

ANNUAL REPORT

2024

Communications, Outreach, and Engagement Achievements



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POSHAN GHAR BRIEF

Poshan Ghar is a multi-stakeholder platform that engages civil society, academic institutions, and CSO platforms, forums, and alliances to support the multi-sectoral approach of the Poshan Jan Andolan. The Poshan Ghar platform is managed by the Poshan Ghar Secretariat, comprising three partner organisations. Know more about Poshan Ghar here:

<https://www.youtube.com/watch?v=LuGkj7cIOo8&t=3s>



Poshan Ghar aims to improve health and nutrition outcomes aligning with the Poshan 2.0 and international health and nutrition agendas. To achieve this mission, the Secretariat has developed the following Social Behaviour Change (SBC) **strategic pillars** of operations to improve nutrition programming.

- 1 Enhancing Knowledge:** Improving nutrition literacy and addressing other key determinants like SBC, health, hygiene, and education through targetted campaigns for improved nutrition outcomes.
- 2 Empowering Communities:** Sharing best practices, success stories, and innovations, supported with tools and resources to promote healthy behaviours and practices.
- 3 Fostering Dialogue:** Encouraging discussions among members and stakeholders backed by evidence, research, and data for a comprehensive understanding of nutrition.
- 4 Building Capacity:** Offering nutrition and SBC e-courses and targetted capacity building of frontline workers for skill development in nutrition programming.
- 5 Creating Partnerships:** Connecting businesses, NGOs, and stakeholders for sustainable nutrition programs, especially in vulnerable communities and to encourage civic participation for Jan Andolan.

Poshan Ghar, guided by its strategic pillars, makes a significant contribution to national and international health and nutrition agendas. It also offers substantial value to its members such as providing knowledge resources and opportunities to strengthen nutrition programs and foster meaningful collaboration. Some of them are outlined below.

Contribution to Sustainable Development Goals



Poshan Ghar's Alignment with National and International Health and Nutrition Agendas

Poshan Jan Andolan and Jan Bhagidari

Enhance health and nutrition outcomes by promoting balanced diets, dietary diversity and quality, while strengthening cross sectoral collaborations, grassroots participation, and last-mile service delivery

The UN Decade of Action on Nutrition (2016-2025)

Promote global nutrition literacy to address all forms of malnutrition across all age groups

WHO Global Strategy on Diet, Physical Activity, and Health

Raise awareness about the impact of diet and physical activity on health outcomes

Social and Behavior Change Around Nutrition

Strengthen systems, nutrition education on healthy diets and dietary diversity, and access to knowledge resources, capacity building, and community health-nutrition programmes

Poshan Ghar Contributes to Systems Strengthening at the National Level Through Various Actions

- Targeted **capacity building** for frontline health workers, PRIs, and PVTGs to enhance knowledge, skills, and programme implementation.
- Utilising **social media and community engagement** methods to bridge the information gap by promoting positive health and nutrition behaviours.
- Implementing **gender, social, and cultural inclusive initiatives**, such as campaigns targeting women and children.
- Conducting **research and generating evidence** on nutrition interventions, health outcomes, and social determinants of health.
- Encouraging **public-private** and **cross-sectoral collaboration** for effective action.
- Advocating for **nutrition as a priority agenda** with state and national stakeholders, including UNICEF state offices and NITI Aayog.
- Facilitating and designing large-scale, differentiated **nutrition programmes**.
- Creating a **knowledge repository** of health and nutrition information.

Some of Poshan Ghar's Value Proposition for its Members Include

- A **comprehensive repository** of SBC and nutrition resources, packages, training modules, success stories, best practices, and community engagement strategies.
- **Access to a network** of like-minded partners, including NGOs, CSOs, academics, nutrition alliances, and private sector collaborators.
- **Nutrition and SBC learning resources**, as well as technical guidance for nutrition programming.
- A platform to **amplify impactful initiatives** through Poshan Ghar's social media channels.
- A range of **capacity-building initiatives**, including workshops, seminars, and other activities.

The subsequent sections of this report presents details of Poshan Ghar's communication, outreach, and engagement achievements aligned to Poshan Ghar's strategic pillars of operations. These achievements reflects a coordinated and visible network of like minded stakeholders and partners responding in a concerted way to improve nutrition outcomes and increase the visibility and impact of solutions

SUMMARY OF OUTREACH AND ENGAGEMENT ACHIEVEMENTS

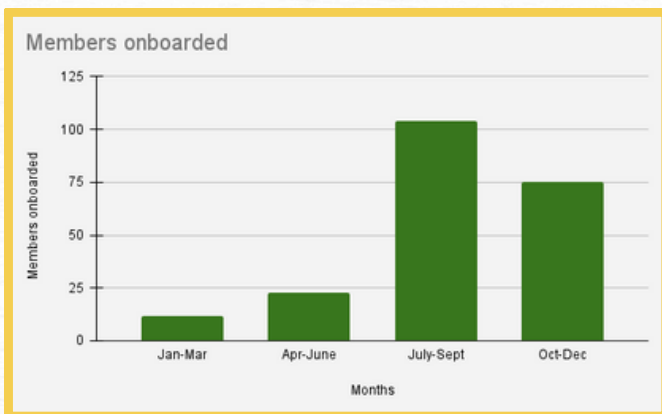
Total members onboarded

Aligning with Poshan Ghar’s strategic pillars; the Secretariat created a coordinated and visible network of members.

The Secretariat onboarded over 210 members within one year through rigorous outreach.

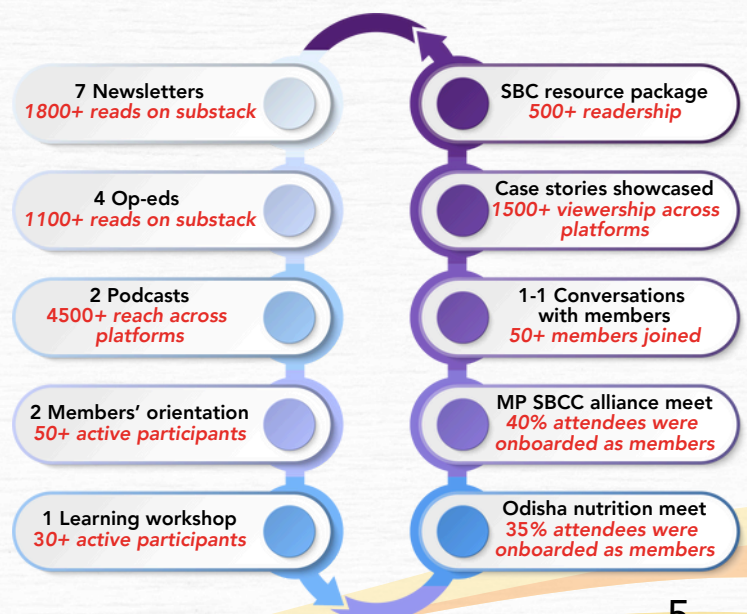
It targeted diverse non-profit organisations in health, nutrition, and allied sectors across India. The Secretariat identified these organisations through secondary research and targeted outreach to those partnered with UNICEF at the national and state levels. The Secretariat reached out to potential members via email and followed up telephonically, via email, and LinkedIn.

Membership saw the highest growth during the third quarter (July–September), followed by the fourth quarter (October–December). Strategic outreach to a broader range of organisations and the launch of new social media campaigns strengthened the digital presence, driving the increase during the third quarter. The first two quarters focused on laying the foundation, building an outreach database, and initiating outreach efforts. The campaigns, from Poshan Maah to #SahiPoshanSeSuraksha, strengthened Poshan Ghar’s virtual presence, leading to increased membership and greater awareness of Poshan Ghar initiatives.



Engagements with Poshan Ghar members

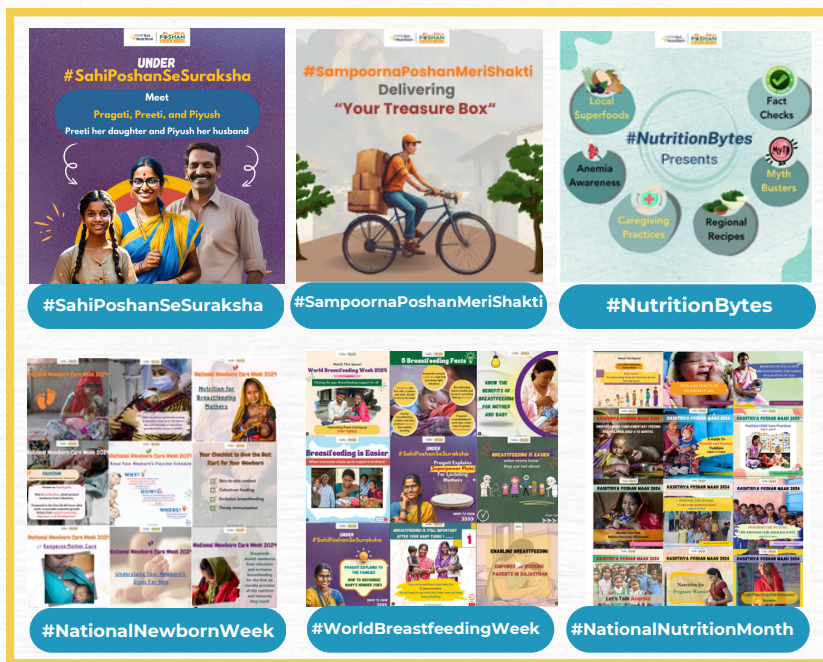
The Secretariat engaged members through tailored initiatives to address nutrition challenges and amplify solutions and best practices. It included orientation meetings, publication of op-eds, learning workshops, and thematic-based podcasts. Member participation grew steadily across these activities. The image on the right outlines key engagement efforts, with further details provided in the following sections.



SUMMARY OF COMMUNICATIONS ACHIEVEMENTS

The Secretariat developed communication strategies to enhance health and nutrition literacy and promote positive health behaviours. The goal was to educate general audiences on age-appropriate health and nutrition information. Its focus areas include addressing social, gender, and cultural barriers influencing nutrition practices, promoting enablers and providing approaches and practical solutions for better nutrition behaviours. The Secretariat sourced the content from trusted references, such as UNICEF, WHO, and MoHFW. The content covered themes such as infant and young child feeding practices, iron deficiency anaemia, maternal nutrition, breastfeeding, and WASH, aligning with Poshan 2.0.

The Secretariat leveraged social media platforms and the microsite to share simplified health information through **200+ posts** on LinkedIn, X (formerly Twitter), Instagram, and Facebook. The content included reels, posters, carousels, polls, and infographics to engage diverse audiences.

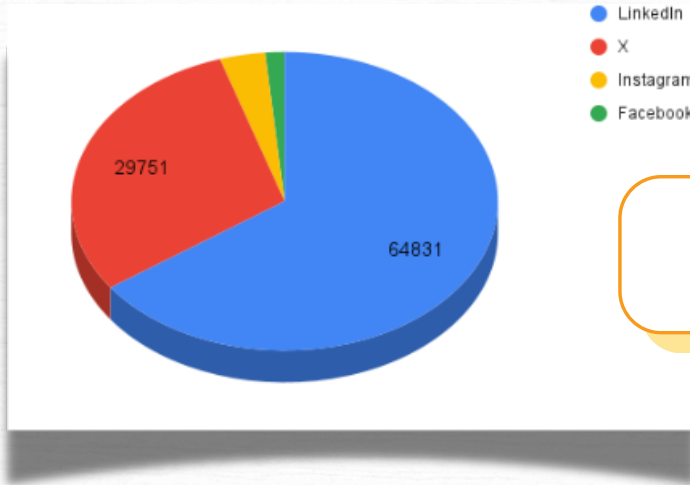


The Secretariat optimised existing Jan Andolan campaigns and also generated new in-house campaigns aligning with Jan Andolan themes to promote health and nutrition literacy. For example, the Secretariat celebrated Poshan Jan Andolan campaigns, including World Breastfeeding Week, Poshan Maah, Poshan Pakhwada, National Newborn Care Week, and National Nutrition Week. The three national-level in-house campaigns include **#SahiPoshanSeSuraksha**, **#SampoornaPoshanMeriShakti**, and **#NutritionBytes**. The image on the left presents the cover posts from some of these campaigns.

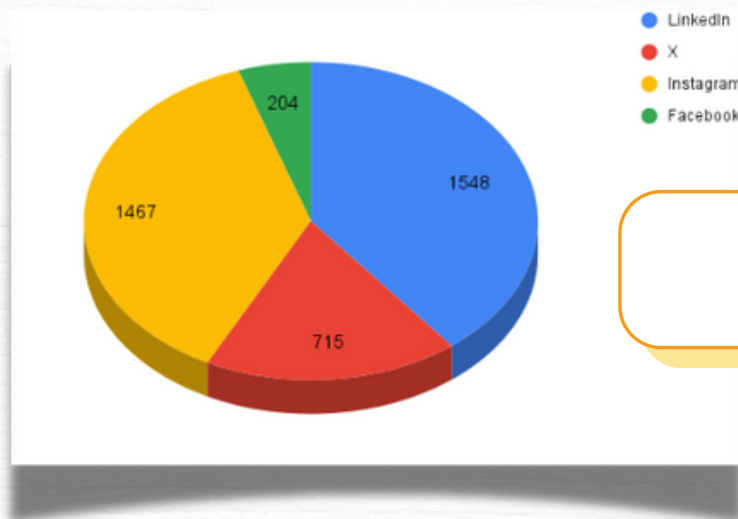
Furthermore, the Secretariat shared best practices and success stories from Poshan Ghar and IMPAct4Nutrition (I4N). Posts highlighted key national and international health and nutrition days, member engagement updates, and health and nutrition literacy content.

The communication efforts significantly increased visibility and engagement. LinkedIn achieved the highest visibility, recording over 80,000 post impressions. Instagram recorded nearly 1,300 interactions, including shares, likes, and comments. X also performed well with consistent engagement. Poshan Ghar's follower base grew organically, reaching 970+ on LinkedIn, 80+ on X, 110+ on Instagram, and 40+ on Facebook, all without paid promotions.

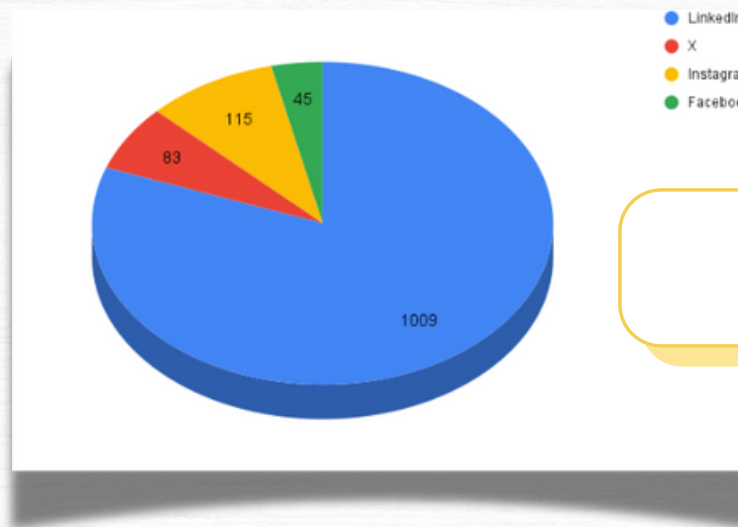
The pie charts below illustrate the reach of posts across platforms. The following chapters detail the achievements.



Impressions



Engagements



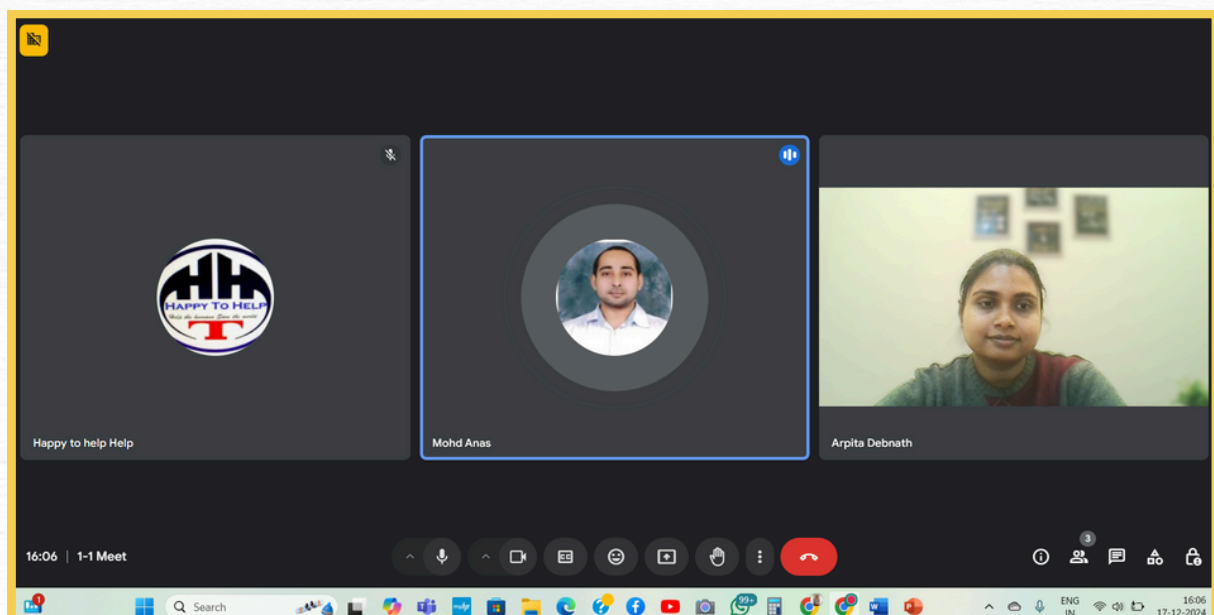
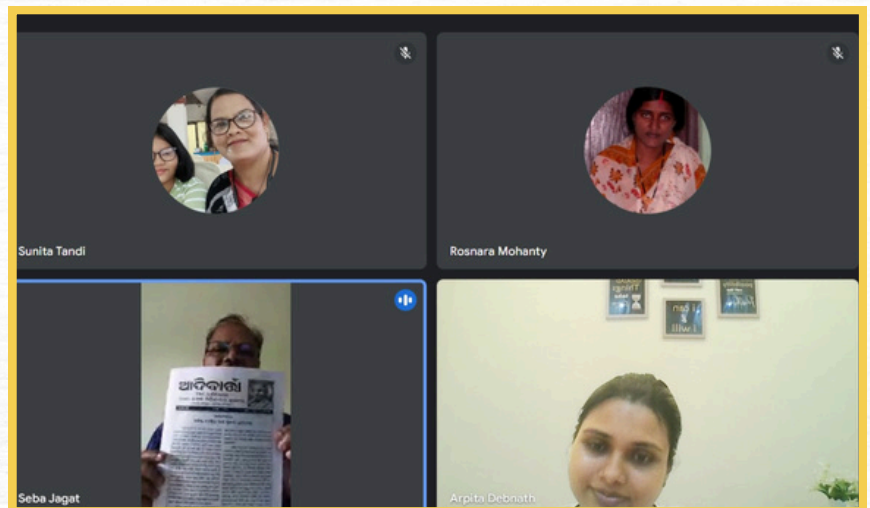
Followers

1-1 ORIENTATION MEETINGS

Poshan Ghar places great importance on fostering strong connections with its members by understanding their work, interests, and goals. To achieve this, the Secretariat conducted over **50 virtual one-on-one meetings** with members. These introductory meetings familiarised members with Poshan Ghar's ethos while allowing the Secretariat to learn about their programmes, goals, interests, and challenges. The meetings aimed to identify collaboration areas where the Secretariat could offer support, technical assistance, and knowledge-sharing resources, amongst others.

Members actively shared insights about their work, expectations, and interest areas during these interactions, leading to productive discussions and identifying potential areas for collaborative action.

The high level of active participation and enthusiasm from members strengthened partnerships and fostered meaningful collaborations. As a result, over 15 members actively contributed to the Secretariat's engagement initiatives, including op-eds, podcast panels, and social media engagements.



STATE LEVEL MEETINGS

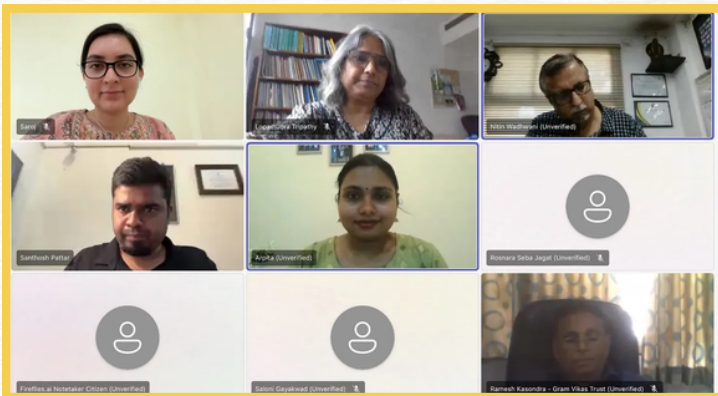
With the objective of introducing Poshan Ghar and its offerings, this year, the Secretariat participated in two state-level events: the MP SBCC Alliance Meet and the Odisha Nutrition Meet.

MP SBCC Alliance Meet

The UNICEF Madhya Pradesh field office and the Poshan Ghar Secretariat co-hosted the MP SBCC Alliance Meeting on July 21, 2024. The meeting convened representatives from the MP SBCC Alliance, NGOs, and field experts from across Madhya Pradesh to discuss a range of nutrition-related issues.

Objectives

- Promote diverse dietary habits through SBC approaches.
- Develop strategies to encourage the consumption of local and seasonal foods.
- Address the nutritional issues and the prevalence of anaemia within communities.
- Introduce the Secretariat to the participants.



Odisha Nutrition Meet

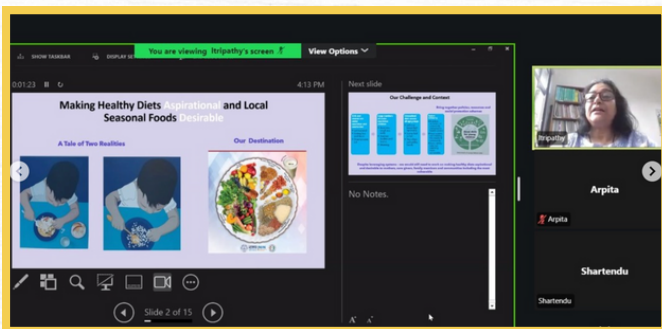
The Odisha Nutrition Meet took place on July 30, 2024. South Orissa Voluntary Action organised it in technical collaboration with UNICEF, the District Administration, and the RUCHI Group of Industries. The workshop gathered stakeholders, including NGOs, private sector representatives, state health officials, and nutrition experts from Odisha, to discuss regional nutrition challenges. The event focused on assessing current challenges, forming action plans, promoting cross-sectoral collaboration, and creating sustainable strategies to combat malnutrition, especially among young children.

Objectives

- Assess current nutritional challenges, especially in preventing severe wasting and growth faltering among young children.
- Develop action plans to bridge gaps in nutrition interventions.
- Foster cross-sector collaboration for holistic solutions.
- Explore investment opportunities and address gaps in IEC and BCC efforts.
- Introduce Poshan Ghar to the participants.

Secretariat's Engagements

Dr. Lopamudra Tripathy, Debbie, and Saroj represented the Secretariat virtually. Saroj gave a detailed presentation covering an introduction to Poshan Ghar, its core principles and objectives, and its connection with the I4N platform. The presentation also outlined the offerings available to members and guided how to become a member. Additionally, Dr. Tripathy highlighted two key ongoing social media campaigns, *#SahiPoshanSeSuraksha* and *#SampoornaPoshanMeriSakti*. She further emphasised the significance of Poshan Ghar and its value proposition to the participants.



Outcome of the Meets

The meetings successfully introduced participants to Poshan Ghar and its membership benefits. The Secretariat shared the membership form and social media links during the sessions in the chat box. After the MP SBCC Alliance Meet, the Secretariat received a list of eight potential members, along with their organisation details and points of contact. The Odisha Nutrition Meet resulted in a list of 20 participants.

The Secretariat individually reached out to all contacts. Of the 28 organisations, **10 joined as members**, one declined, and the remaining are in the follow-up stage. Outreach efforts included one initial email, two follow-up emails, and one phone call per contact.

MEMBERS ORIENTATION MEETINGS

The Secretariat organised two orientation meetings for its newly onboarded members, providing a platform to showcase impactful initiatives, highlight Poshan Ghar's value proposition, and explore collaboration opportunities. These sessions, grounded in the principle of Jan Andolan, fostered community building, open dialogue, strategy sharing, and effective alliances.

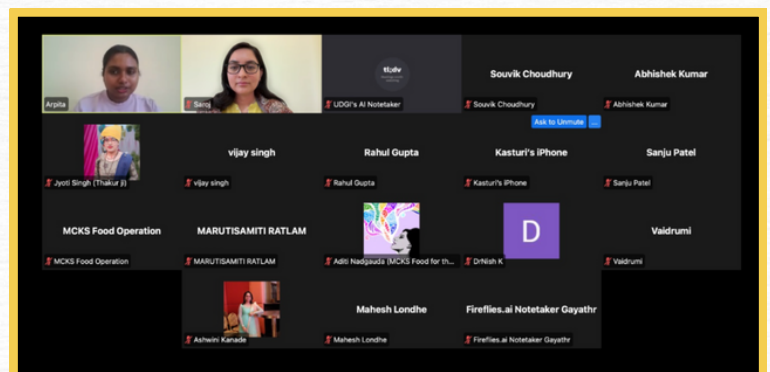
Both sessions, conducted on 31 July 2024 and 27 November 2024 via Zoom, engaged over **50 participants**. The first orientation included 30+ participants, while the second had 20+ participants. Each session lasted approximately one hour. The Secretariat presented Poshan Ghar's mission, vision, core principles, and value proposition while guiding discussions on nutrition promotion and SBC integration within community programs. Participants also shared insights into their ongoing projects, sparking collaborative ideas and cross-learning opportunities.

These meetings enhanced mutual understanding among members and strengthened Poshan Ghar's network of committed individuals and organisations working towards better nutrition and SBC outcomes. The sessions also helped the Secretariat identify members for deeper engagement. Participants were encouraged to contribute to activities, such as newsletters, op-eds, and capacity-building workshops. The meetings emphasised shared advocacy efforts and resource collaboration, reinforcing Jan Andolan and Jan Bhagidari principles.

Outcome of the meet

Following the July session, several organisations, including Gram Vikas Trust, Citizens Association for Child Rights, Antodaya, Seba Jagat, ADRA India, and Christ International Ministries Trust, engaged further with the Secretariat. Their contributions included amplifying best practices via Poshan Ghar's platform, participation in the Poshan Ghar's podcast, and sharing impact stories and reports during World Breastfeeding Week, which were featured in the newsletter and on social media.

The November session saw similar engagement, with active responses from participants such as Dr. Nishanth (Directorate of Public Health and Preventive Medicine), Mahesh Lodhe (AgroZee Organics Pvt. Ltd), Ashwini (Healing Fields Foundation), and Aditi (MCKS Food For the Hungry Foundation, Delhi). These members expressed interest in contributing further and aligning their initiatives with Poshan 2.0 goals. Post-session, the Secretariat invited members to share op-eds, stories, and workshop themes. These engagements significantly expanded Poshan Ghar's network and reinforced its collaborative approach to advancing national nutrition goals.



PODCASTS

The Secretariat hosted a series of **#PoshanGharPodcast** episodes in August 2024. It focused on community-driven interventions, grassroots challenges, and the importance of SBC strategies in improving health and nutrition outcomes. Each one-hour episode allowed participants to prepare thoughtful insights, with questions shared in advance. The podcasts were disseminated across multiple platforms, including YouTube, social media, and newsletters, ensuring broad outreach and audience engagement.

Episode Summaries

The first podcast episode, *“Closing the Gap: Breastfeeding Support for All,”* was held on 1 August 2024. It featured Dr. Lopamudra Tripathy, Social Behaviour Change Specialist and Poshan Ghar Lead at UNICEF India, and was moderated by Arpita Debnath. Dr. Tripathy provided expert insights on the importance of creating supportive environments for breastfeeding, involving families, workplaces, and communities.

The discussion highlighted the need for educating mothers, families, and healthcare professionals on breastfeeding challenges while offering practical solutions grounded in SBC strategies. Dr. Tripathy also emphasised the need for safe public spaces for breastfeeding mothers and the importance of counselling for proper breastfeeding techniques.

The second podcast episode, *“Nourishing Future Generations: The Critical Impact of Nutrition in the First 1,000 Days and Beyond (0-5 Years),”* was released on 12 September 2024 during Poshan Maah (National Nutrition Month). Also moderated by Arpita Debnath, the session featured a panel of experts including Dr. Noopur Auddy, Dr. Dillip Kumar Das, Mr. Arif Vhora, and Dr. Anshu Sharma. The discussion explored the significance of early childhood nutrition and its lasting impact on health and development.

The panellists addressed cultural barriers, family dynamics, and community involvement in supporting early childhood nutrition. A key focus was on promoting the role of the entire family, including fathers and extended family members, in ensuring optimal nutrition and care during the formative years.



Outcomes of the podcast

Both podcasts provided actionable insights and encouraged listeners to advocate for positive change, whether in supporting breastfeeding mothers or ensuring children receive the best possible nutrition, care, and supportive environment in their formative years. Specifically, the first podcast provided insights into the need for a supportive environment at all levels, from family members to service providers and the broader community. Dr. Tripathy offered practical recommendations on creating safe public spaces for breastfeeding and ensuring proper breastfeeding techniques through counselling.

The second podcast reinforced the critical importance of the first 1,000 days of a child's life, stressing the need for family-wide support beyond maternal involvement. Panellists addressed cultural and religious barriers to proper nutrition and proposed mass media campaigns to raise awareness of early childhood health and nutrition.



Dissemination and Engagement

Key podcast segments were shared as bite-sized clips across the Secretariat's social media platforms and featured in *Poshan Ghar newsletters* (Volume 1, Editions 2 and 3, respectively). Below are the cumulative performance statistics for these posts.

Platform	Views	Other Engagements (Like, share, repost/retweet, comment, save)
Instagram	816	59
Facebook	496	10
X	283	19
LinkedIn	2116	154
Youtube	10	8
Newsletter	526 views on the newsletter	
Total (excluding Newsletter)	3721	250

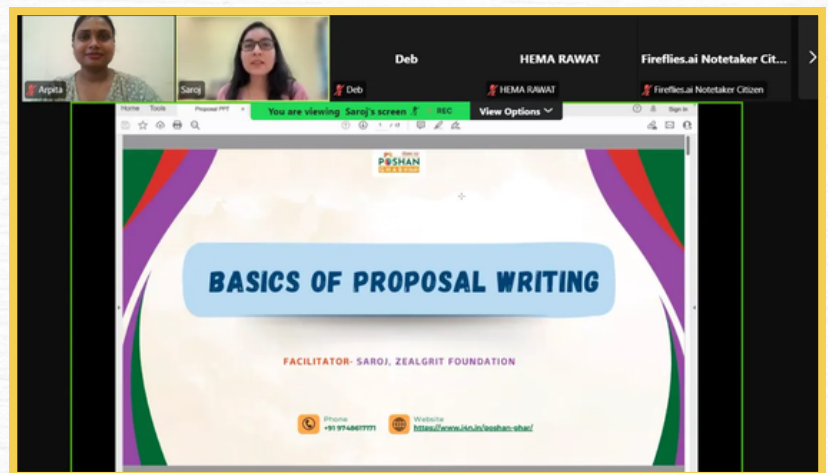
LEARNING WORKSHOP

The Secretariat also offers capacity-building and learning workshops to empower members through knowledge and skills development. Workshop topics are chosen based on inputs from Poshan Ghar members during the one-on-one and orientation meetings, ensuring these workshops address relevant and critical areas that require skills building.

The Secretariat conducted a 90-minute learning workshop on “*Basics of Proposal Writing*” on 16 October 2024 as part of its capacity-building initiatives for members. The session was moderated by Arpita and facilitated by Ms. Saroj, Co-founder and Director of the ZealGrit Foundation. The workshop aimed to equip the participants with essential skills and knowledge for drafting effective proposals. The workshop engaged **over 30 participants** through a participatory and practical approach.

Workshop summary

The session began with an introduction to proposal writing, where Ms. Saroj outlined the fundamentals and types of proposals. She then elaborated on the core components of a well-structured proposal, including objectives, background information, problem statements, methodologies, budgets, and expected outcomes. She stressed the importance of clarity in each section and the need to tailor proposals to meet funder requirements effectively.



The workshop incorporated two hands-on exercises to promote active engagement. The first exercise required participants to analyse real-world proposal questions, with Ms. Saroj providing guidance on how to address them effectively within word limits. The second involved reviewing a sample proposal response, where participants identified strengths and areas for improvement. Ms. Saroj offered detailed feedback, enhancing the group’s understanding of proposal structuring.

The session further explored techniques for effective proposal writing, focusing on clear, concise, and persuasive language. Practical examples illustrated how these strategies could align proposals with funder expectations. During the concluding Q&A session, participants raised queries such as:

“Can a proposal be written in languages other than English?”

“Where can we search for proposals and grants?”

“How important is proofreading in proposal writing?”

Ms. Saroj addressed these queries while providing additional tips on avoiding common mistakes, using storytelling techniques, and refining content for greater impact.

Outcome of the workshop

The workshop effectively equipped participants with foundational skills for proposal development, focusing on clarity, structure, and strategic alignment with funder requirements. The constructive feedback and practical insights were well-received, fostering a deeper understanding of successful proposal writing strategies.

Dissemination and Engagement

The Secretariat shared an announcement post on its social media channels prior to the session. Later, it shared key takeaways across the same platforms and featured them in the Poshan Ghar Newsletter (Vol. 1, Ed. 4). Below are the cumulative performance statistics for these posts.

Platform	Engagements (likes, shares, comments, reposts)
Instagram	13
Facebook	5
X	57
LinkedIn	35
Newsletter	220
Total (excluding Newsletter)	110

SBC RESOURCE PACKAGE ON HEALTHY DIETS

The Secretariat offers an extensive repository of SBC and nutrition resources, including training modules, success stories, best practices, and community engagement strategies. This year, as a part of its offerings, the Secretariat introduced a SBC resource package on Healthy Diets developed by UNICEF India.

The package focuses on nutrition and diet diversity for adolescents, pregnant women, and breastfeeding mothers. It is tailored for ASHA workers, Anganwadi workers, field staff, school authorities, and caregivers. Designed for use in schools, Anganwadi centres, and home visits, these resources make learning engaging and interactive. The package features Dialogue Cards, where each set addresses essential nutrition topics tailored to the target groups. These cards deliver key messages with detailed explanations, serving as a powerful SBC communication tool. Additionally, it includes Interactive Games designed to complement the dialogue cards. These games provide an enjoyable and engaging way to learn about nutrition, fostering active participation and dynamic discussions for effective learning experience.

The SBC resource package can be accessed on the microsite: <https://www.i4n.in/poshan-ghar-resources/>

The Secretariat will expand the reach of the SBC package by sharing over 15 individual posts highlighting key messages. The Secretariat will organise learning workshops for its members, focusing on effectively using the package for community nutrition programming.



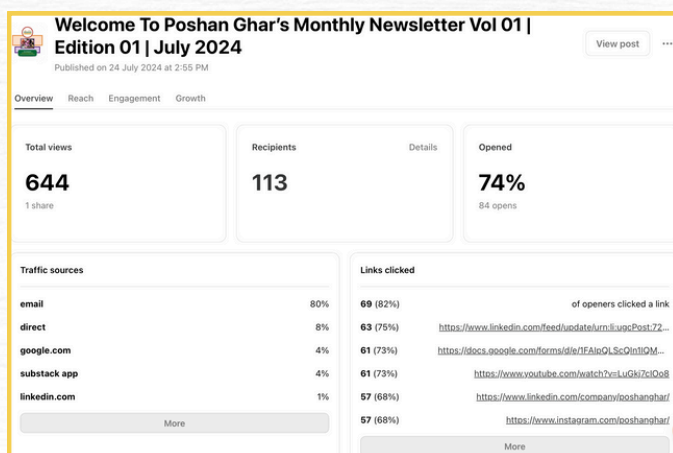
NEWSLETTERS

The Secretariat publishes a monthly newsletter to showcase its work. It highlights the Secretariat's key activities and updates from the month, ensuring consistent engagement with the Poshan Ghar audience. Initiated in July 2024, the Secretariat has published and widely shared six newsletters under Volume 1 across the public domain. The newsletter has received a significant positive response from readers, reflecting its growing popularity and impact.

The newsletter is published on the Substack platform, offering a dedicated site with a customised landing page where posts are delivered directly to subscribers' inboxes. Readers can also subscribe free of charge. To further amplify visibility, the newsletter is reshared across Poshan Ghar's official social media channels and reposted by the I4N platform, expanding its reach. Additionally, the Secretariat shares brief content for I4N's monthly newsletters, which are distributed to over 3,000 members.



I4N is a knowledge and resource platform focused on nutrition. It connects businesses to the broader social movement under POSHAN Abhiyaan Jan Andolan, facilitating discussions and promoting Corporate Social Responsibility (CSR) initiatives, workplace nutrition, and employee well-being. The monthly newsletter is a key platform to showcase the Secretariat's work, providing readers with insights into the ongoing activities, social media campaigns, and significant milestones.



The newsletter is thoughtfully divided into several sections:

1. Introduction to Poshan Ghar

The opening section introduces Poshan Ghar to new readers, featuring interesting facts in each edition to enhance understanding and awareness of its mission and work.

2. Highlights from the Secretariat

This section captures key activities and engagements from the month, including updates from events such as *Rashtriya Poshan Maah*.

3. Members' Corner: Spotlight on Poshan Ghar members

In this section, activities and stories from members are highlighted. It includes inspiring ground-level stories, updates, and best practices from the members or their contribution to the Secretariat, such as op-eds. This serves as an opportunity for members to not only stay informed about the Secretariat's work but also to have their own initiatives and successes recognised within the broader community.

4. Ongoing in-house social media campaigns

This section provides an overview of the campaigns currently run by the Secretariat, encouraging readers to actively follow and participate in these initiatives.

5. Healthy Bites: Quick facts for a better you!

This segment shares valuable tips, quotes, and facts related to health, nutrition, and overall well-being, aiming to inspire healthier lifestyles.

6. Interactive quiz

This section engages readers with a monthly quiz linked to the *Poshan Jan Andolan* themes and *Healthy Bites* segment, encouraging participation and knowledge sharing.

7. Social media and membership details

The newsletter concludes with links to Poshan Ghar's social media handles and information on how to become a member, strengthening audience connections.

The table below presents the engagement statistics for the newsletter on Substack.

Edition	Views and Engagements
1st	644
2nd	331
3rd	266
4th	283
5th	338
6th	250
Subscriptions	289

OP-EDS

The Secretariat encourages its members to share field stories, insights, opinions, and analyses on key topics, such as iron deficiency anaemia, infant and young child feeding practices, maternal and child health, adolescent well-being, SBC for nutrition, and healthy diets. These contributions are featured as op-eds on the Poshan Ghar Substack platform to engage readers, stimulate conversations, and raise awareness on critical health and nutrition issues. The goal is to engage readers, stimulate discussion, and contribute to public understanding of complex issues.

Initiated in August 2024, the Secretariat published and widely disseminated four op-eds across the public domain, attracting significant interest with a **cumulative viewership exceeding 2,000**.

The Secretariat publishes each op-ed under individual bylines on Substack and amplifies it further through monthly newsletters and social media platforms. To ensure a steady flow of contributions, the Secretariat proactively reaches out to members, providing timelines, suggesting relevant topics, and encouraging submissions of opinion pieces. The in-house team edits the op-eds before publication.

In 2024, the op-ed series covered diverse themes, including gender norms, adolescent health, dietary diversity, and iron deficiency anaemia. The table on the next page presents the titles, authors, and engagement statistics for each published piece.

All Poshan Ghar op-eds can be accessed here: <https://poshanghar.substack.com/s/poshan-ghar-oped>

Op-ed Series	Title	Author	Views and Engagements
1st	Bridging Gender Gaps: Engaging Men and Family for Nutritional Equity in Rural India	Dr. Sarita Anand and Ms. Shivangi Karmakar, ROSHNI – Centre of Women Collectives led Social Action, Lady Irwin College	581
2nd	A Generation On The Brink: Nourishing India's Adolescents For A Healthier Future	Saroj, CEO, ZealGrit Foundation	455
3rd	The Need for Dietary Diversity in India: A Path to Improved Health and Nutrition	Abhishek Kumar, MPH Student at the University of Hyderabad	723
4th	Bringing Stakeholders Together For Anaemia	Poshan Ghar Secretariat	480

COMMUNICATION AND SOCIAL MEDIA ENGAGEMENTS

Social media handles act as leverage to deliver simplified, age-appropriate health and nutrition information sourced from trusted references and publications. Over the past year, the Secretariat has shared over 200 informative posts, including reels, posters, infographics, and carousels. These posts covered diverse topics, such as nutrition across the lifecycle, anaemia, gender and social norms, macro and micronutrients, and infant and young child complementary feeding practices. The Secretariat also launched in-house campaigns and observed national nutrition campaigns and key international days throughout the year to promote holistic health and nutrition well-being across communities. These efforts created a **‘Poshan Buzz’** achieving over 1 million organic impressions and engagements.

In-house Social media campaigns

#SahiPoshanSeSuraksha
#SampoornaPoshanMeriShakti
#NutritionBytes

National Nutrition campaigns

#WorldBreastfeedingWeek
#NationalNewbornCareWeek
#PoshanPakhwada
#NationalNutritionMonth

Other social media posts

Poshan Ghar success stories
IMPAct4Nutrition success stories
Best practices from the field
Poshan Ghar promotional posts
Health and Nutrition Literacy posts

Total posts

200+ on LinkedIn, X, Instagram, and Facebook

Format

Reels, carousels, posters, polls, and infographics

Engagement

1 million+ organic impressions and engagements

Engagement Status

The Secretariat’s engagement demonstrated significant growth across all platforms, including LinkedIn, Instagram, X, and Facebook. Throughout the year, each platform recorded consistent upward trends, all without paid promotions or sponsored boosts.



Impressions & Engagements

85K+

4.4K+

20K+

2K+

4.5K+

Followers & Subscribers

970+

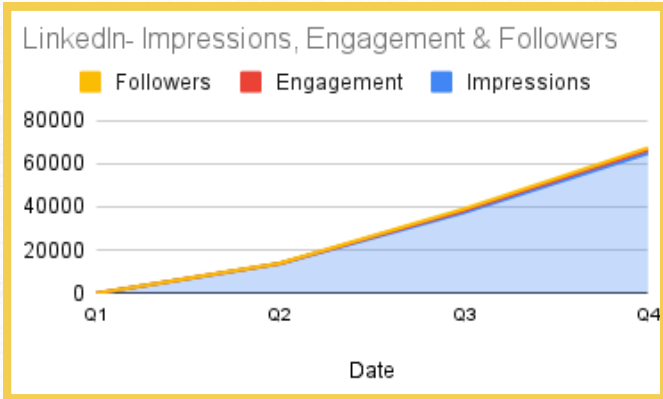
110+

80+

40+

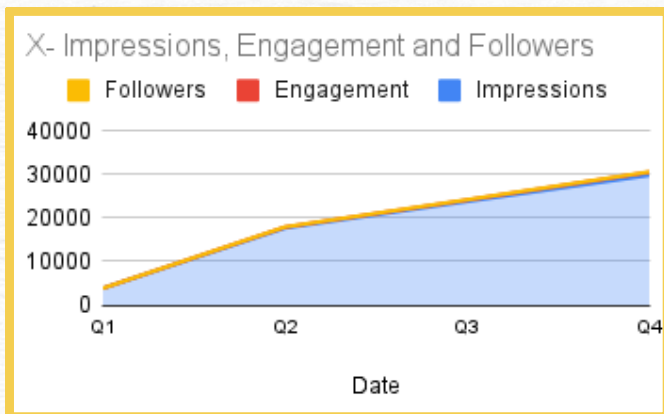
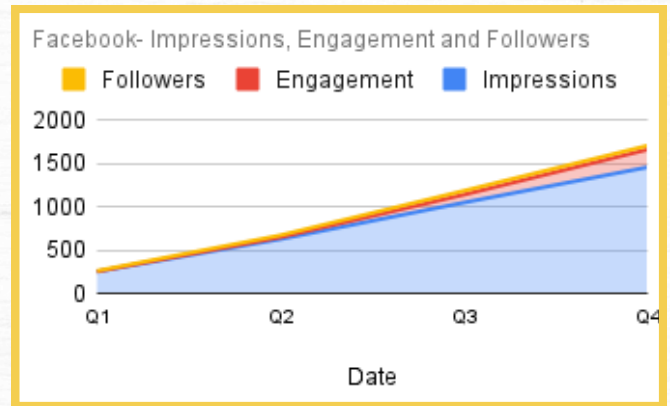
285+

The graphs below visually represent the substantial growth Poshan Ghar achieved across these platforms.



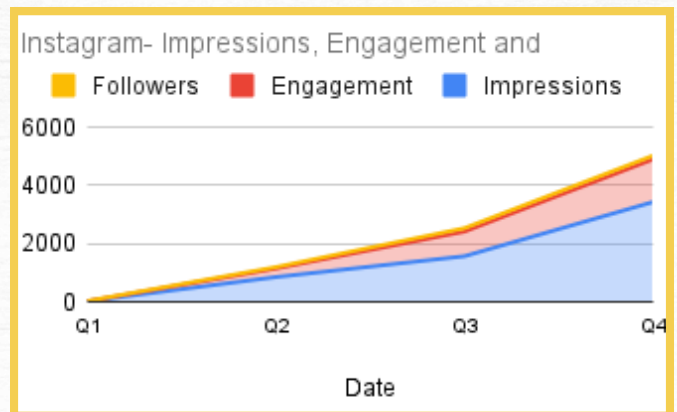
LinkedIn

Facebook



X

Instagram



IN-HOUSE NUTRITION AND SBC CAMPAIGNS

The Secretariat crafted three in-house national social media campaigns: *#SahiPoshanSeSuraksha*, *#SampoornaPoshanMeriShakti* and *#NutritionBytes*

#SahiPoshanSeSuraksha

This six-month campaign focused on critical health, nutrition, and WASH issues. Posts were shared every Tuesday, accompanied by the *#AskPragati* hashtag to boost viewer engagement.

In the first phase, the Secretariat introduced Pragati, an AI-generated mascot and the campaign's brand ambassador. Pragati served as a community caregiver and trusted guide. She educated women across all reproductive stages—pre-pregnancy, pregnancy, and postpartum, with the right knowledge and resources to make informed health and nutrition decisions. Pragati covered various topics, such as the importance of iron folic acid for women and nutritional care during pregnancy and lactation.

In the second phase, her daughter Preeti and husband Piyush joined Pragati. Together, they engaged community members on essential behaviours and practices that improved nutrition and health outcomes across all age groups. The campaign addressed topics often surrounded by stigma or misconceptions, including gender-responsive anaemia care, family support during breastfeeding, and responsive parenting. The campaign used comic-style conversations between Pragati, Piyush, and Preeti to tackle norms and practices in a culturally neutral tone, ensuring readers across regions could understand the information.

#SampoornaPoshanMeriShakti

This three-month campaign promoted balanced diets and dietary diversity across all age groups. The campaign aimed to equip individuals with practical knowledge and tools to incorporate nutritious foods into their daily routines to live healthier lives. For instance, the campaign encouraged preparing diverse lunchboxes and selecting healthier food options to encourage sustainable, healthy eating habits.

#NutritionBytes

This ongoing campaign serves as a go-to resource for information on healthy diets, regional/local recipes, and local superfoods. It includes engaging fact-checks on food, health, and nutrition behaviours and practices. Through visually appealing and informative posters, the campaign encourages audiences to explore and engage with essential health and nutrition topics.

All the campaigns have been a huge success in breaking down complex topics and presenting them in a simple, engaging way, helping a large and diverse audience to stay informed.



PLAN FOR 2025

As we move forward, the Secretariat plans to enhance systems for effective civic engagement and strengthen systems through various approaches. It will drive nutrition programming at scale, focusing on SBC. The Secretariat will advance the nutrition agenda, help organisations, individuals, NGOs, and other stakeholders sustain nutrition programs in communities, supporting the Poshan Jan Andolan.

