

POSHAN GHAR NEWSLETTER

# Welcome To Poshan Ghar's Monthly News Vol 03 | Edition 04 | April 2026

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# NEWSLETTER

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## Activity Highlights

### ***Poshan Ghar Op-ed***

The 19th edition, "Celebrate Poshan Pakhwada 2026 with Poshan Ghar" provides practical guidance to support member initiatives in the field aligned to the themes of the national nutrition campaign. Read the full op-ed [here](#).



# POSHAN GHAR OP-ED

**Celebrate  
Poshan  
Pakhwada  
2026 with  
Poshan Ghar**

**Poshan Ghar  
Secretariat**

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Image: UNICEF

Op-ed cover image

## **Poshan Pakhwada 2026**

Poshan Ghar ran a digital series aligned with the five themes of Poshan Pakhwada, focusing on key behavioural actions that support the healthy physical and cognitive development of children. The series aimed to promote awareness and lead to action among parents and caregivers, communities, and service providers.

A total of 10 posts were shared across X, LinkedIn, Instagram, and Facebook. Key highlights from the posts and their engagement are summarised below. The series presented the A–B–C of Early Childhood Development, bringing together key actions across the first five years of life.

- **A – Antenatal Care and Maternal Nutrition:** Focused on early registration, access to antenatal services, and the importance of maternal nutrition as a foundation for child development.
- **B – Brain Development through Early Care:** Emphasised the importance of early initiation of breastfeeding and exclusive breastfeeding during the first 6 months.
- **C – Childhood Experiences and Community Support:** Highlighted the importance of complementary feeding, play, early learning, and supportive environments for holistic development.

To access Poshan Pakhwada creatives, reach out to us at [arpita.d@zeal.edu](mailto:arpita.d@zeal.edu) or view it [here](#). Across all digital handles, the series garnered 15,000+ impressions and 400+ engagements in forms of likes, comments, and reposts.



Poshan Pakhwada 2026 infographics cover images

Additionally, Poshan Ghar supported its members in implementing Poshan Pakhwada activities through a structured engagement process. This included on-one consultations to understand ongoing programmes, followed by training and orientation sessions on the simplified Poshan Pakhwada themes.

For example, Samgra Jan Chetna Vikas Parishad was supported through multiple rounds of planning for community-based events, including conducting an orientation on the role of parents and communities in reducing screen time. Similarly, the SBC resource package on healthy diets was introduced to EduPyramids. The organisation is planning an internal webinar to further orient its team with the resource package and support its integration into their programmes.

### One-on-one meetings

Poshan Ghar invites all its members to share their on-ground efforts in digital formats (videos, photos, reels, reports, or posters) and email them [arpita.d@zealgrit.com](mailto:arpita.d@zealgrit.com). All contributions will be compiled into a collective Pakhwada report to share with the Ministry.

## Poshan Ghar Learning Session

Poshan Ghar hosted a learning session titled *"Human Interest Storytelling Knowledge Management: Capturing Change from the Field"* on 17 April. The session was facilitated by Ms. Kelsang Choeki Namgyal, SBC Research and Knowledge Management Coordinator, UNICEF India.

The session introduced key concepts and frameworks of human interest storytelling (HIS), and strengthened participants' ability to identify and document meaningful field-based stories. It also covered practical approaches to systematically document such stories as part of knowledge management processes.

The session was attended by over 50 participants, and the flow included

formats of using polls, open discussions, and case-based examples. The session was structured around three areas: understanding human interest, the process of developing them, and key do's and don'ts of capturing HI Reference materials, including consent forms in English and Hindi, sample and the UNICEF brand book, were shared for further use. Participants provided positive feedback, noting the session to be "insightful," "informative," and

This session marked the first in a three-part learning series on knowledge management planned by Poshan Ghar. The upcoming sessions will focus on documentation formats and on supporting organisations to develop their knowledge management strategies. Individuals and organisations interested in participating in future sessions may register by completing the Poshan Ghar membership [form](#).

Poster and glimpse from the learning session

## Members Corner

### ***Role of academic institutions in advancing Social and Behaviour Change in Odisha***

A state-level workshop was convened in Bhubaneswar to examine the role of academic institutions in strengthening the Social and Behaviour Change

initiatives particularly for improving the well-being of women, children, and adolescents in Odisha. The workshop was jointly organised by Fakir Mohan University, Balasore, and UNICEF Odisha.

The event brought together academicians, researchers, development practitioners, and policymakers to discuss how universities can contribute more effectively to SBC initiatives. The workshop saw participation from representatives across academia and the development sector, including faculty from Fakir Mohan University and officials from UNICEF at both state and national levels. Discussions highlighted the need to integrate behavioural science within academic systems to move beyond awareness-based approaches to address more deeply ingrained social norms and practices.

Speakers emphasised that while infrastructure and service delivery are important, development outcomes are significantly influenced by individual and community behaviours. Strengthening evidence generation, particularly to address local challenges, was identified as a key priority. Participants also underscored the role of academic institutions in generating actionable evidence to inform policy and programme design.

The workshop also marked the launch of the book *Multidisciplinary Perspectives on Social and Behaviour Change in India*, highlighting the importance of interdisciplinary approaches in advancing SBC efforts. Refer [here](#) for more information.

Glimples from the workshop

# Follow Our Digital Media Campaign

## ***#SahiPoshanSeSuraksha***

As part of the ongoing A-Z series under #SahiPoshanSeSuraksha, Praga highlighted the following themes this month:

- **V – Vaccination and Immunisation:** Focused on timely, age-appropriate vaccination to protect children and mothers from preventable diseases.
- **W – WASH (Water, Sanitation and Hygiene):** Elaborated that right practices during pregnancy were as essential as timely antenatal check-ups, adequate rest, and a balanced, nutritious diet to support maternal and fetal health.
- **X – X Factor:** Highlighted that caregiving is a shared responsibility across the family, involving fathers, grandparents, and siblings.
- **Y – Young Child Feeding Practices:** Promoted age-appropriate feeding practices, including early initiation of breastfeeding, exclusive breastfeeding, and the timely introduction of diverse, nutritious complementary foods.
- **Z – Zinc Supplementation:** Emphasised the use of zinc during diarrhoeal episodes.

episodes to reduce severity and duration, supporting quicker recovery and improved child health outcomes.

This 26-week digital series covered all the letters of the alphabets, providing informational and actionable messaging that promotes health, nutrition, and behaviour change across all life stages. To access all posts under this A-Z series, use as resources in your field implementation – [click here](#).

With this series now concluded, Poshan Ghar will be back with another initiative series. So watch this space for Tuesdays with #SahiPoshanSeSuraksha.

Cover images from #SahiPoshanSeSuraksha campaign

## **#NutritionBytes**

The #NutritionBytes campaign serves as everyone's go-to source for information on healthy diets, practical tips, regional/local recipes, and local superfoods. The campaign also includes interesting fact-checks on food, health, and nutrition behaviours and practices.

In April, the last few 'Recipe Friday' posts featured nutritious dishes such as Dosa, Whole Wheat Vegetable Wrap, Corn -Tomato Salad, and Fruit and

The month of May, will introduce a new series titled '**1 Minute 1 Nutrient**' #NutritionBytes. The focus is on micronutrients: vitamins and minerals. This series will cover key food sources, major functions, deficiency effects, and

interesting facts with a twist of behaviours and easy actionable tips. Stay #NutritionBytes every Friday.

Cover images from #NutritionBytes campaign

## Poshan Ghar Ambassador

Poshan Ghar congratulates the April Poshan Ambassadors for their outstanding contributions. Please click [here](#) to know more about the initiative and the symbolism of the Poshan Ghar tree. The leaves in the tree serve as badge of honour to each member who contributes to the Jan Andolan. May be a moment to shine.

To become the next Poshan Ghar Ambassador:

- Submit an op-ed, best practice or case story
- Engage with Poshan Ghar content on social media
- Refer others to join the Poshan Ghar community

To participate or find out more, contact [arpita.d@zealgrit.com](mailto:arpita.d@zealgrit.com).



April's Poshan Ambassadors

# Healthy Bites: Quick Facts for a Better You

POLL

**Which of the following does not support a child's brain development in the first five years?**

Quiet surroundings

Increased screen time

Lack of interaction and play

All of the above

1 VOTE · · SHOW RESULTS

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

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