

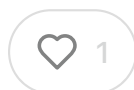
POSHAN GHAR NEWSLETTER

# Welcome To Poshan Ghar's Newsletter Vol 01 | Edition 06 | Dec 2024



POSHAN GHAR

DEC 31, 2024



## Poshan Ghar in 2024

The last edition of the year highlights the major initiatives and activities of Poshan Ghar Secretariat.

In 2024, Poshan Ghar achieved a remarkable milestone by onboarding more than 210 NGOs, civil society organisations, academics, alliances, volunteers, and business partners as members, strengthening its reach and collaborative efforts for nutrition programming.

**WHO ARE OUR MEMBERS?**

210+ members

13	Academia	19	Students	3	Individuals
117	NGOs/CSOs	41	Alliances/networks	19	Private Sector

Member logos include: CHETNA, ROSHNI (Center of Women Collectives Led Social Action), CACR (Citizens Association for Child Rights), SOCH AI (SOCIAL CHANGEMAKE & INNOVATORS), PAN (Physicians Association for Nutrition), United Way (United Way Mumbai), Gramin Vikas Trust, Ambuja FOUNDATION, CINI, ILSI (International Life Sciences Institute), YES (YEH EK SOCH FOUNDATION), and NUTRI CURE (DIET | NUTRITION | HEALTH | WELLNESS).

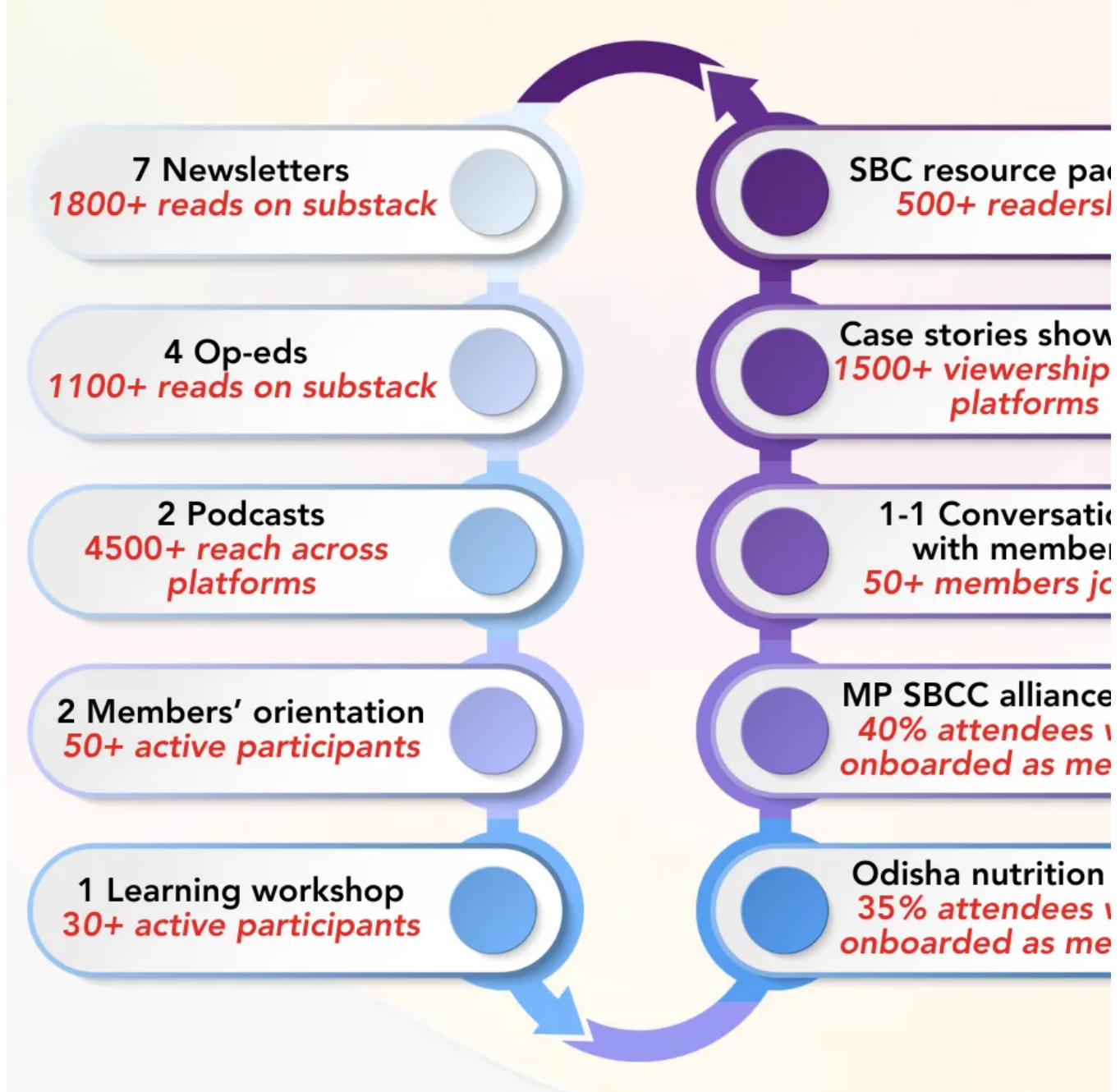
Poshan Ghar members

## Engagement with Poshan Ghar Members

The Secretariat offers a range of value propositions to its members through engagement initiatives, including orientation meetings, op-eds, learning and podcasts.



# ENGAGEMENT WITH MEMBE



Members' engagement highlights

## Members' Orientation Meet

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

grounded in the principle of collective action, fostered community building, dialogue, strategy sharing, and effective alliances. Over 70 participants at these meetings, with 20% actively contributing to the Poshan Ghar community. Members shared best practices, success stories, op-eds, and write-ups aligned with the Poshan 2.0 objectives. The Secretariat featured members' content in newsletters and amplified them across social media channels. Furthermore, members had the opportunity to share their experiences in podcast episodes, creating a ripple effect of inspiration and fostering richer collaboration among members.

Orientation meetings

## Podcasts

The Secretariat has been hosting a series of **#PoshanGharPodcast** aimed at exploring community-driven interventions, addressing grassroots challenges through expert insights, and emphasising the critical role of Social Behavior Change (SBC) strategies in enhancing health and nutritional outcomes.

The first episode, released during World Breastfeeding Week, featured Dr. Lopamudra Tripathy, SBC Specialist and Poshan Ghar lead at UNICEF India. The episode focused on the theme *"Closing the Gap: Breastfeeding for All"* and explored the underlying challenges and the need to bridge them. Dr. Tripathy provided expert insights into the critical role of families, workplaces, and

communities in supporting breastfeeding. The discussion emphasised the importance of educating mothers, families, and healthcare professionals on breastfeeding challenges, opportunities, and solutions following SBC strategies.

The second episode, released during Poshan Maah in September, was titled *"Nourishing Future Generations: The Critical Impact of Nutrition in the First 1000 Days and Beyond (0-5 Years)"*. It focused on early childhood nutrition and its lifelong impact on health and overall development. This episode featured a discussion with four Poshan Ghar members, sharing insights on grassroots implementation, cultural barriers, and the role of families and communities in supporting early childhood nutrition. The panellists highlighted the need for the entire family, not just the mother, to support early childhood nutrition, with a focus on educating fathers and extended family members in caregiving practices.

Both episodes engaged nearly 5,000 listeners, generating significant interest and encouraged Poshan Ghar members to express their desire to participate in future episodes.

We are excited to plan more engaging and insightful episodes involving community members. Listen to the podcasts [here](#), and if you would like to be featured, contact us at [arpita.d@zealgrit.com](mailto:arpita.d@zealgrit.com)!

Podcast cover images

## Op-eds

The Secretariat encourages its members to share field stories, insights, and analyses on key topics, such as iron deficiency anaemia, infant and young child feeding practices, maternal and child health, adolescent well-being, SBC 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.

Initiated in August 2024, the Secretariat has published and widely shared op-eds across the public domain. The series has attracted significant interest, gathering a cumulative viewership of over 3,000.

As the series continues to expand its reach, the Secretariat plans to highlight the need and importance of stakeholder collaborations, food security, health, and allied themes to improve nutrition and health outcomes.

To submit your op-ed, please reach out to us at [arpita.d@zealgrit.com](mailto:arpita.d@zealgrit.com)!

Read the published op-eds [here](#)!

Two of our op-ed's cover

## Learning Workshop

The Secretariat also offers capacity-building and learning workshops to



members through knowledge and skills development. Workshop topics are 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 first virtual workshop, *"The Basics of Proposal Writing,"* engaged over 50 participants through a participatory and practical approach. Facilitated by Saroj, Director of [ZealGrit](#) Foundation, the session introduced key proposal components and showcased examples of best practices for crafting effective proposals. It concluded with an engaging Q&A discussion.

Learning workshop on zoom

## 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, 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 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 powerful SBC communication tools. Additionally, it includes **Interactive Games** designed to complement the cards. These games provide an enjoyable and engaging way to learn about nutrition, fostering active participation and dynamic discussions for effective learning experience.

For specific SBC and IEC materials to support your projects, contact the team at [arpita.d@zealgrit.com](mailto:arpita.d@zealgrit.com). Explore the full resource package [here](#).

SBC resource package on healthy diets



# 1 on 1 Orientation Meets

The Secretariat values personalised interactions to strengthen partnersh members, recognising their unique strengths and expertise. These intro meetings orient members to the ethos of Poshan Ghar while helping the understand the members' implementing programmes, goals, interests, a challenges. The aim is to identify areas for collaboration where the Secre offer support, technical assistance, and sharing knowledge resources, al others. The Secretariat has conducted over 50 virtual one-on-one meeti establishing a foundation for shared understanding and action.

1-1 meeting with Poshan Ghar members

## MP SBCC Alliance and Odisha Nutrition Mee

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

The UNICEF Madhya Pradesh field office and the Poshan Ghar Secretari hosted the MP SBCC Alliance Meeting, which brought together nutrition field experts, and NGOs to address critical nutrition issues, such as pron dietary diversity to combat anaemia among women and children. The Oc Nutrition Meet, organised by South Orissa Voluntary Action, UNICEF, the Administration, and RUCHI Group of Industries, focused on preventing s

wasting and growth faltering in children.

At both events, the Secretariat presented Poshan Ghar's core principles, mission, and value proposition while highlighting the importance of multi-collaboration to advance POSHAN 2.0 and the Poshan Jan Andolan. As a result, 40% of attendees from the MP SBCC Alliance Meet and 35% from the C Nutrition Meet became members of Poshan Ghar.

Poshan Ghar participating in state-level meetings

## Communication and Social Media Achievements

Social media handles act as leverage to deliver simplified, age-appropriate and nutrition information sourced from trusted references and public figures. In 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, micronutrients, and infant and young child complementary feeding practices. These efforts created a 'Poshan Buzz,' achieving over 1 million organic impressions and engagements.

Poshan buzz across digital channels

# Poshan Ghar In-house Campaigns a Key National and International Days

The Secretariat launched in-house campaigns and observed national nutrition campaigns and key international days throughout the year to promote health and nutrition well-being across communities. From #SahiPoshanS to Poshan Maah and National Nutrition Week to World Breastfeeding Week campaigns created platforms for dialogue, learning, and collective action Poshan Jan Andolan.

The first week of August is observed as World Breastfeeding Week, and under the theme "*Closing the Gap: Breastfeeding Support for All*", the Secretariat focused its campaign on promoting breastfeeding and addressing three aspects: (1) Closing the gap at the information level; (2) Highlighting the service providers level, and (3) Strengthening the participation support at family and at the community level. The campaign shared informative and

posts highlighting the importance of safe and inclusive breastfeeding sp encourage engagement.

Click [here](#) to access the campaign infographics

POSHAN Abhiyaan has two national nutrition campaigns, the Poshan Pal

March and Poshan Maah in September, to generate a Jan Andolan among masses across the country. The Secretariat aligned its engagement with and social media outreach to the themes of Poshan 2.0. The Secretariat over 20 posts, including reels, posters, carousels, and infographics, during long campaigns. These posts reached an audience of over 40,000 viewers on various social media platforms. The campaigns effectively amplified key messages on the importance of a balanced, healthy, and diverse diet. They also highlighted the significance of nutrition during pregnancy, lactation, and adolescence.



Click [here](#) to access the campaign infographics

National Newborn Care Week is observed in November, and the Secretariat developed a theme-based initiative centred on essential food, nutrition, and caregiving practices. The campaign emphasised the role of parents, family service providers, and communities in ensuring newborn survival and healthy development.

Through targeted posts, the weeklong initiative covered practical insights on newborn care practices, including colostrum feeding, kangaroo mother care, and maternal nutrition. These efforts highlighted actionable steps to support the health and well-being for newborns.



Click [here](#) to access the campaign infographics

## In-house Social Media Campaigns

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

## **#SahiPoshanSeSuraksha**

This six-month campaign focused on critical health, nutrition, and WASH. 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 as the campaign's brand ambassador. Pragati served as a community care 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 with Pragati, Piyush, and Preeti to tackle norms and practices in a culturally relevant way, ensuring readers across regions could understand the information.

## **#SampoornaPoshanMeriShakti**

This three-month campaign promoted balanced diets and dietary diversity for 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.

## **#NutritionBytes**

This ongoing campaign serves as a go-to resource for information on health and nutrition.

regional/local recipes, and local superfoods. It includes engaging fact-ct food, health, and nutrition behaviours and practices. Through visually ap and informative posters, the campaign encourages audiences to explore engage with essential health and nutrition topics.

Reach out to [arpita.d@zealgrit.com](mailto:arpita.d@zealgrit.com) for campaign infographics.

#### Title covers of the campaigns

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

## What's Next in 2025?

Poshan Ghar has an exciting year ahead, with plans to enhance systems effective civic engagement and strengthen systems through various app

## Poshan Ghar in 2025

As Poshan Ghar continues to grow, focusing on its mission, vision, and c we encourage readers to share this newsletter with anyone who might b the information.

### Introduction to Poshan Ghar



*Click on the video to explore the ethos and vision of Poshan Ghar*

Poshan Ghar is a non-financial platform incubated by UNICEF India with objective of building a coordinated network of development partners and individuals to address India's nutrition challenges and enhance the visible impact of best practices and success stories from the field.

Join us today to become a part of the Poshan Ghar family.

Fill in the membership form [here](#)

Follow [Poshan Ghar](#) on [LinkedIn](#), [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#)

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