

POSHAN GHAR NEWSLETTER

Welcome To Poshan Ghar's Monthly Newsletter Vol 02 | Edition 07 | July 2025

JUL 30, 2025



Poshan Ghar will celebrate World Breastfeeding Week from 1st to 7th August 2025

This year's global theme, '*Invest in breastfeeding, Invest in the future*' is prioritising breastfeeding with a focus on creating sustainable support systems. And this encourages us to reflect on the structures that enable breastfeeding across homes, health systems, communities, and workplaces. We invite you to amplify stories from the ground that show how breastfeeding support systems work in practice. We welcome op-eds, field stories, case stories, and briefs that reflect lived experiences, showcase promising approaches, or offer insights from community, health, or policy settings.

Submissions may focus on, but are not limited to:

- Support for mothers and caregivers
- Workplace and livelihood-friendly breastfeeding environments
- Community-led or frontline initiatives
- Innovations advancing infant and young child nutrition

Your insights can inform and inspire action. Please send your submissions or queries to: arpita.d@zealgrit.com by 2nd August 2025.



Poshan Ghar Celebrates

World Breastfeeding Week

1st–7th August, 2025

We are inviting op-eds, stories, case stories, and practices on

Maternal support and care	World friend breast sp (rural)
Community led-initiatives	Innova infar young nutri

Got a story or idea?

Email: arpita.d@z and help stories th

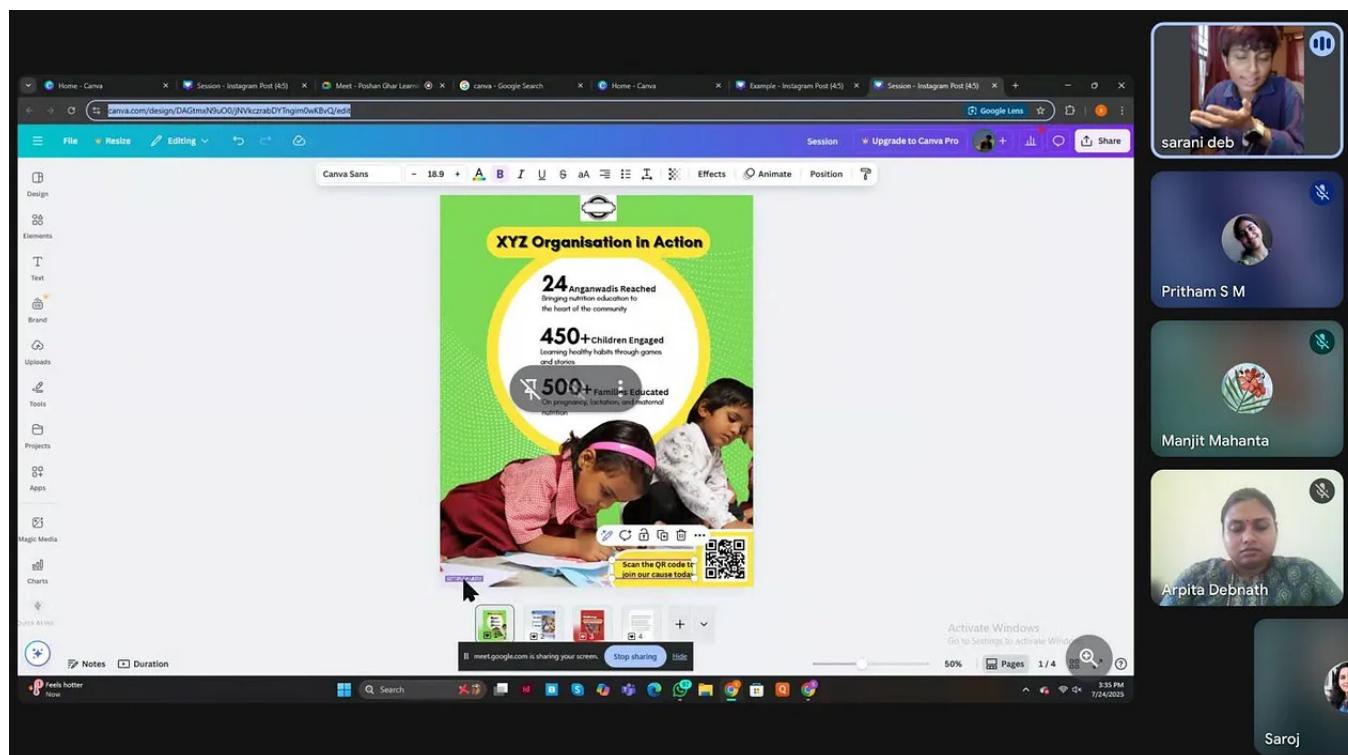
Highlights from the Posan Ghar Secretar

Poshan Ghar Learning Session

On 24th July 2025, Posan Ghar organised a hands-on session on Canva (free version) to help participants transform their programme achievements, stories, best practices from the field into visually compelling creatives that increase visibility and engagement. Over 75 participants joined the one-hour session.

The session introduced Canva's free tools and features, providing a step-by-step walkthrough of the design process. The latter half was dedicated to an interactive Q&A, where participants raised practical queries such as, "Can we save high and low resolution in the free version?" and "Can Canva be used to create reels?"

The open and engaging format sparked enthusiastic responses, with participants describing the session as "much needed," "informative," and "insightful." We invite you to stay connected with Poshan Ghar for more insightful learning sessions and if you have suggestions and topics to cover in the learning session series, we would like to hear from you! Please write to us at arpita.d@zealgrit.com.



Learning session snapshot

Best Practices From the Field

'Community Driven Action to Transform Maternal and Child Nutrition Standards from Rajasthan', by Priscilla Blesson, Nutrition Communication Expert at IPE Global, Rajasthan, is a story that highlights how RajPusht, a collaborative programme by the Government of Rajasthan, CIFF, and IPE Global, is transforming maternal and child nutrition outcomes. The programme adopts a 'Cash Plus' model that combines conditional cash incentives with nutrition counselling and behaviour change support for pregnant and lactating women. By addressing both financial barriers and knowledge gaps, RajPusht creates an enabling environment for positive nutrition practices during the critical first 1,000 days. Read the full story [here](https://poshanghar.substack.com/p/welcome-to-poshan-ghars-monthly-newsletter-32d).

[here.](#)

Cover image of the story

Follow Our Digital Media Campaigns

Showcasing Best Practices and Approaches on C

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

This month features CMAM's best approaches and practices from Rajas· Meghalaya, Uttar Pradesh, and Chhattisgarh.

- [Rajasthan](#) improved real-time monitoring and response by enabling functionaries to submit field data directly via WhatsApp. This technic enabled reporting system streamlined data flow, reduced delays, and faster decision-making for timely action.
- [Meghalaya](#) enhanced the monitoring of children with Severe Acute Malnutrition (SAM) and Moderate Acute Malnutrition (MAM) by initiating weekly, granular reviews. This structured approach strengthened accountability and drove action through effective inter-departmental coordination and convergence.
- [Uttar Pradesh](#) advanced a multisectoral approach to SAM management by aligning the efforts of the Department of Health and Family Welfare and Integrated Child Development Services.
- [Chhattisgarh](#) adopted the approach of building capacities of frontline workers in small-batches, decentralised, and used hybrid training methods. They engaged the AIIMS team for wider coverage, and timely detection of children. They ensured continued communication, regular information exchange, and provided technical guidance during capacity building.

Visit Poshan Ghar's digital platforms every Monday for a new state feature. If you have any questions or feedback, please email us at arpita.d@zealgrit.com.



#NutritionBytes

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

The month of July focused on safe, clean, and hygienic cooking practices, eating habits, and bite-sized insights on food and nutrition.

Stay tuned every Friday for #NutritionBytes posts.



#SahiPoshanSeSuraksha

#SahiPoshanSeSuraksha is a 12-week digital campaign that focuses on the pregnancy journey, trimester by trimester. *Pragati*, the AI-generated mascot of the campaign, encourages positive behaviour change through clips and practical guidance on pregnancy-related nutrition and care.

This month, Pragati brings you an interactive crossword activity designed to help you recall key facts about the third trimester of pregnancy. It also highlights the developmental changes in both the mother and the foetus during the third trimester, along with important nutrition and care practices essential for a healthy pregnancy.

This edition of the campaign focuses on both Hindi and English posts. Click the image below.

Stay tuned for #SahiPoshanSeSuraksha posts every Tuesday!

Cover images of #SahiPoshanSeSuraksha

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 as a story in the Poshan blog.

Poshan Ghar congratulates the June and July Poshan Ghar Ambassador for their outstanding contributions. Please click [here](#) to know more about the initial and visual symbolism of the Poshan Ghar tree. The leaves in the tree serve as 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.

June and July's Poshan Ambassadors

Healthy Bites: Quick Facts for a Better You

Source: [WHO](#)

POLL

What are the key ingredients of ORS?

Sugar+salt+clean water

Sugar+salt+lemon+water

Lemon+water+turmeric

Sugar+salt+sodawater

5 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](#).

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

Thanks for reading the Poshan Ghar Newsletter.

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



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