

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 by filling 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



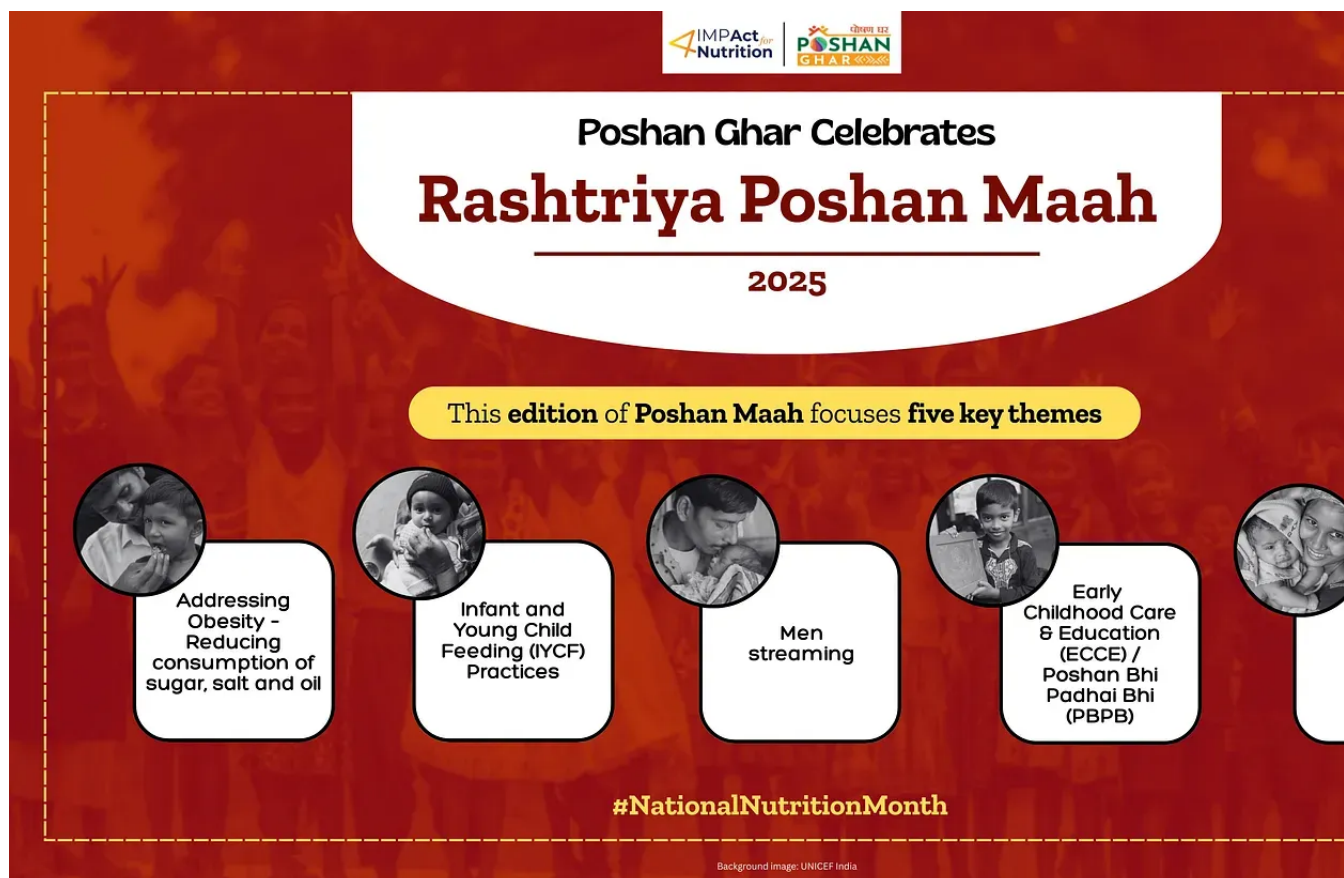


500 strong

# Activity Highlight from Poshan Ghar

## Poshan Ghar Op-ed

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



Cover image of the op-ed

## Orientation on Strengthening Poshan Maah Initiatives

A virtual orientation was hosted on 10th September 2025, to brief members on Poshan Maah 2025. The session brought together 55+ participants to discuss the 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 repository](#). 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 is 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 suggest activities listed in the detailed note. If you need support to plan your Poshan activities till 16 October 2025, write to us at [arpita.d@zealgrit.com](mailto:arpita.d@zealgrit.com).

## **Poshan Ghar Webinar**

With a focus on enhancing discourse around mainstreaming, Poshan Gh webinar titled *"Men in Nutrition: Engaging Men as Equal Partners in Fam* 23rd September 2025. The webinar featured distinguished panellists: Mr. Malhotra, Social and Behaviour Change Specialist at the Roshni- Center Collectives led Social Action; Dr. Rubina Mandalik, Project Manager at H Sarita Anand, Project Lead at the Roshni–Centre of Women Collectives led 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 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, shared 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 livelihoods, and food security seen as a women's topic.
- **Household:** Cultural norms keep child care and meals as "female space." 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 few men's entry points.

## Practical Pathways for Change

- Dr. Rubina emphasized creating peer interactions in everyday male spaces: offices, chai tapris, farmers' meetings, and local gatherings—to open doors.
- She urged engaging male volunteers in Poshan programmes and using 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, promotes shared responsibility and supports healthier practices at every step.

Watch the full webinar to explore these insights further. Click the video button 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 latest 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: **Frequency, Variety, Quantity, and Quality**.



feeding: consistency, frequency, quantity, and diversity. Dr. Pawar emphasises that knowledge alone is not enough—social norms and behaviour change play a key role, with families and communities shaping healthier practices. He also provides practical, doable suggestions for improving feeding practices. Finally, he emphasises 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 food and dietary diversity for adolescents, pregnant women, and breastfeeding mothers. It is designed for ASHA workers, Anganwadi workers, school authorities, and caregivers. Tailored for use in schools, Anganwadi centres, and home visits, the resources make learning both engaging and interactive.

You can download it for reference, [here](#). You may also write to [arpita.d@zealgrit.com](mailto: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 Posha 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 infographic free, ready-to-use resources for community sessions, training, and local campaigns. To access them, email [arpita.d@zealgrit.com](mailto:arpita.d@zealgrit.com). Follow Poshan on LinkedIn, Instagram and Facebook for upcoming posts throughout Poshan Month 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 superfood. The campaign also includes interesting fact-checks on food, health, and nutrition behaviours and practices. The month of September focused on the importance of 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 serve as badges of honour to each member who contributes to the Jan Andolan. This 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](mailto: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?**

4 months	0%
6 months 	67%
12 months	17%
Until the mother chooses	17%

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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