

POSHAN GHAR NEWSLETTER

Welcome To Poshan Ghar's Monthly News Vol 03 | Edition 03 | March 2026

MAR 31, 2026



Activity Highlights

Poshan Ghar Op-ed

In observance of World Obesity Day, the Poshan Ghar Secretariat undertook focused initiatives to deepen conversations around overweight and obesity. As part of these efforts, Poshan Ghar hosted a podcast (view [link](#)), "Understanding Overweight and Obesity," with Ms. Preetu Mishra, Nutrition Specialist at ICMR, India, and amplified key messages into bite-sized videos.

Additionally, the 18th op-ed edition draws insights from the podcast and shares practical, actionable insights on how individuals, communities, institutions, and policymakers can take small yet meaningful steps to address

| growing challenge. Read the full op-ed [here](#).



POSHAN GHAR OP-ED

Understanding Overweight and Obesity

Brief from Poshan Ghar Podcast by **Ms. Preetu Mishra, Nutrition Specialist, UNICEF India**

READ THE FULL STORY
🔗 link in comments



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Op-ed cover image

Poshan Ghar Webinar

In observance of Anemia Awareness Day, the Poshan Ghar deepened conversations around anemia prevention and behaviour change.

A webinar was organised titled “*Rethinking Anemia: Social Behaviour Change for Anemia Prevention*,” on 17 March 2026. Over 50 participants including public health experts and community practitioners joined the session to explore anemia through the behavioural lens of food practices, caregiving behaviours, social cultural norms, evidence driven behavioural insights and frontline engagement. Insights from the speakers are as follows:

- Sourav Bhattacharjee (*Nutrition Specialist, UNICEF India*) emphasised that anemia is not just a biological issue, it is deeply shaped by everyday behaviours, diets, cultural and social norms. Addressing it requires moving beyond treatment to transforming daily practices.
- Anushka Ashok (*Founder & Director, SBC Labs*) highlighted that awareness alone does not lead to behavior change. Real impact comes from designing interventions that address actual behavioral barriers, habits, and decision making contexts based on evidence and prevailing community practices.
- Sanjeeta Agnihotri (*Director, Center for Communication and Change CCC-I*) underscored that one-size-fits-all behaviour change communication does not work. Effective anemia prevention requires audience segmentation and tailored strategies based on people’s beliefs, motivations, and social norms for behavior change.

Visit Poshan Ghar’s digital media handles ([LinkedIn](#), [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#)), to listen to key highlights from the webinar in bite-sized videos.





National and International Health Observation Days

In March, Poshan Ghar marked key national and global health observances including World Obesity, Sleep, National Immunisation, and World Water. Content developed for these days focused on promoting and reinforcing behaviours for improved well-being.

Across these observances, the focus was on translating everyday health and nutrition practices into easy actions. For example, around sleep, the emphasis was on building consistent routines, reducing stimulants and screen exposure, and creating environments that support rest. In the context of immunisation, the focus was on strengthening awareness across the life course, encouraging responsibility within families, and supporting frontline providers to address vaccine hesitancy and misinformation.

Cover images of the posts

Follow Our Digital Media Campaigns

#SahiPoshanSeSuraksha

As part of the A-Z series under #SahiPoshanSeSuraksha, Pragati highlighting following themes:

- **Q – Quality and Quantity of Diet:** Emphasised age-appropriate meal frequency and portion sizes, along with safe, diverse, and nutrient-rich foods to meet the essential macro- and micronutrient needs of children aged 6 months to 5 years.
- **R – Responsive Feeding:** Explained feeding as a two-way process, where the child expresses hunger and fullness cues, and the caregiver recognizes and responds appropriately.
- **S – Schemes and Services:** Promoted awareness on key government schemes and services for pregnant and lactating women, supporting safe delivery, improved nutrition, financial protection, and access to health information.
- **T – Timely Initiation of Breastfeeding:** Focused on the importance of initiating breastfeeding within the first hour of birth to ensure the newborn receives colostrum, which is rich in antibodies and essential nutrients.

establish mother and baby bond.

- **U – Umbilical Cord Care:** The need and relevance of clean and dry practices, including keeping the cord stump dry and uncovered, avoid application of substances, and ensuring early identification signs of

This 26-week digital campaign promotes health, nutrition, and social behaviour change messages across all life stages, emphasising collective care and as the foundation of a well-nourished, healthy community.

Stay tuned every Tuesday for #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 superfood. The campaign also includes interesting fact-checks on food, health, and nutrition behaviours and practices.

'Recipe Friday' for the month featured nutritious dishes including Jowar Pulao, Dal Bajra Paratha, Karela Thepla, and Lotus Stem Tikki.

Stay tuned every Friday for #NutritionBytes posts!

Cover images from #NutritionBytes campaign

Poshan Ghar Ambassador

Poshan Ghar congratulates the March 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 badges of honour to each member who contributes to the Jan Andolan. April could be a great moment to shine.

To become the next Poshan Ghar Ambassador:

- Submit an op-ed, best practice, case story or any highlights from the community
- Engage with Poshan Ghar content on social media
- Refer others to become members of Poshan Ghar community

To participate or find out more, contact arpita.d@zealgrit.com.

March's Poshan Ambassadors

Healthy Bites: Quick Facts for a Better You

POLL

Which of the following is a hunger cue?

Turning the head away	0%
Sleeping <input checked="" type="checkbox"/>	50%
Crying and rooting	50%
Slowing down feeding	0%

4 VOTES ·

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

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