

POSHAN GHAR OP-ED

# Celebrate Poshan Maah 2025 with Poshan

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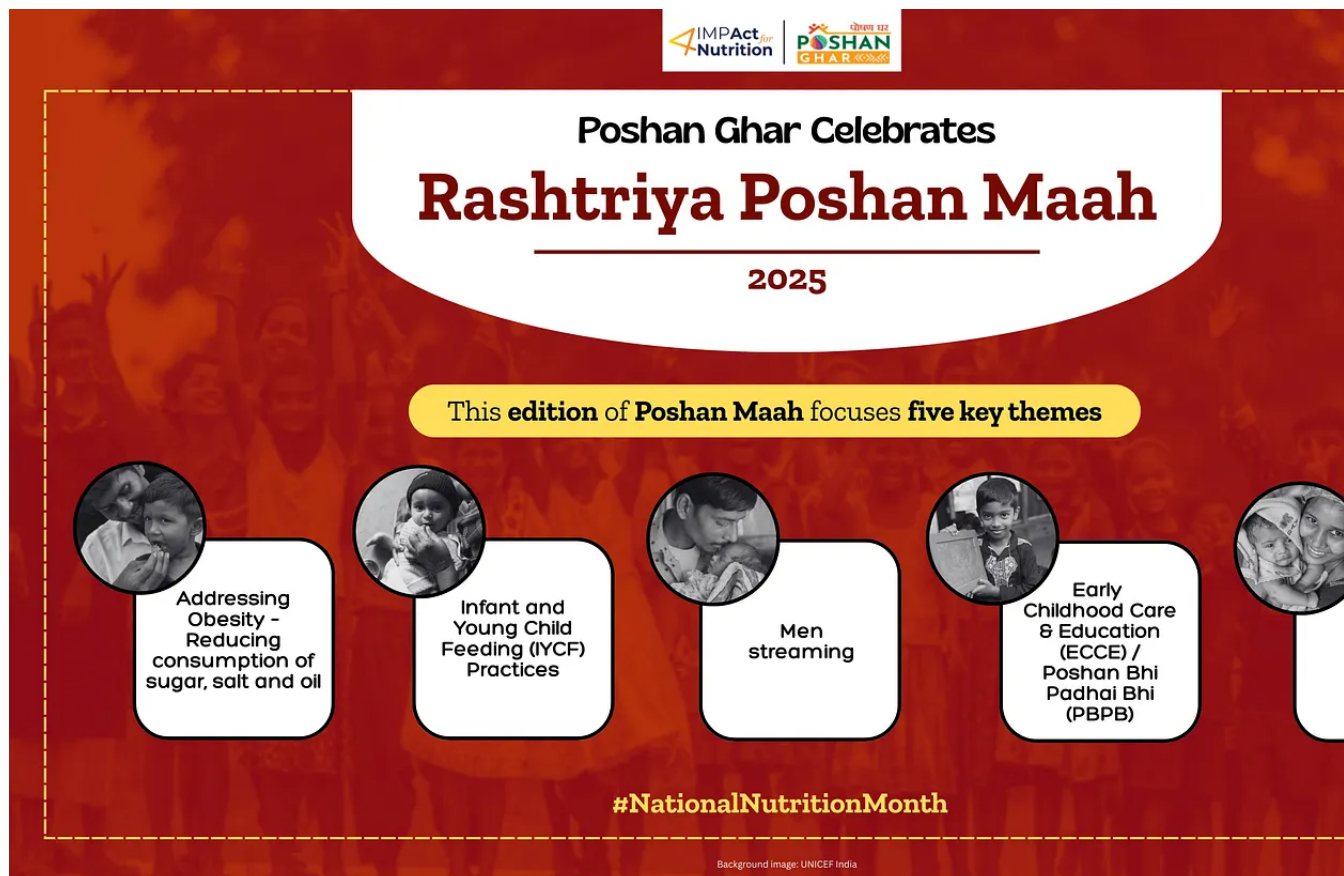


POSHAN GHAR

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 its inception in 2018, seven successful national Poshan Maah campaigns have been conducted across the country in convergence with various Ministries, Departments, and State Governments. Poshan Maah aims to promote improved nutrition practices, raise awareness, and encourage community participation to enhance nutrition and overall well-being.



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 (F
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 a 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 community

development, you are welcome to participate and be part of the larger Jansangharsha 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 activities under five themes for NGOs, CSOs, academia, and volunteers. The note can be accessed [here](#), as well as the original MWCD guidelines are available on the Poshan Ghar website.
- **Interactive Virtual Sessions:** Poshan Ghar will conduct sessions to discuss 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 organisational needs 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 Poshan Maah themes, with creatives available in English and Hindi. These resources and materials can support your onground initiatives and will be accessible on 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 Poshan Maah Activities

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

Whether it's one idea or many, big or small—your contributions are welcome! Yes, you can submit multiple entries in Hindi or English. If you are sharing 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 and take collective action for a healthier future. Let's make Poshan Maah 2025 a time of action and commitment to build a stronger, healthier India, together.

Poshan Ghar is a non-financial platform incubated by UNICEF India with the aim of building a coordinated network of development partners and individuals to address India's nutrition challenges and enhance the visibility and impact of best practices and 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 [YouTube](#)

P.S. Enjoying this content? **Subscribe** directly to receive future updates by **below**.

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