

POSHAN GHAR NEWSLETTER

Welcome To Poshan Ghar's Monthly Newsletter Vol 02 | Edition 06 | June 2025

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Poshan Ghar Community Grows to 350 Member

Poshan Ghar is a non-financial alliance of civil society organisations including

UNICEF India to build a coordinated network of development partners and individuals committed to addressing India's nutrition challenges. It is keen on connecting with more like-minded CSOs, NGOs, platforms, alliances, actors and volunteers to strengthen the Poshan Ghar community and drive nutrition behaviour change.

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



**We are now a community
350
members**

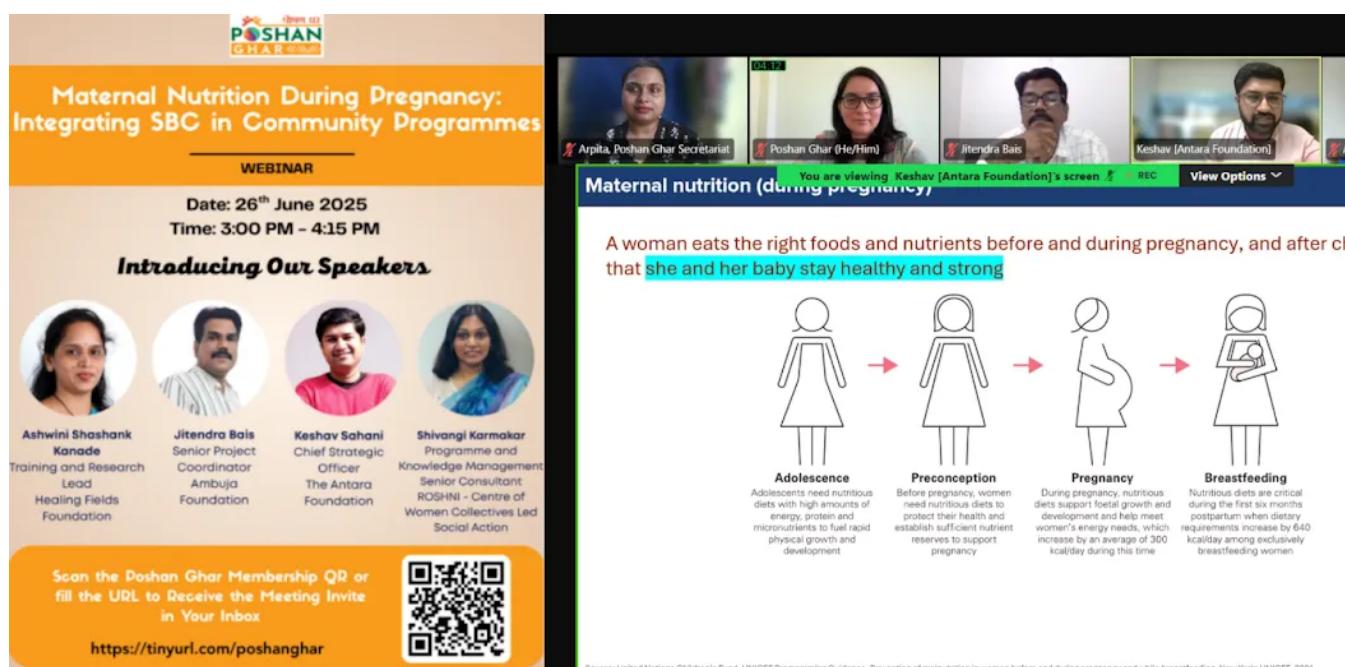
**Let's build a strong community
of 400 like-minded people by
the end of July'25**

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

Highlights from the Posan Ghar Secretar

Poshan Ghar Webinar

Poshan Ghar hosted a webinar titled *“Maternal Nutrition during Pregnancy: Integrating SBC in Community Programmes”* on 26th June 2025. The session featured a distinguished panel of experts who included Ms. Ashwini Kanade, Training and Research Lead at Healing Fields Foundation; Mr. Jitendra Bais, Senior Project Coordinator at Ambuja Foundation; Mr. Keshav Sahani, Chief Strategic Officer at The Antara Foundation; and Ms. Shivangi Karmakar, Programme and Knowledge Management Senior Consultant at ROSHNI – Centre of Women Collectives Led Social Action.



Webinar poster and snapshot from webinar

The 1.5-hour webinar witnessed active participation from over 60 attendees. The discussion revolved around four key themes:

Community perceptions, understanding, and the significance of maternal nutrition during pregnancy

Mr. Keshav shared that maternal nutrition isn't just about pregnancy; it begins before conception and continues well after birth. He highlighted the strong influence on both the physical and cognitive development of the child. This framing helped set the tone for the session.

He explained that while lack of awareness is often discussed as the main challenge, deeper challenges lie in social norms and daily practices followed by the communities. He stressed that meaningful change demands a shift in behavior and a challenge to deep-rooted beliefs. Keshav further explained that behavior change depends on building supportive environments around pregnant women, highlighting positive role models, and making healthy practices easier and acceptable within communities.

Key challenges and barriers in achieving optimal maternal nutrition at individual, family, and community levels

Mr. Jitendra highlighted the limited role families often play in supporting maternal nutrition. He emphasised that family members should encourage daily consumption of nutritious meals, reminding mothers to eat balanced meals, attend antenatal check-ups, and take supplements as many mothers tend to prioritise others' needs over their own. Therefore, this support becomes essential for improved maternal and child health outcomes. He shared that SBC strategies focused on involving the entire family through counselling sessions with husbands, peer group learning, and family discussions that can help shift attitudes and promote shared responsibility for maternal nutrition.

Ms. Ashwini added and highlighted that women often neglect their health due to social conditioning and are labelled 'selfish' or 'self-centred' when they prioritise themselves. She called for a shift in these perceptions, emphasising the importance of self-care for maternal wellbeing. Ashwini also shared an example of a pregnant woman who frequently forgot to take her IFA tablets. She explained that timely reminders and encouragement from family members could make a big difference as behavior change starts at home.

change should not fall solely on women; it must involve the entire family. responsibility helps women adopt and sustain healthier practices during

Integrating SBC strategies and approaches into maternal nutrition programmes: field experiences

Mr. Jitendra shared an effective SBC strategy used in one of their project around peer learning and community mobilisation. He explained that this team regularly engaged women in group discussions, creating a space for learning and open dialogue. This peer-led approach not only built trust but empowered women to adopt and sustain better nutrition practices. By taking the community's own voices and experiences, the project promoted behavioral change in a relatable and sustainable manner.

Ms. Ashwini shared another example of a SBC strategy that focused on peer education and community capacity building. In this approach, a woman from the community was selected and trained as a Community Health Entrepreneur on key topics like nutrition, health, and WASH. Once trained, she engaged with other women in her village, sharing information and encouraging behavioral change. Because the CHE was a trusted and familiar figure, her guidance was credible and culturally relevant. Her close relationships allowed her to respond to challenges in real time, using practical and locally appropriate solutions. This peer-led model helped build community ownership, fostered shared responsibility, and led to both short-term improvements and longer-term shifts in knowledge and practices around maternal and child health.

Role of women's collectives, alliances, and networks such as ROSHNI and Poshan Ghar in driving SBC for improved maternal nutrition outcomes

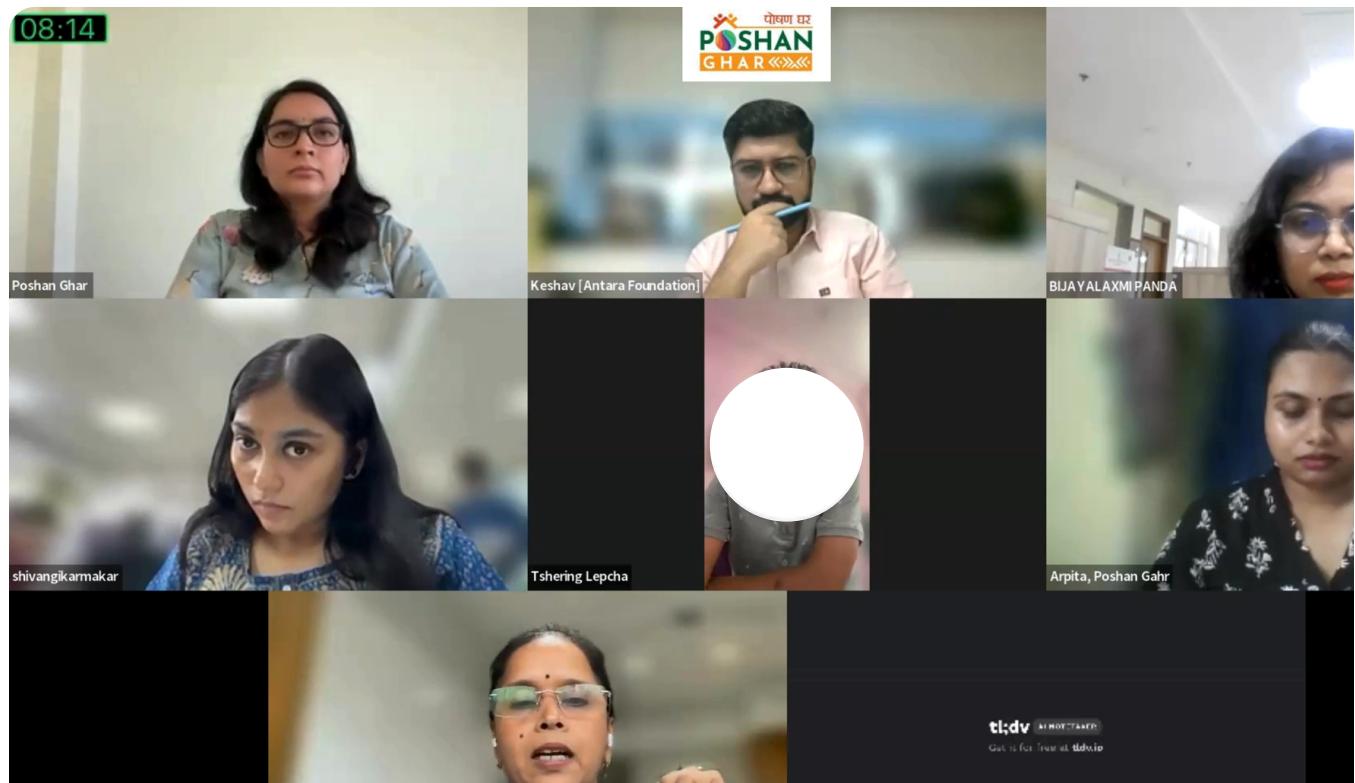
Ms. Shivangi shared insights from ROSHNI's pilot projects, which demonstrated how engaging women's collectives as agents of change led to improved dietary diversity, increased intake of iron and folic acid supplements, enhanced

care uptake, and greater decision-making power among women. The programme adopted a multi-touchpoint SBC approach, using a combination of home visits, Pariwar Chaupals, SHG meetings, and departmental convergence. Each approach served to reinforce key health and nutrition messages through repeated, sensitive engagement.

For instance, Pariwar Chaupals focused on improving inter-couple communication, promoting a more democratic environment within households. The discussions prompted open conversations around maternal nutrition and actively involved husbands and mothers-in-law to foster a more supportive environment for women. Repeated engagement through Chaupal sessions reinforced key messages, leading to positive changes in household practices.

The speakers shared insightful field stories showing that behaviour change is possible and essential. While nutrition stayed central, the discussion made clear that lasting impact comes when SBC is woven into programmes. The session ended with a clear message: centre SBC to truly transform maternal health.

Watch the full webinar to explore these insights further. Click the video below.





Suposhit Gram Panchayat Abhiyaan Self Assessment Template for GPs

The Suposhit Gram Panchayat Abhiyaan was launched in December 2022. This initiative aims to incentivise Anganwadis in Gram Panchayats (GPs) to meet benchmarks in infrastructure, service delivery, and nutritional results.

Poshan Ghar has drafted a self-assessment template with the objective of helping GPs to assess their progress against key health and nutrition indicators, as mentioned in the official guidelines (access the guidelines [here](#)). This template draws on key points from the official guidelines available at the time of publication. It is simplified for easy reference and to take action on the fields related to the Suposhit Gram Panchayat Abhiyaan.

This tool is designed to support grassroots organisations, as well as district and block-level officials, such as District Programme Officers, Child Development Project Officers, and Panchayati Raj members. They can use the template to evaluate the eligibility of GPs they intend to nominate and take the necessary steps towards nomination. You can access the template [here](#). ([Link](#))

For an orientation on the self-assessment template or the guidelines, contact arpita.d@zealgrit.com.

Poshan Ghar Invites New Membership

Poshan Ghar hosted a closed-knit orientation meeting for different organisations across the country to explore collaborative opportunities and strategic partnerships. The objectives of this meeting were to pitch Posan Ghar to existing members and to onboard new memberships. Poshan Ghar introduced its four pillars, explained member engagement and digital outreach, and its overall

proposition. Participants shared insights on their work, brainstormed ideas for collaborative engagement, and discussed platforms and events to amplify best practices, innovations, and learnings with support from Poshan Ghar.

If you want to know more about Poshan Ghar, schedule a one-on-one meeting with arpita.d@zealgrit.com today!

Orientation meeting

Best Practices From the Field

'From Silent Observers to Active Caregivers: Fathers Embrace Shared Parenting in Bihar', by Priyanka Kumari, SBC Officer, UNICEF Bihar Field Office, is a story that highlights the vital role fathers play in nurturing their children and building strong parent-child relationships. It showcases how community engagements are creating a social capital of fathers who are emotionally connected to their children, supporting their wives, and contributing to more equitable households. [Read the full story here.](#)

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Follow Our Digital Media Campaigns

Showcasing Best Practices and Approaches on C

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

This month features CMAM's best approaches and practices from Maharashtra, Bihar, Gujarat, Odisha, and Telangana:

- [Maharashtra](#) strengthened early identification and care of children w

Acute Malnutrition (SAM) through screening drives. This involved regular growth monitoring, the use of digital tools like the Poshan Tracker, and coordination between Anganwadi Workers and health officials.

- [Bihar](#) enhanced community level SAM management by implementing home-based screening tests, where Anganwadi Workers played a crucial role in guiding mothers and caregivers through each step using home prepared and energy dense foods.
- [Gujarat](#) improved SAM care by integrating routine screening into village-based health, sanitation and nutrition days. ANMs conducted medical assessment and referred children with SAM to Nutrition Rehabilitation Centres.
- [Odisha](#) strengthened SAM management by providing augmented Take Home Ration and daily eggs, ensuring that children received protein-rich, calorie-dense nutrition tailored to their body weight.
- [Telangana](#) used digital counselling toolkit, regular follow-ups, and regular feeding demonstrations to support caregivers of SAM and Moderate Acute Malnutrition (MAM) children in adopting healthier nutrition practices.

Visit Poshan Ghar's digital platforms every Monday for a new feature.

To share your best practices, case stories, or other interesting content, you can email arpita.d@zealgrit.com.

Cover images of the 5 stories

#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 June focused on practical tips on maintaining personal hygiene, the basics of food groups.

Stay tuned every Friday for #NutritionBytes posts.

Posts from #NutritionBytes Campaign

#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 clear and practical guidance on pregnancy-related nutrition and care.

Pragati explains the physical and emotional development of both the mother and the foetus. She also highlights the role of family members in supporting pregnant women and engages audiences through fact-versus-fiction content and games to reinforce learning and understanding.

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

Stay tuned for #SahiPoshanSeSuraksha posts every Tuesday!

Cover images of this month's post under #SahiPoshanSeSuraksha

Healthy Bites: Quick Facts for a Better You

Source: [Maternal Nutrition For Safe Motherhood](#), NCEARD ROSHNI-CWCSA

POLL

Which of the following is NOT a Vitamin A-rich food?

Spinach

Pumpkin

Mango

Rice

9 VOTES · · SHOW RESULTS

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

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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!



3 Likes

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