

POSHAN GHAR NEWSLETTER

Welcome To Poshan Ghar's Monthly Newsletter Vol 02 | Edition 10 | Oct 2025

OCT 29, 2025




Poshan Ghar's digital engagement during Rashtriya Poshan Maah 2025 over 20,000 digital community members through interactive posts and v across digital platforms!


If you are a CSO, NGO, platform, alliance, academic institution, or volunteer who participated in Rashtriya Poshan Maah 2025, we invite you to share your experiences and case stories for wider visibility through Poshan Ghar.

Email your submissions to arpita.d@zealgrit.com.



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Activity Highlight from Poshan Ghar

Poshan Ghar Op-ed

The 13th edition of the *Poshan Ghar* op-ed series draws on key insights from the Poshan Maah 2025 podcast, “Every Bite Counts: Nurturing the First 100

Life,” featuring Dr. Sameer Pawar, Nutrition Specialist, UNICEF India. The provides practical guidance on infant and young child feeding (IYCF) and emphasises how small, consistent actions by caregivers can significantly a child's growth and long-term health outcomes. Read the full op-ed [her](#)

The episode was adapted into seven short video bytes shared across so platforms to engage wider audiences with practical, evidence-based IYC messages. Access [here](#).



Cover image of byte sized podcast video

Follow Our Digital Media Campaigns

#RashtriyaPoshanMaah

Poshan Ghar ran a digital engagement campaign throughout Poshan Ma

sharing key social and behaviour change (SBC) and nutrition messages across the five core Poshan Maah themes. The campaign disseminated over 30 posts across X, LinkedIn, Instagram, Facebook, and YouTube. The posts and their engagement highlights are briefly summarised below.

- A total of 18 social media posts were developed to highlight essential themes such as the importance of colostrum and exclusive breastfeeding, pillars of complementary feeding, IYCF practices, and ways to prevent stunting and anaemia, along with the importance of physical activity. Each post was crafted to be clear, concise, and visually engaging, designed to make nutrition information easily understandable and shareable. The materials served as ready-to-use resources for community engagement and for Poshan Maah events. Access the creatives [here](#).

Cover images from #RashtriyaPoshanMaah campaign posts

- As part of the campaign, Poshan Ghar hosted a national webinar on *Nutrition: Engaging Men as Equal Partners in Family.* The session brought together distinguished panellists who shared field-level experiences demonstrating how engaging men in caregiving and nutrition decisions strengthens family relationships, promotes shared responsibility, and improved health outcomes. The discussion was further amplified on social platforms to expand reach and encourage dialogue. Access [here](#).

Cover images of byte sized webinar videos

#NutritionBytes

The #NutritionBytes campaign serves as everyone's go-to source for information on healthy diets, practical tips, regional/local recipes, and local superfoods. The campaign also includes interesting fact-checks on food, health, and nutrition behaviours and practices. In October, the campaign highlighted simple vegetables and fruits, rehydrated and launched the 'Recipe Friday' series, sharing affordable, nutritious recipes from across India. Each post includes key ingredients, preparation instructions, nutritional benefits, and a tip to boost nutrient absorption. Stay tuned every Friday for more!

Cover images from #NutritionBytes campaign

#SahiPoshanSeSuraksha

Pragati returns this month with the A–Z series under the *#SahiPoshanSe* campaign, where each alphabet highlights a key aspect of good health and nutrition practices.

This 26-week digital campaign promotes health, nutrition, and social behaviour change across all life stages, emphasizing collective care and awareness as the foundation of a well-nourished, healthy community. Stay tuned every Tuesday.

#SahiPoshanSeSuraksha Poster

Poshan Ghar Ambassador

Poshan Ghar congratulates the October *Poshan Ambassadors* for their contributions. Please click [here](#) to know more about the [initiative](#) and the symbolism of the Poshan Ghar tree. The leaves in the tree serve as badge of honour to each member who contributes to the Jan Andolan. November is 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.

October's Poshan Ambassadors

Healthy Bites: Quick Facts for a Better You

Source: WHO

POLL

What is the most effective way to keep a newborn warm?

Skin-to-skin contact

Thick blankets

Turn on room heater

None of the above

0 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](#)

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