

POSHAN GHAR OP-ED

Poshan Ghar in 2025



POSHAN GHAR

DEC 31, 2025



Poshan Ghar wishes you a Happy, Healthy, and Nutritious New Year 202

2025 was a year of growth, meaningful engagements, and important mil
Poshan Ghar. This brief captures key outcomes and achievements of the
efforts. For more in-depth details on our journey, read the annual report .



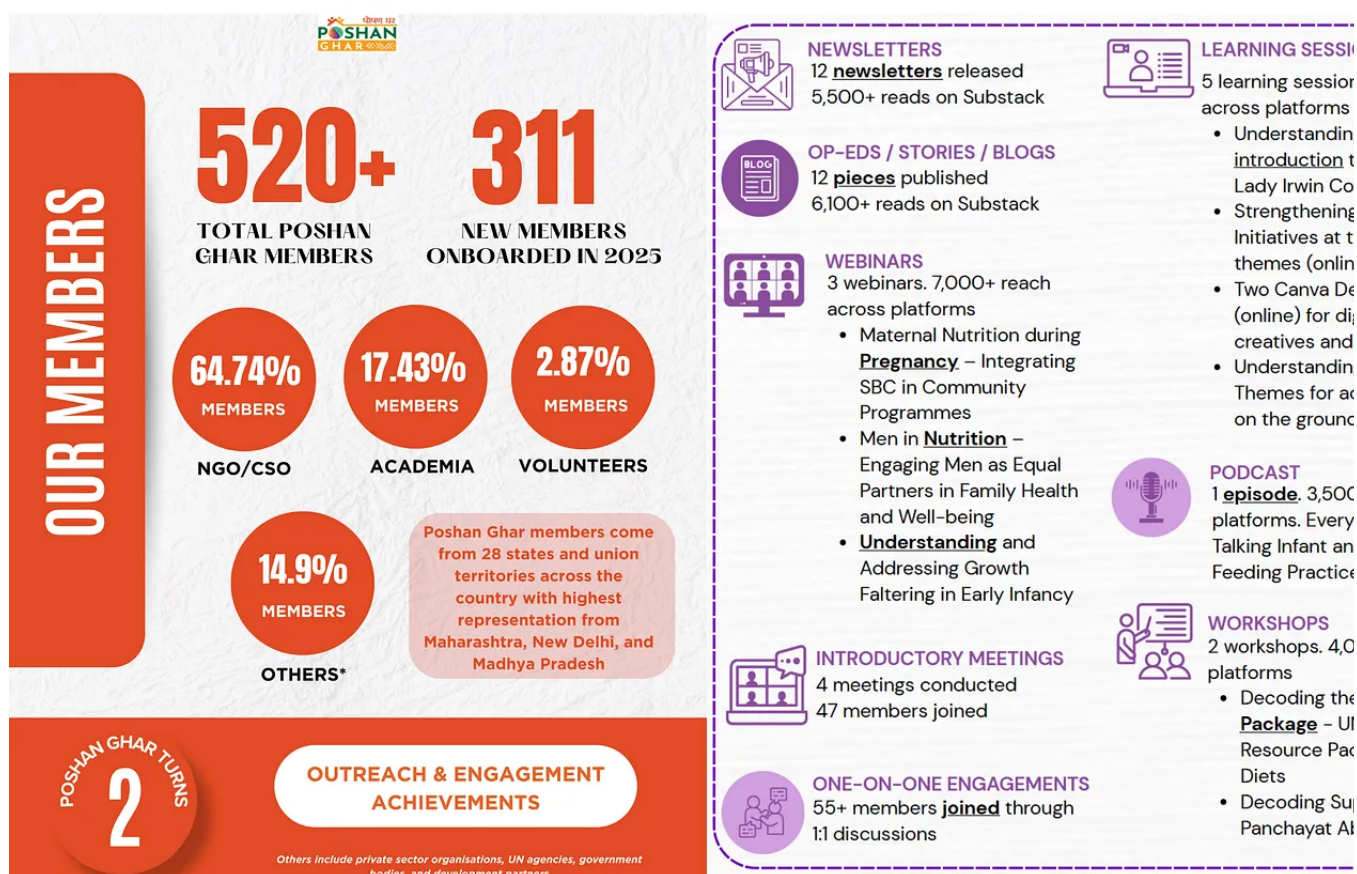
Poshan Ghar in a Nutshell and Annual Report Cover

Engagement with Poshan Ghar Members

Poshan Ghar achieved a remarkable milestone by onboarding more than 338 NGOs, civil society organisations, academics, alliances, volunteers, and private sector partners as members, strengthening its reach and collaborative efforts for social and behaviour change (SBC) and nutrition results.

Throughout the year, Poshan Ghar cumulatively engaged in 90 tailored initiatives with its members. These included orientation meetings, publications such as newsletters, case stories, blogs, amplifying best practices from the field, publishing news, conducting learning sessions, workshops, thematic podcasts, and more.

webinars, and facilitating one-on-one engagements.



Poshan Ghar Community and all Engagement Summary

Supporting National Level Initiatives with Simplified Guidance Templates

To support national level health, nutrition, and SBC initiatives and to ensure access to key resource materials for Poshan Ghar members, several focus actions were undertaken aligned to the larger ministerial thematic and call guidance's received.



ENGAGEMENT AT A GLANCE

Supporting National Level Initiatives with Simplified Guidance Templates

Suposhit Gram Panchayat Abhiyaan Self-Assessment Template

- Translated official Ministry guidelines into Hindi
- Developed simple, easy-to-use infographic versions
- Created a self-assessment template for Suposhit Gram Panchayat readiness

Poshan Pakhwada Reporting Template

- Developed ground-activities aligned with Poshan Pakhwada guidelines and then
- Designed a structured reporting template with clear fields, step-by-step guidance, and visual

Poshan Maah Activity Guidance Note

- Simplified MWCD guidelines into a practical note with suggested activities across five themes
- Curated and shared an SBC and nutrition resource repository aligned with Poshan Maah themes

SBC Resource Pack on Healthy Diets in Hindi

- The SBC resource pack on healthy diets was available in Hindi for use in Hindi-speaking states

Collectively, the supported resources reached

14,790+ views

POSHAN GHAR TURNS
2

OUTREACH & ENGAGEMENT ACHIEVEMENTS

Communication and Digital Media Achievements

Poshan Ghar developed communication strategies to enhance age-appropriate information to promote positive health and nutrition behaviours. Its focus included addressing social, gender, and cultural barriers influencing nutrition practices, promoting enablers, and providing SBC approaches and practical solutions for better nutrition outcomes. Over the past year, Poshan Ghar shared over 200 informative posts, including reels, posters, infographics, and carousels across LinkedIn, X, Instagram, and Facebook. These efforts garnered over 10 million organic impressions and engagements.

The content covered themes aligned with Poshan 2.0 Jan Andolan and various national level campaigns and international events such as Poshan Pakhwada, Newborn Care Week, World Breastfeeding Week, and International Day of the Girl.

Under #SahiPoshanSeSuraksha, two campaign phases were implemented. Pragati as the campaign ambassador. The 12-week 3.0 series focused on the pregnancy journey, highlighting physical and emotional changes across trimesters and encouraging husbands and the involvement of family as primary caregivers. Delivered in Hindi and English, the campaign suggested key messages for behavioural adoption. The #NutritionBytes campaign continued as a resource for healthy diets, practical tips, regional recipes, and local superfoods through bite-sized fact checks.

Both the campaign materials and supporting resources developed were shared with the intent for Poshan Ghar members to use as interpersonal communication tools and resources for interactions and dialogue on health, nutrition, and related themes in their respective programmes within communities.

#SahiPoshanSeSuraksha and #NutritionBytes

Poshan Ghar showcased innovative, community-based approaches to improve nutrition outcomes and strengthen behaviour change efforts through a series highlighting CMAM best practices from 11 Indian states. The series highlighted the unique strategic approaches adopted by the states in its efforts to improve child nutrition outcomes. Furthermore, Poshan Ghar curated and shared posts on IMPAct4Nutrition's digital platforms, highlighting private sector engagement through CSR and employee engagement for nutrition.

Overall, Poshan Ghar's digital engagement showed a significant organic growth across all platforms and recorded consistent upward trends, without any promotions or sponsored boosts.

Digital Achievement Snapshot

Poshan Ghar's Contribution to SBC for Nut Six Behavioural Pathways

Poshan Ghar conducted a detailed analytical review to understand how i content and engagement patterns contribute to the SBC efforts for nutri analysis drew on digital media–level data and qualitative insights from us comments across multiple formats, including micro-learning posts, their campaigns, webinars, and field-based narratives. While these efforts pri focus on knowledge dissemination, the review highlights how Poshan Gh presence plays a deeper role in shaping awareness, attitudes, and behav across India's nutrition ecosystem. Six behavioural pathways were identi knowledge enhancement, social norm reinforcement, self-efficacy buildi reflective thinking, ecosystem influence, and community identity formati

Brief insights on each pathway are highlighted in the image below. Deep and insights will be amplified in January 2026.

Six Behavioural Pathways

What's Next in 2026?

The year 2026 is packed with exciting initiatives. Watch this space as we positive behaviours and practices in health, nutrition, and allied themes a lifecycle with our members.

Poshan Ghar Plan for 2026

As Poshan Ghar continues to grow, focusing on its mission, vision, and c we encourage readers to share this brief with anyone who might benefit information.

We look forward to more collaborative efforts in the year 2026. Wish you

happy new year!

To join Poshan Ghar, [click here](#) and be a part of a diverse and dynamic community!

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