

POSHAN GHAR OP-ED

Poshan Ghar in 2025



POSHAN GHAR

DEC 31, 2025



Poshan Ghar wishes you a Happy, Healthy, and Nutritious New Year 2025!

2025 was a year of growth, meaningful engagements, and important milestones for Poshan Ghar. This brief captures key outcomes and achievements of the year. For more in-depth details on our journey, read the annual report [here](#).



Year 2025 In A Nutshell

Outreach, Engagement, and Communication Achievements

OUR MEMBERS	ENGAGEMENT INITIATIVES	SUPPORTING NATIONAL LEVELS INITIATIVES
338 NGOs/CSOs 91 Academia 15 Volunteers 78 private sector organisations, UN agencies, government bodies, & development partners	55+ Members's meet 5 Learning sessions 12 Newsletters 12 Op-eds/stories 1 Podcast 4 Introductory meets 3 Webinars 2 Workshops	Suposhit Gram Panchayat Abhiyaan Self-Assessment Template Poshan Pakhwada Reporting Template Poshan Maah Activity Guidance Note SBC Resource Package on Healthy Diets Hindi Translation

520+ Members
Representing
28 States & UTs
2 Nationals

Outreach and Engagement Achievements

Communication and Digital Media Achievements

200+ Posts
0.2M Organic impressions and engagements

FOLLOWER & ENGAGEMENT	POSHAN GHAR IN-HOUSE CAMPAIGNS	POSHAN JAN ANDOLAN CAMPAIGNS
LinkedIn: 1690+ , 142k+ Instagram: 185+ , 9.1k+ X: 140+ , 36k+ Facebook: 55+ , 6.3k+ Substack: 590+ , 12k+	#SahiPoshanSeSuraksha #NutritionBytes	Breastfeeding week Poshan Pakhwada Poshan Maah Newborn care week Nutrition week SBC resource package CMAM Best Practices from Indian States

Poshan Ghar's Contribution to SBC for Nutrition: Six Behavioural Pathways

1. Micro-learning formats enhance **cognitive readiness** for nutrition and caregiving by simplifying complex concepts into accessible, visual content.
2. Reinforcing **positive social norms** related to nutrition, breastfeeding, adolescent nutrition, dietary diversity, and care practices.
3. Building **self-efficacy** through practical, low-barrier actions that enable achievable behaviour change and habit formation.
4. Encouraging **reflective thinking** on governance and processes through evidence-based content and field narratives.
5. Driving **second-order SBC** by convening practitioners and institutions around shared knowledge and action.
6. Fostering **community identity** through shared learning, recognition, and collective purpose.

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Annual Re 2025



Presented by
Poshan Ghar Secretariat

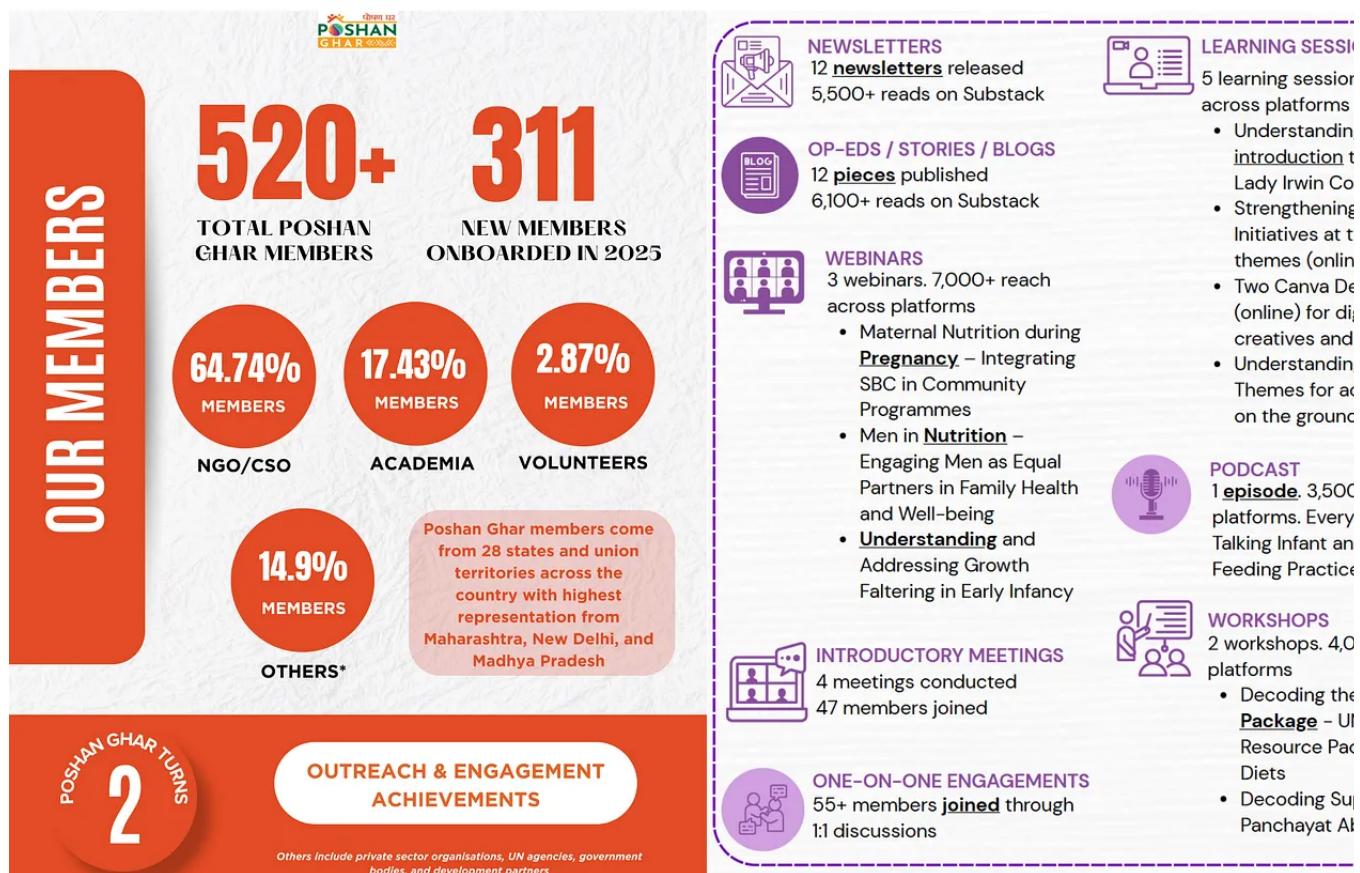
Poshan Ghar in a Nutshell and Annual Report Cover

Engagement with Poshan Ghar Members

Poshan Ghar achieved a remarkable milestone by onboarding more than NGOs, civil society organisations, academics, alliances, volunteers, and 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 interactions with its members. These included orientation meetings, publications such as newsletters, case stories, blogs, amplifying best practices from the field, publishing podcasts, conducting learning sessions, workshops, thematic webinars, and thematic webinars.

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 focused actions were undertaken aligned to the larger ministerial thematic and cascaded 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 support 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 posted over 200 informative posts, including reels, posters, infographics, and case studies 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, among others.

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

Both the campaign materials and supporting resources developed were created with the intent for Poshan Ghar members to use as interpersonal communication tools and resources for interactions and dialogue on health, nutrition, and other key 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 increase 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 its content and engagement patterns contribute to the SBC efforts for nutrition. The analysis drew on digital media-level data and qualitative insights from user comments across multiple formats, including micro-learning posts, thematic campaigns, webinars, and field-based narratives. While these efforts primarily focus on knowledge dissemination, the review highlights how Poshan Ghar's presence plays a deeper role in shaping awareness, attitudes, and behavior across India's nutrition ecosystem. Six behavioural pathways were identified: knowledge enhancement, social norm reinforcement, self-efficacy building, reflective thinking, ecosystem influence, and community identity formation.

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 lifecycle with our members.

Poshan Ghar Plan for 2026

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

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

happy new year!

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

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