


POSHAN GHAR NEWSLETTER

# Welcome To Poshan Ghar's Monthly Newsletter Vol 02 | Edition 01 | January 2025

 POSHAN GHAR  
JAN 31, 2025



The Poshan Ghar Secretariat warmly wishes you a Happy, Healthy, and Nutritious New Year 2025!

In 2024, Poshan Ghar made significant progress in mobilising NGOs, CS private sector, academia, and individuals for a Jan Andolan on health and across its ecosystem.

Read more about our achievements in Poshan Ghar's previous newsletter

**पोषण घर**  
**POSHAN GHAR**

# Year 2024 In A Nutshell

## Outreach, Engagement, and Communication Achievements of Poshan Ghar

- OUR MEMBERS**
  - 117 NGOs/CSOs
  - 41 Networks/alliances
  - 19 Private Sector
  - 13 Academia
  - 22 Students
- 200+ Post**  
**1M+ Organ**  
**impressions**  
**engagement**
- Outreach and Engagement Achievements**
- ENGAGEMENT INITIATIVES**
  - 50+ members's meet
  - 1 Learning workshop
  - 7 Newsletters
  - 4 op-eds
  - 2 podcasts
- FOLLOWER & ENGAGEMENT**
  - LinkedIn: 960+, 85k+
  - Instagram: 110+, 4.4k+
  - X: 80+, 20k+
  - Facebook: 43+, 2k+
  - Substack: 245+, 4.5k+
- ENGAGEMENT INITIATIVES**
  - 2 State-level meetings
  - 2 Members' orientation
  - SBC Recourse package
- POSHAN GHAR CAMPAIGNS**
  - #SahiPoshanSeSuraksha
  - #NutritionBytes
  - #SampornaPoshanMeri Shakti
- Communi**  
**and Soc**  
**Achiev**

**210+ Members**  
Representing  
**15+ States**  
**2 Nationals**

**POSHAN JAN ANDOLAN DAYS**  
Breastfeeding week  
Poshan Pakhwada  
Poshan Maah  
Newborn care week  
Nutrition week

Follow #PoshanGhar on Email: poshangharoffice@gmail.com

Poshan Ghar Achievements

Year 2025 is packed with exciting engagements and initiatives. Follow us a watch on this space as we unpack positive health and nutrition behavior practices across the lifecycle.

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# What's In For 2025?

*Enhancing systems for effective civic engagement and strengthening through various approaches...*

- SBC social media campaigns** focusing on **nutrition** across the lifecycle, from infancy and childhood to adolescence, through pregnancy, and
- Rolling out **SBC e-courses** for **Anaemia Mukt Bharat (AMB)** and **Nutrition e-modules**
- Engaging Poshan Ghar



**Building a strong community of over 500 NGOs, CSOs, academia, alliances, and individuals as Poshan Ghar Members.**

**Strengthening the SBC capacities of grassroots workforce, including PVTGs, PRIs, ABFs, CRAs through targeted trainings leveraging national institutes like NITI Aayog, NRLM, and ROSHNI Centre.**

**Document and amplify practices from programs such as AMB, Mothers Absent Affection (MAA), FNT, NRLM, and POSHAN.**

**members in meaningful discussions and social listening to contribute to the broader discourse on health and nutrition.**

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Poshan Ghar plan for 2025

## Highlights from the Poshan Ghar Secretariat Workshop on SBC Resource Package on Healthy Diets

Last year, the Secretariat introduced an SBC resource package on Healthy Diets developed by UNICEF India. To enhance its use in community nutrition programmes, the Secretariat hosted the first session of a two-part workshop series, *'Decoding the SBC Resource Package on Healthy Diets.'*

On 29 January 2025, the first session brought together 20+ participants who actively shared insights on community-based SBC nutrition programming.

challenges, and potential solutions.

Facilitated by Ms Debbie Paul, Poshan Ghar Secretariat Manager, and Ms Director of ZealGrit Foundation, the session introduced the package's structure, and key components. Participants explored the use of Dialogue and Interactive Games in schools, Anganwadi centres, and home visits. Participants engaged members in two of the three interactive games to showcase the engagement potential. The workshop emphasised the importance of adapting the package to local contexts and diverse audience needs. With this context [ZealGrit Foundation](#) shared how they integrated the package into their health project, including its interactive elements. The session concluded with an engaging Q&A section.

*Workshop images*

The SBC resource package can be accessed on the microsite:

<https://www.i4n.in/poshan-ghar-resources/>

For those who missed the workshop, we have planned the second session on February 2025 from 3:00 to 4:00 PM. Reach out to [arpita.d@zealgrit.com](mailto:arpita.d@zealgrit.com) to book your slot [here](#) to confirm your attendance and receive the workshop invitation.

## Poshan Ghar Op-ed

The 5th edition of the op-ed series, highlights the Poshan 2.0 key updates.

2.0 is an integrated nutrition programme designed to address malnutrition. It focuses on improving the quality of nutrition, service delivery, and community participation. The recent updates in Poshan 2.0 organise its services into verticals: nutrition support for vulnerable groups, early childhood education care, and modernising Anganwadi infrastructure. By fostering grassroots involvement and encouraging behaviour change, Poshan 2.0 aims to create sustainable, long-term improvements in nutrition outcomes, particularly in Aspirational Districts and the North Eastern Region. The revised [Sakshar Anganwadi](#) guidelines focus to upgrade and rejuvenate 200,000 anganwadis, enhancing nutrition, early childhood care, and education delivery.

Read the full op-ed [here](#)!

For further details on the updated mandate of the Poshan 2.0, refer to the documents [here](#)!

Image source: UNICEF

## Follow Our Social Media Campaigns

### ***#Nutrition Bytes***

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

Cover post from our #NutritionBytes Campaign

## ***SBC Resource Package on Healthy Diets***

Developed by UNICEF India, the package provides essential guidance on nutrition and dietary diversity for adolescents, pregnant women, and breastfeeding mothers. It is designed for ASHA workers, Anganwadi workers, school authorities, and caregivers. Tailored for use in schools, Anganwadi centres, and home visits, the resources make learning both engaging and interactive.

The Secretariat is also expanding the reach of the SBC package by sharing 15 individual posts that highlight key messages. Follow Poshan Ghar's social media handles and stay tuned for the posts every Monday.

Explore the full package [here!](#)



SBC resource package on healthy diets

# ***Healthy Bites: Quick Facts for a Better You!***

Source: UNICEF

POLL

## Which combination doesn't work best for maximum nutrient absorption?

Green leafy vegetables + lemon	33%
Lentils + tomato	0%
Tea + green leafy vegetables	67%
None of the above	0%

3 VOTES · · SHOW OPTIONS

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.

## Are You One of Us? Then Join Us!

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

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