

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 various stakeholders. Representatives from multilateral organisations, CSR initiatives, and NGOs are invited to 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 3<sup>rd</sup> week of June**

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



**Scan the QR Code**

# Highlights from the Poshan 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, brainstormed ideas for collaborative engagement, and discussed platforms and events. Members appreciated Poshan Ghar's informative and easily accessible content, 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, Poshan Ghar decoded the guidelines systematically through a series of seven resources explaining the Abhiyaan's objectives, incentives, nomination process, eligibility criteria, and FAQs. Poshan Ghar amplified these resources through social media platforms for wider reach and engagement. You can access the full series of Hindi versions of these resources will be available soon.



Cover Image of Decoding Suposhit Gram Panchayat Posts

## ***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 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*'. 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](#).

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 superfood 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 fetus. It also highlights the active support family members can provide. We engage 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. Check 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 pract approaches from Indian states on Community-Based Management of Ac Malnutrition (CMAM). The series will highlight practical, strategic, and st actions that states have successfully implemented to provide comprehe 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 bazaars, cooking demonstrations at anganwadi centres promoted in bringing behaviour 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](mailto: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 environments toward realising the vision of a well-nourished India. It aims to reach a range of audiences with targeted messages through engaging content, including posts, videos, and jingles.

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

1. Optimum breastfeeding and complementary feeding practices for infants and children under 2 years of age
2. Extra healthy breakfast and snacks for adolescent girls, pregnant women and 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 meals filled with local and seasonal ingredients
5. Say no to junk food (ultra-processed foods and foods high in sugar, salt, and 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 [Instagram](#), and [Facebook](#). Alternatively, Poshan Ghar is also widely amplified 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 	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

## Discussion about this post

Comments Restacks



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