

POSHAN GHAR NEWSLETTER

Welcome To Poshan Ghar's Monthly Newsletter Vol 02 | Edition 09 | September 2025

SEP 30, 2025



Poshan Ghar Community Grows to 500+ Members!

Poshan Ghar is a non-financial platform incubated by UNICEF India to build a coordinated network of development partners and individuals committed to addressing India's nutrition challenges. The platform connects civil society organisations, NGOs, alliances, academic institutions and volunteers to share knowledge and drive nutrition behaviour change.

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



We are 500 members strong

A heartfelt thanks to every **Poshan Ghar member** for making nutrition and well-being a shared priority

500 strong

Activity Highlight from Poshan Ghar

Poshan Ghar Op-ed

The 12th edition of the Posan Ghar op-ed was published, covering the I Maah 2025 themes, which offered practical guidance for member initiati explained how NGOs, CSOs, academia, and volunteers can support the 1 themes. Read the full op-ed [here](#).



Cover image of the op-ed

Orientation on Strengthening Poshan Maah Initia

A virtual orientation was hosted on 10th September 2025, to brief memb Poshan Maah 2025. The session brought together 55+ participants to di five key themes of Poshan Maah:

- Addressing Obesity: Reducing Consumption of Sugar, Salt and Oil
- Infant and Young Child Feeding Practices
- Men-Streaming
- Early Childhood Care & Education/Poshan Bhi Padhai Bhi
- Ek Ped Maa Ke Naam

Poshan Ghar shared a [detailed note](#) outlining outcome-based activities for members to carry out within their communities and the [SBC resource re](#) These activities aim to raise nutrition and health awareness, aligned to the priorities of the nutrition campaign, to augment and contribute to MWCD goals. Official Ministry of Women and Child Development (MWCD) guide available [here](#).

Session poster and snapshot from the session

Members were encouraged to contextualise, adapt and build on their existing programme efforts aligning to the themes of the Poshan Maah and suggested activities listed in the detailed note. If you need support to plan your Poshan Maah activities till 16 October 2025, write to us at arpita.d@zealgrit.com.

Poshan Ghar Webinar

With a focus on enhancing discourse around mainstreaming, Poshan Ghar's monthly newsletter Vol 02 | Edition 09 | September 2025, features a webinar titled *"Men in Nutrition: Engaging Men as Equal Partners in Family Health"* on 23rd September 2025. The webinar featured distinguished panellists: Mr. Malhotra, Social and Behaviour Change Specialist at the Roshni- Center for Women Collectives led Social Action; Dr. Rubina Mandalik, Project Manager at HUMS; Sarita Anand, Project Lead at the Roshni–Centre of Women Collectives led Social Action; and Mr. Rajdeep Solanki, Project Lead at Jatan Sanstha.

Webinar poster and snapshot from the webinar

The webinar witnessed active participation from nearly 60 attendees, and the discussion revolved around the following themes:

Why Men Matter in Health and Nutrition

- Mr. Rajdeep stressed that health and nutrition are a shared responsibility, not a "women-only" role.
- He highlighted Jatan Sanstha's Ratri Chaupal (night gatherings), where men—husbands, fathers-in-law, brothers, and other male family members—gather together to discuss key health and nutrition issues, from the importance of the first 1,000 days to sharing household chores.

Men as Health and Nutrition Enablers at Home

- Drawing on ROSHNI's experience, Dr. Sarita noted that community meetings had long centred on women.
- Through Pariwar Chaupals (family gatherings), husbands, fathers-in-law, and local healers were invited to join discussions. Over time, men stepped up to share views, and supported changes at home.
- A key outcome was a shift in eating patterns: women were encouraged to eat last or take the smallest share, while men, once seen only as providers, became informed allies.

Challenges in the participation of men at the forefront

Ms. Alka outlined layered barriers using the Social Ecological Model:

- **Individual:** Low awareness, long work hours, migration for livelihood, and men seen as a women's topic.
- **Household:** Cultural norms keep child care and meals as "female spaces", men control food budgets but lack diet knowledge.
- **Community:** Stigma and absence of male role models discourage participation.
- **Institutional:** AWCs, SHGs, and other platforms largely target women, with men's entry points.

Practical Pathways for Change

- Dr. Rubina emphasized creating peer interactions in everyday male spaces such as offices, chai tapris, farmers' meetings, and local gatherings—to open up conversations.
- She urged engaging male volunteers in Poshan programmes and using local media to highlight positive role models.
- An intergenerational approach involving husbands, wives, parents, and grandparents can normalise shared caregiving.

- She called for transformative messaging to challenge the idea of men as “providers,” promoting their active role in family nutrition.

The panel shared field stories demonstrating that behaviour change is both possible and necessary. Engaging men alongside women strengthens families and promotes shared responsibility and supports healthier practices at every level.

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



POSHAN GHAR WEBINAR

Men in Nutrition: Engaging Men as Equal Partners in Family Health and Well-being



Dr. Sarita Anand

Head, Department of Development Communication & Extension, Lady Irwin College
Lead, ROSHNI- CWCSA



Dr. Rubina Mandlik

Project Manager, Hirabai Cowasji Jehangir Medical Research Institute



Ms. Alka Malhotra

SBC Specialist, UNICEF India



Mr. Rajdeep Solar

Project Manager, Jatan Sansthan

Poshan Ghar Podcast

Poshan Ghar hosted its third podcast in celebration of Poshan Maah 2025. The episode is titled “Every Bite Counts: Talking Infant & Young Child Feeding Practices.” It featured Dr. Sameer Pawar, Nutrition Specialist at UNICEF India.

Dr. Pawar highlighted the importance of breastfeeding and the timely introduction of complementary foods. He explained the four key dimensions of complementary feeding:

feeding: consistency, frequency, quantity, and diversity. Dr. Pawar emphasizes that knowledge alone is not enough—social norms and behaviour change play a significant role, with families and communities shaping healthier practices. He also provides practical, doable suggestions for improving feeding practices. Finally, he highlights the need for a multi-dimensional social and behaviour change approach to strengthen IYCF practices across the country.

Poshan Ghar will share the full recording in the coming weeks via its new digital channels. Stay tuned!

Podcast poster

SBC Resource Package on Healthy Diets

Poshan Ghar makes available the SBC resource package on Healthy Diet. Developed by UNICEF India, the package provides essential guidance on healthy eating and dietary diversity for adolescents, pregnant women, and breastfeedin. It is designed for ASHA workers, Anganwadi workers, school authorities, caregivers. Tailored for use in schools, Anganwadi centres, and home visits, these resources make learning both engaging and interactive.

You can download it for reference, [here](#). You may also write to arpita.d@zealgrit.com to understand its use better.

SBC resource package on healthy diets

Follow Our Digital Media Campaigns

#RashtriyaPoshanMaah

Poshan Ghar is running a digital engagement campaign throughout Post 2025, sharing key social and behaviour change (SBC) and nutrition messages drawn from the five core themes of the month.

The campaign plans more than 15 posts across X, LinkedIn, Instagram and

Facebook. So far, eight posts have focused on the First 1,000 Days, high benefits of colostrum, first-hour breastfeeding, exclusive breastfeeding, feeding and how the first 1,000 days shape lifelong growth. The infograp free, ready-to-use resources for community sessions, training, and local campaigns. To access them, email arpita.d@zealgrit.com. Follow Poshar LinkedIn, Instagram and Facebook for upcoming posts throughout Posha 2025.

Cover images from #RashtriyaPoshanMaah campaign

#NutritionBytes

The #NutritionBytes campaign serves as everyone's go-to source for information 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. The month of September focused on the importance including vitamins and minerals in the daily diet.

Stay tuned every Friday for #NutritionBytes posts.

Cover images from #NutritionBytes campaign

Poshan Ghar Ambassador

Poshan Ghar congratulates the September *Poshan Ambassadors* for the outstanding contributions. Please click [here](#) to know more about the [initi](#) the [visual](#) symbolism of the Poshan Ghar tree. The leaves in the tree serv badges of honour to each member who contributes to the Jan Andolan. could be 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.

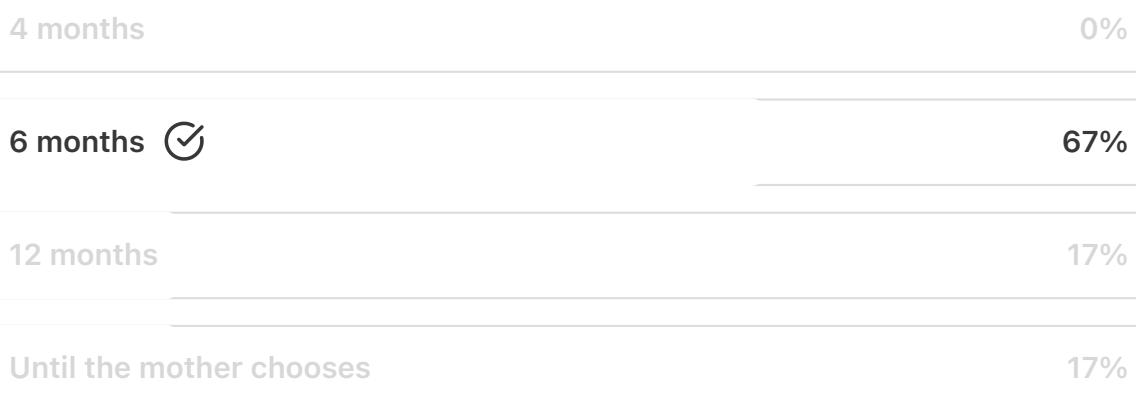
September's Poshan Ambassadors

Healthy Bites: Quick Facts for a Better You

Source: [UNICEF](#)

POLL

For how long should a baby be exclusively breastfed?



6 VOTES .

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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