

POSHAN GHAR NEWSLETTER

Welcome To Poshan Ghar's Monthly Newsletter Vol 02 | Edition 05 | May 2025



POSHAN GHAR

MAY 30, 2025



Upcoming Thematic Webinar

Poshan Ghar will host a webinar in the third week of June titled "*Maternal Nutrition During Pregnancy: Integrating SBC in Community Programmes*." The session will convene practitioners and field experts to explore how Social and Behaviour Change (SBC) approaches can be effectively integrated into maternal nutrition initiatives at the community level, drawing on real-world experiences from the field. Representatives from multilateral organisations, CSR initiatives, and NGOs will share their perspectives.

Scan the QR code to express your interest in attending. The concept note and joining link will be shared upon confirmation.



Poshan Ghar is Hosting a Webinar

Titled

Maternal Nutrition During Pregnancy Integrating SBC in Community Programmes

Panelists: **Poshan Ghar Members**

Date: **Tentative 3rd week of June**

**Become a member of Poshan Ghar
to be part of this webinar**



Scan the QR Code

Highlights from the Posan Ghar Secretar

Poshan Ghar's 3rd Members' Orientation Meet

Poshan Ghar hosted its third virtual members' meet on 21st May 2025, with over 15 participants from various civil society organisations and academic institutions across India. This meeting aimed to explore collaborative opportunities and strategic partnerships. Members shared insights on their work, brainstromed ideas for collaborative engagement, and discussed platforms and events best practices, innovations, and learnings with support from Posan Ghar. Members appreciated Posan Ghar's informative and easily accessible content engagement, which they found useful as a resource for their implementation.



Orientation Images

Decoding Suposhit Gram Panchayat Guidelines

To simplify the Suposhit Gram Panchayat Abhiyaan guidelines, Posan Ghar decoded the guidelines systematically through a series of seven resources explaining the Abhiyaan's objectives, incentives, nomination process, eligibility criteria, and FAQs. Posan Ghar amplified these resources through social media platforms for wider reach and engagement. You can access the full series [here](#). Hindi versions of these resources will be available soon.

A large, blank white space, likely a placeholder for an image or a redacted section of the newsletter.

Poshan Ghar Initiates Poshan Ambassador Initiative

Poshan Ghar is a platform that engages with CSOs, NGOs, academia, and individuals for nutrition. For a more robust and enhanced membership engagement of civil society partners, academia and other stakeholders, Poshan Ghar has initiated a *Poshan Ambassadors* initiative to strengthen its membership community and advance the Poshan Jan Andolan.

This initiative gives members an opportunity for their programme implementation.

case stories, good practices to be recognised and amplified as a feature Poshan Ghar newsletter, or as a focused story, or as creatives on digital |

Poshan Ghar Tree

Please click [here](#) to know more about the [initiative](#) and the [visual](#) symbol Poshan Ghar tree. The leaves in the tree serve as badges of honour to each member to contribute to the Jan Andolan.

This initiative will be activated from June onwards. Stay tuned and participate actively to earn a golden leaf in the Poshan Ghar tree.

Poshan Ghar Blog

This edition features a submission from one of Poshan Ghar's members, [Foundation](#), titled '*It's Fathers' Turn Now to Help Close the Breastfeeding Gap*'. The blog highlights how the active involvement of fathers can significantly benefit breastfeeding mothers and improves child health. Fathers who engage beyond traditional roles help build a supportive environment essential for the well-being of both mother and child. Read the blog [here](#).

A large, empty rectangular area representing the cover image of the newsletter, with a thin gray border.

Cover Image The Blog

Follow Our Social Media Campaigns

#NutritionBytes

In the month of May, #NutritionBytes focused on practical tips to reduce consumption of sugar, salt, and fat.

The #NutritionBytes campaign serves as everyone's go-to source for info 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.

Stay tuned every Friday for #NutritionBytes posts.

Posts from #NutritionBytes Campaign

#SahiPoshanSeSuraksha

#SahiPoshanSeSuraksha is a 12-week digital campaign focusing on the journey, trimester-wise. The campaign aims to encourage positive behavior change through clear, simple, and practical guidance on pregnancy-related nutrition and care.

Each weekly post explores the physical and emotional development of baby and foetus. It also highlights the active support family members can provide. The campaign engages audiences through fact-versus-fiction content and interactive games to reinforce learning and understanding.

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 this month's post under #SahiPoshanSeSuraksha

Showcasing Best Practices and Approaches on C

Poshan Ghar initiated a 11-week series where it will showcase best practices from Indian states on Community-Based Management of Acute Malnutrition (CMAM). The series will highlight practical, strategic, and successful actions that states have successfully implemented to provide comprehensive community-based care.

The [first feature](#) highlights Jharkhand's use of media and community pla

raise awareness about CMAM. Initiatives such as LED vans in haat bazaar cooking demonstrations at anganwadi centres promoted in bringing behavioral change and strengthening community ownership.

Visit Poshan Ghar's digital platforms every Monday for a new feature. To share best practices, case stories, or other interesting content, please email arpita.d@zealgrit.com.

UNICEF India Launches #MeriThaliSehatwali (My is a Healthy Plate) Digital Campaign

UNICEF India launched #MeriThaliSehatwali (My Plate is a Healthy Plate) to promote healthy eating habits and healthy food choices for the whole adopt. This initiative is part of a nationwide effort to improve food enviro diets toward realising the vision of a well-nourished India. It aims to reac range of audiences with targeted messages through engaging content, i posts, videos, and jingles.

The #MeriThaliSehatwali campaign is built on six simple but important h tips/themes for families and decision-makers:

1. Optimum breastfeeding and complementary feeding practices for in children under 2 years of age
2. Extra healthy breakfast and snacks for adolescent girls, pregnant w lactating mothers
3. Adolescent girls and women should not eat last and least
4. For the whole family – at any age and every day - eat diverse-colour filled with local and seasonal ingredients
5. Say no to junk food (ultra-processed foods and foods high in sugar, fat)
6. Whatever your age, play, move and remain active

Collage of Cover Images Campaign Posts

Check this [video](#) to learn about all the characters who make a healthy plate.

You can access all the campaign posts on UNICEF India's official channels on [Instagram](#), and [Facebook](#). Alternatively, Poshan Ghar is also widely amplified through the campaign through its handles, so go to Poshan Ghar's handles on [Facebook](#) and [Instagram](#).

Healthy Bites: Quick Facts for a Better You

Source: The [EatRight](#) Handbook, FSSAI

POLL

Which of the following is not a good way to reduce salt intake in your daily diet?

Using spices/herbs instead of salt	0%
Adding salt at the end of cooking	0%
Using soy sauce to boost flavour <input checked="" type="radio"/>	100%
Limiting packaged foods	0%

2 VOTES .

To learn more about ways to reduce daily salt intake, visit [X](#).

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!



1 Like

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