

POSHAN GHAR OP-ED

# Celebrate Poshan Maah 2025 with Poshan

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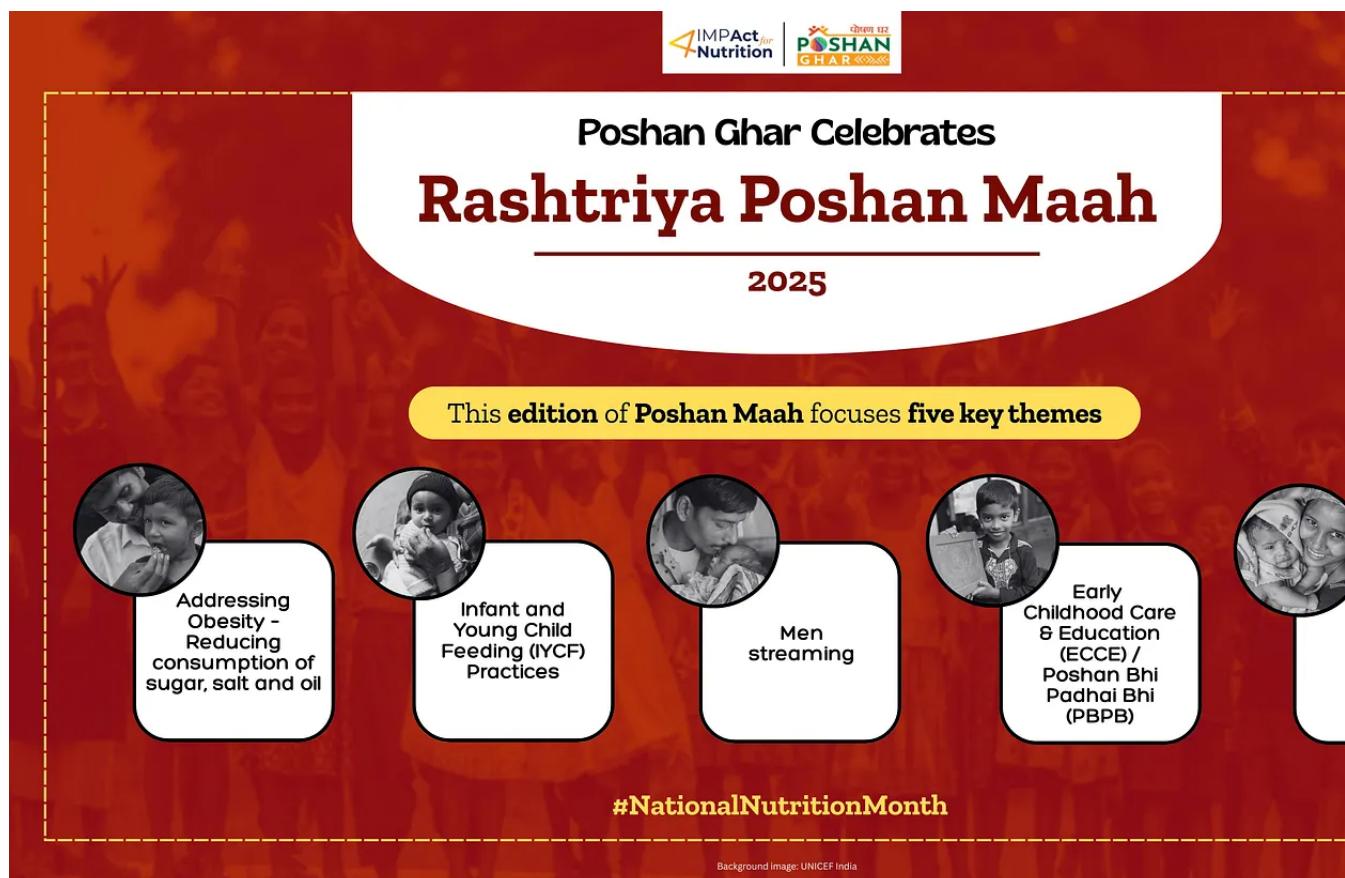


POSHAN GHAR

SEP 12, 2025



Poshan Ghar invites you to celebrate Rashtriya Poshan Maah (National Nutrition Month) 2025. Rashtriya Poshan Maah is a national initiative led by the Ministry of Women and Child Development (MWCD) under POSHAN Abhiyaan. Since 2018, seven successful national Poshan Maah campaigns have been conducted across the country in convergence with various Ministries, Departments, and Governments. Poshan Maah aims to promote improved nutrition practices, awareness, and encourage community participation to enhance nutrition and overall well-being.



#NationalNutritionMonth

Background Image: UNICEF India

Poshan Maah poster

This year, the MWCD has suggested the following five key themes:

1. Addressing Obesity – Reducing consumption of sugar, salt, and oil
2. Infant and Young Child Feeding (IYCF) Practices
3. Men-streaming
4. Early Childhood Care & Education (ECCE) / Poshan Bhi Padhai Bhi (PBPB)
5. Ek Ped Maa Ke Naam

## Support from Poshan Ghar

Poshan Ghar is thrilled to invite you to join us on this journey. Whether you are an NGO, academia, a CSO, a student, a volunteer, a network or alliance, or someone who wants to be a part of Poshan Jan Andolan—this space is yours.

If you are working in health, nutrition, food, education, WASH, or commu-

development, you are welcome to participate and be part of the larger Jai Bhagidari, supporting and augmenting the efforts of the Government of India.

To support your Poshan Maah initiatives, Poshan Ghar offers:

- **Decoded Guidelines:** Poshan Ghar has simplified the official MWCD guidelines and created a detailed note with suggested ground-level implementation under five themes for NGOs, CSOs, academia, and volunteers. The note can be accessed [here](#), as well as the original MWCD guidelines are available [here](#).
- **Interactive Virtual Sessions:** Poshan Ghar will conduct sessions to share the detailed note and guide members on how to implement the activities in their programmes.
- **One-on-one Discussions:** Members can request individual discussions to conceptualise and contextualise initiatives according to organisation and strengths by writing to [arpita.d@zealgrit.com](mailto:arpita.d@zealgrit.com).
- **SBC Resource Repository:** Poshan Ghar has curated an extensive nutrition resource repository aligned with the Poshan Maah themes, to help you access verified content to use in your field initiatives. Access the repository [here](#).
- **Digital Campaign:** Poshan Ghar will run a digital media campaign on the Poshan Maah themes, with creatives available in English and Hindi. These resources can support your onground initiatives and will be accessible via Poshan Ghar's official pages, [Facebook](#), [Instagram](#), [LinkedIn](#), and [X](#).
- **Knowledge-Sharing Opportunities:** Poshan Ghar will host webinars, podcasts, and share information pieces throughout the month, including sessions on men-streaming and IYCF to equip members with practical knowledge and resources.

If you are not a member yet, Poshan Ghar invites you to fill in the [membership form](#) today to become part of all these engagements.



## Become a member of Poshan Ghar

To plan your Poshan Maah initiatives



Get one-to-one guidance to tailor your Poshan Maah initiatives



Access ready-to-use and nutrition resour



Access detailed information on Poshan Maah themes



Attend insightful we on men streaming



Participate in member exclusive interactive sessions



Take part in knowled sharing forums

This is for NGO, CSO, academia, volunteers, private sector and others

Become a member of Poshan Ghar today



Scan the QR Code

For queries, email us at: [arpita.d@zealgrit.com](mailto:arpita.d@zealgrit.com)  
Membership is free!

Image: UNICEF India

Poshan Ghar offering for its members

## Showcase Your Posan Maah Activities

Document your on-ground efforts—whether through videos, photos, ree or posters—and send them to us at [arpita.d@zealgrit.com](mailto:arpita.d@zealgrit.com). Poshan Ghar compile your contributions into a collective Posan Maah report and sha the MWCD through Poshan Ghar's incubating partner. Poshan Ghar will : your work on its official pages and give due credit to you, your team, anc organisation. It is your opportunity to be recognised, celebrated, and ins across the network. Furthermore, when you submit your Posan Maah a they will count toward earning Poshan Ambassador golden and silver lea helping you advance in Poshan Jan Andolan.

Whether it's one idea or many, big or small—your contributions are welc yes, you can submit multiple entries in Hindi or English. If you are sharin on social media, don't forget to tag Poshan Ghar on [Facebook](#), [Instagram](#) and [X](#).

Through collective effort, we can enhance nutrition and SBC awareness collective action for a healthier future. Let's make Posan Maah 2025 a t action and commitment to build a stronger, healthier India, together.

Poshan Ghar is a non-financial platform incubated by UNICEF India with the of building a coordinated network of development partners and individuals India's nutrition challenges and enhance the visibility and impact of best pr success stories from the field.

**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 [You](#)

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