

POSHAN GHAR NEWSLETTER

# Welcome To Poshan Ghar's Monthly Newsletter Vol 02 | Edition 03 | March 2025



POSHAN GHAR

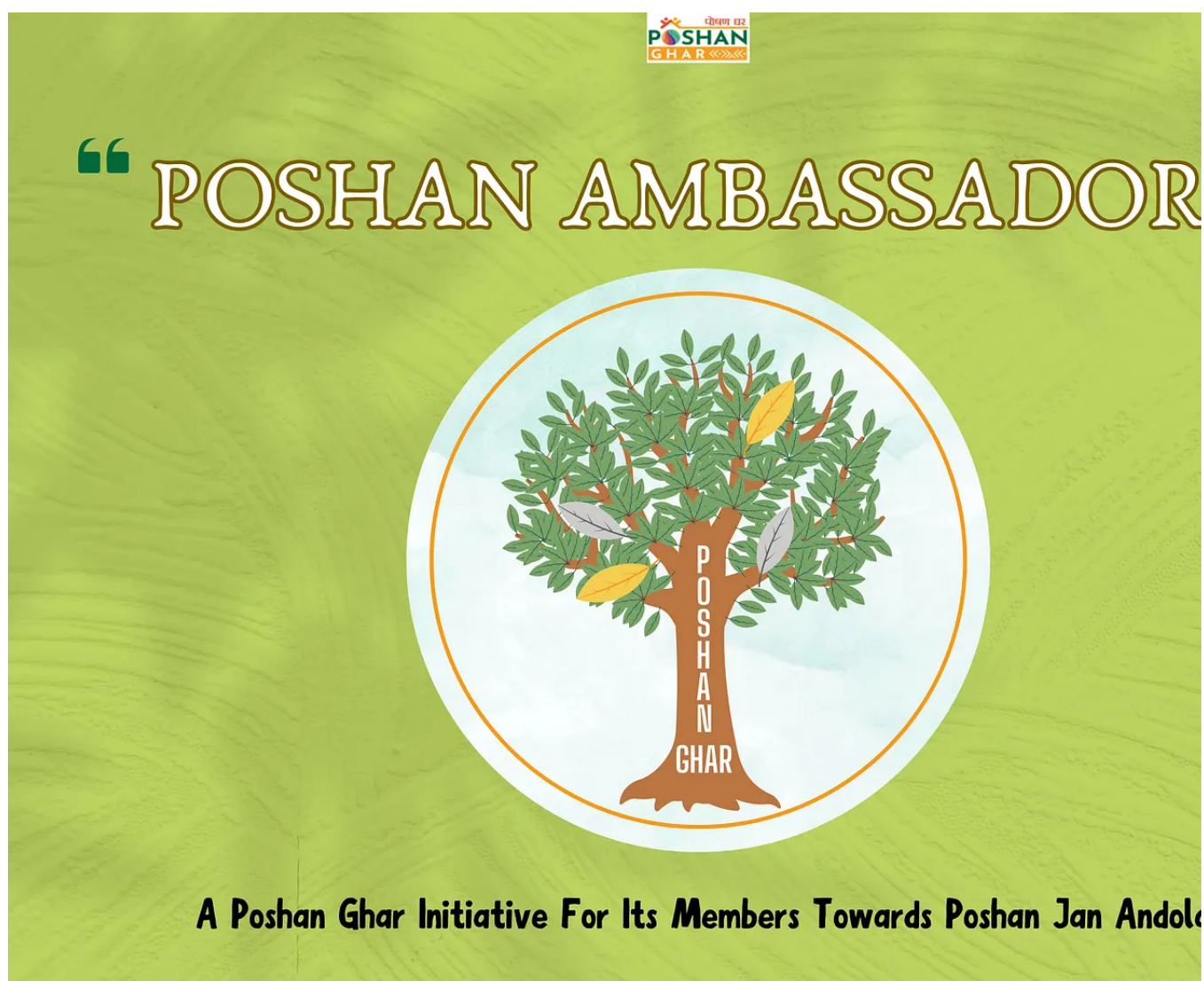
APR 01, 2025



The Poshan Ghar Secretariat is launching an initiative, the 'Poshan Ambassador' to strengthen our membership community and drive the Poshan Jan Andolan.

forward. This initiative will recognise and amplify the impactful work of P members by providing opportunities to showcase their implementation e featuring their contributions in newsletters, and convening networks with minded organisations. Members will also have the chance to take on lead roles in building a stronger community to advance the POSHAN 2.0 agenda. Members will further receive exciting perks and recognition as ambassadors.

Sounds interesting? The secretariat will share more details shortly on its media handles and in your inbox. Stay tuned!



Poshan Ambassadors

## Highlight from the Poshan Ghar Secretariat

## ***Learning Session with Graduate and Post Graduate Students***

Poshan Ghar Secretariat, in collaboration with UNICEF India, hosted an e-learning session at Lady Irwin College titled 'Introduction to Poshan Ghar Alliance for SBC Nutrition' on 28th February 2025. This two-hour session covered over 20 undergraduate and postgraduate students on key concepts of social behaviour change models, approaches and SBC as a change strategy to achieve programme outcomes for nutrition, health, WASH, social policy, advocacy and communication.

Students explored the role of different stakeholders, including the community and the importance of collective action to drive programming results. Students were also divided into groups for experiential learning that included designing strategies and interventions and finding solutions through case study scenarios. Key national campaigns such as Pulse Polio, Swachh Bharat Abhiyaan, and POSHAN Abhiyaan 2.0, highlighting the power of convergence, collaborative alliances, and networks to drive action and results. Furthermore, Poshan Ghar was introduced as an alliance for civil society organisations that work on nutrition behaviours that trigger behavioural results.

By the end of the session, students were given an assignment to develop video-based reels, posters, or carousels on topics such as the importance of iron and acid and the importance of the first 1,000 days, among other topics. Selected submissions will be featured on the Secretariat's social media handles. Visit our space!





Learning Session Images

## Poshan Ghar is Celebrating Poshan Pakhwada

The Secretariat is excited to celebrate Poshan Pakhwada 2025, an initiative of the Ministry of Women and Child Development to strengthen nutrition awareness and to improve well-being. This year's Pakhwada prioritises outcome-driven activities and brings together over 20 ministries, departments, officials, and functionaries from the national to the grassroots level, ensuring a collective effort for better nutrition outcomes.

Poshan Pakhwada will take place from 8th to 22nd April, focusing on four themes:

1. The importance of the first 1,000 days to ensure optimal maternal and child nutrition
2. The popularisation of the beneficiary module to strengthen access to services
3. Management of malnutrition through the Community-based Management of Acute Malnutrition (CMAM) module
4. Promoting a healthy lifestyle to tackle childhood obesity.

The Secretariat will launch a 16-day social media campaign on the above mentioned themes. Further, to support its members, the Secretariat will:

- Host a workshop in early April to discuss the key themes.
- Share the official Poshan Pakhwada guidance from the Ministry of Women and Child Development that discusses the four themes.
- Organise one-on-one discussions to help members design their Poshan Pakhwada activities.
- Provide resources to support implementation.
- Showcase and amplify on-ground activities through Poshan Ghar's social media channels.

For any assistance in planning your Poshan Pakhwada activities, submit your on-ground Poshan Pakhwada activity reports, stories, or any other queries, reach out to [arpita.d@zealgrit.com](mailto:arpita.d@zealgrit.com). If you haven't joined Poshan Ghar yet, join the [membership form](#), today!

Poshan Pakhwada Themes

## Get Ready to Participate in Suposhit Gram Panchayat Abhiyaan Nominations 2025

Nominations for Suposhit Gram Panchayat opens around November 2025. It is the time to prepare and contribute to a movement that strengthens health and nutrition outcomes at the Gram Panchayat (GP) level. The primary objective of the abhiyaan is to incentivise Anganwadis in GPs to meet benchmarks in infrastructure service delivery, and nutrition outcomes.

The Secretariat is committed to supporting its members in applying the guidelines within their respective geographies. For ease of implementation, the Secretariat has translated the Suposhit Gram Panchayat guidelines into Hindi. You can access the guidelines [here](#).

official English guidelines [here](#). The Secretariat will also share the guideline series of social media posts for easy reference.

CSOs/NGOs can participate in various ways, such as conducting sensitisation meetings of relevant stakeholders at the GP, block, and district levels for popularising the abhiyaan guidelines amongst them. Civil society can act as an interface between field-level workers and block-level panchayat authorities, secure funds for infrastructural development, and much more. To learn more about how you can contribute, refer to the detailed description of the abhiyaan [here](#).

Building on this, the Secretariat is hosting a workshop in April for members interested in supporting the shortlisted Gram Panchayats for 2024-25 and preparing for the 2025-26 nominations. The session will provide a detailed overview of the guidelines and an open discussion on how civil society and partners can support the rollout and the next steps. To join the workshop, fill out the membership form [here](#). To schedule one-on-one discussions on queries or initiatives or queries and the Hindi guidelines, contact [arpita.d@zealgrit.org](mailto:arpita.d@zealgrit.org).

## Follow Our Social Media Campaigns

### ***SBC Resource Package on Healthy Diets***

Developed by UNICEF India, this comprehensive SBC package on health provides valuable guidance on nutrition and dietary diversity for adolescents, pregnant women, and breastfeeding mothers. To make this information more accessible, Poshan Ghar decodes key insights from the package into easy-to-understand social media posts every week. This month focused on the high importance of healthy habits among adolescents, and the importance of exercise, and hydration for pregnant women among others. Explore the full package [here](#) and follow our social media handles to access the creatives on the package.

SBC resource package on healthy diets

## ***#NutritionBytes***

In the month of March, our ongoing #NutritionBytes campaign focused on nutrient-rich foods, including Ginger, Garlic, Jackfruit, Curd and Edible G. The #NutritionBytes campaign serves as everyone's go-to campaign to access information on healthy diets, regional/local recipes, and local superfoods. The campaign includes interesting fact-checks on food, health and nutrition and practices. Stay tuned every Friday for #NutritionBytes posts.



Cover post from #NutritionBytes Campaign

## Chhattisgarh's Initiative Towards Jan Bhagic Suposhan—"Potth Laika Pehel"

The Potth Laika Pehel (PLP) initiative is tackling child malnutrition in Chh through behaviour change, nutrition counselling, and community engagement. This initiative is a collaboration between the Rajnandgaon District Administration, UNICEF Chhattisgarh Field Office, and Abis Pehel. The initiative implements a structured training cascade, equipping health workers and self-help group members with the knowledge to educate communities. Regular caretaker-led SHG-led nutrition sessions, home visits, and SBC resources to drive away informed decision-making. Within six months, PLP enabled the recovery of malnourished children across 241 targeted Anganwadi centres with th

malnutrition rates, with 12 Anganwadis achieving complete malnutrition-PLP provides a scalable, cost-effective model that districts across the st adopt to combat malnutrition sustainably.

Read the full story [here](#).

Potth Laika Pehel Activities

## ***Healthy Bites: Quick Facts for a Better You***

Source: UNICEF

## POLL

**Breastfeeding plays a crucial role in protecting babies from infections, because?**

It helps in weight gain

It has high water content

It has immunity-boosting antibodies

It helps babies grow faster

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 visible 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**.

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2 Likes

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