

POSHAN GHAR OP-ED

Celebrate Poshan Pakhwada with Poshan Ghar

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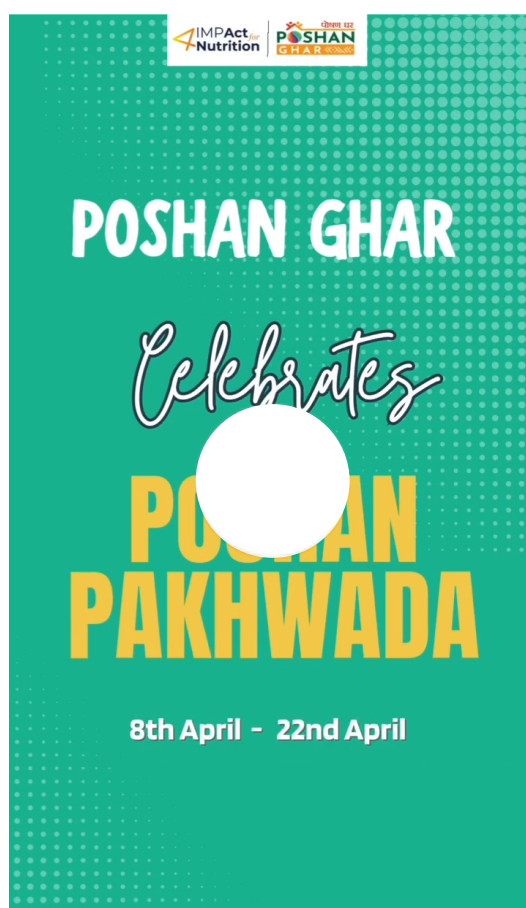


POSHAN GHAR

APR 18, 2025



It's that time of year when communities across India come together to focus on something that truly matters—nutrition. This year, from 8th April to 22nd April, we are celebrating Poshan Pakhwada, a national initiative led by the Ministry of Women and Child Development (MWCD) under the Government of India's POSHAN Abhiyaan. It aims to promote improved nutrition practices, raise awareness, and encourage community participation to enhance health and well-being.





This year, the MWCD has identified four key areas we all can focus on.

1. The first 1,000 days of life. These early days—from pregnancy to a child's second birthday—can shape a lifetime.
2. Tackling malnutrition through the Community-Based Management of Acute Malnutrition (CMAM) approach, which brings treatment into the hands of community caregivers.
3. Promoting healthy lifestyles to prevent childhood obesity.
4. Encouraging the use of the Beneficiary Module in the Poshan Tracker app can reach more families with timely support.

How You Can Participate

To support this initiative, the Poshan Ghar Secretariat is running digital engagements on SBC that focus on key practices and behaviours related to the themes mentioned above. You can access the Secretariat's digital content on its official pages, [Facebook](#), [Instagram](#), [LinkedIn](#), and [X](#). You can use these resources as handy materials/tools for your Poshan Pakhwada initiatives. Images of our SBC resources are presented below.



Poshan Pakhwada 2025 infographics cover images

The Secretariat is thrilled to invite you to join us on this journey. Whether 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 for you. If you are working in health, nutrition, food, education, WASH, or community development, you are welcome to participate and be part of the larger Jan Bhagidari, supporting and augmenting the efforts of the Government of India.

To help you plan your Poshan Pakhwada initiatives, the Secretariat has compiled a list of suggested ground-level activities. For instance, host nutrition awareness sessions in your community, organise a Poshan Fair in your college campus, or simply volunteer with an NGO/CSO participating in Poshan Pakhwada and join them in their activities. As an NGO/CSO, you can also adapt and conceptualise your ongoing programme initiatives and implement the suggested activities in your respective regions. If you need any support from the Poshan Ghar Secretariat, please reach out to us.

conceptualise and contextualise your Poshan Pakhwada initiatives and resource materials, you can reach out to arpita.d@zealgrit.com.

The detailed document listing the activities that you can do under the for can be accessed [here](#), as well as the original MWCD guidelines can be fo

Showcase Your Impact

Document your on-ground efforts—whether through videos, photos, reels or posters—and send them to us at arpita.d@zealgrit.com. The Secretariat compile your contributions into a collective Poshan Pakhwada report and with the MWCD. The Secretariat will also amplify your work on its official give due credit to you, your team, and organisation. It is your opportunity recognised, celebrated, and inspire others across the network.

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 awareness and drive action for a healthier future. Let's make Poshan Pakhwada 2025 a time of 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 practice success stories from the field.

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

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