies, including the consumption of prophylactic and therapeutic IFA, dietary diversity, and cultural practices. By addressing cultural barriers and behavioural challenges, these interventions 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 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!

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