



Report of World Breast feeding week-cum-workshop

Department of Nutrition and Health Education, RKMV Shimla

1st August 2023 to 7th August 2023

World Breastfeeding Week (WBW) is a global campaign to raise awareness and galvanise action on themes related to breastfeeding. Breastfeeding is extremely crucial for the healthy growth and development of an infant. Additionally, it is an overwhelming experiences for a mother. Hence, World Breastfeeding Week is observed every year to emphasize regular breastfeeding for babies. Breastfeeding week commences on August 1 while it concludes on August 7.

World Breastfeeding Week: Theme

#WBW2023 will focus on breastfeeding and employment/work. It will showcase the impact of paid leave, workplace support and emerging parenting norms on breastfeeding through the lens of parents themselves. Target audiences including governments, policymakers, workplaces, communities and parents will be engaged to play their critical roles in empowering families and sustaining breastfeeding-friendly environments in the post-pandemic work life. The theme is aligned with thematic area 4 of the WBW-SDG 2030 campaign.

The COVID-19 pandemic has adversely affected childbearing women by increasing the risk of unemployment and livelihood loss, and by disrupting access to prenatal, postnatal and further breastfeeding support and services in the healthcare system. We need to take into account the lessons learnt during the pandemic and update parental social protection policies that will address the current situation.

Objectives of #WBW2023

Inform

people about working parents' perspectives on breastfeeding and parenting

Anchor

optimal paid leave and workplace support as important tools to enable breastfeeding

Engage

with individuals and organisations to enhance collaboration and support for breastfeeding at work

Galvanise

action on improving working conditions and relevant support for breastfeeding

Department of Nutrition and health Education celebrated world Breast feeding week .various types of cultural,educational,socialprogramme and extension activities were done on the occasion of world Breastfeeding week.The beneficiary of the programme was not only students of RKMV but also the community of nearby college.

The details for the celebration of is as follows---

DAY 1st

Date –1.08.2023

Inaugural session

S.No	Activities	Date	Time
1	Chief Guest –Dr Ruchi Ramesh,PrincipalRKMV,Shimla	1.08.23	12 .00
2	Welcome Address --- Dr Jyoti Pandey	1.08.23	12.15
3	Introduction to World Breast Feeding week celebration.	1.08.23	12.20

Activities for Celebration for World BreastFeeding week

S.No	Activities	Date	Time
1	Organization of Rally for spreading awareness regarding importance of Breast feeding week	1.08.23	12.20 to 2.00 pm
2	Break—Refreshment for students	1.08.23	2.00 to 3.00
3	Lecture on Theme of worldWorld Breast Feeding week 2022celebration. –by Mrs Preeti Sood	1.08.23	3.00 to 4.00



On first day of World Breast feeding week,the celebration started with welcome address of Dr jyoti pandey.The chief guest for the day –1.08.2023 was Dr Ruchi Ramesh, Principal RKMV, Shimla. There was Organization of Rally for spreading awareness regarding importance of Breast feeding week .The rally was flagged off by Dr Ruchi Ramesh, Principal RKMV .There were 82 students ,who have participated in rally. To create an awareness on the importance of breastfeeding, college students took out a rally with charts and posters in their hands. At 2.00 break was given to students and Refreshment was served to them. After lunch Mrs Preeti Sood gave Introduction to World Breast Feeding week celebration. she also gave lecture on Theme of World Breast feeding week 2023..before the closing of the day ,the students went to a construction site near IGMC,Shimla to invite the lactating mothers of low income group families for nutritious lunch at RKMV on 2nd Aug 2023.

DAY 2nd

Date –2.08.2023



Activities for Celebration for World BreastFeeding week

S.No	Activities	Date	Time
1	Calculation of Anthropometric Measurement of Lactating mother belonging to low income group families.	2.08.23	10.30 to 12.00 pm
2	Discussion with lactating mothers on Importance of Breast feeding and problems they are facing with regards to breast feeding.	2.08.23	12.00 to 1.00pm
3	Organization of Lunch for Lactating mother belonging to low income group families	2.08.23	1.00 to 3.00
4.	Diet planning of Lactating mother belonging to low income group families by Students of Nutrition and Health Education	2.08.23	3.00 to 4.00



On 2nd August 2023 the celebration of second day of World Breast Feeding week celebration started with morning prayer and yoga session. There were 43 students of Nutrition and health education Department, RKMV present in morning session. After morning prayer, the students visited a construction site near IGMC, Shimla where they interacted with laborers of low income group families. The Calculation of Anthropometric Measurement of Lactating mother belonging to low income group families was done by students. They also did discussion with lactating mothers on Importance of Breast feeding and problems they are facing with regards to breast feeding. At 1.00 pm on 2nd Aug 2023 the Lunch for Lactating mother belonging to low income group families was Organised. After Lunch the Diet planning of Lactating mother belonging to low income group families was done by Students of Nutrition and Health Education, RKMV, Shimla.

DAY 3rd

Date –3.08.2023

Activities for Celebration of World BreastFeeding week

S.No	Activities	Date	Time
1	Inter college competition on Topic— Breastfeeding and its importance.	3.08.23	10.30 to 2.00 pm
2	Break—Refreshment for participants	3.08.23	2.00 to 3.00
3.	Evaluation by the Judges	3.08 23	3.00 to 4.00

Different activities were organized on 3rd August 2023 on celebration of world breastfeeding week. The activities were as follows—

1. Poster making Inter college competition on Topic—Breastfeeding and its importance. The Evaluation of the result was done by the Judges. The result of the same are as—

- First prize in Poster making was won by—Anjali, JLNGC Fine Arts, Shimla
- Second prize in Poster making--Saquib, RKMV, Shimla
- Third prize in Poster making----Divya, G.C. Dhama

Judge for poster making competition—Dr Saroj Bhadarwaj, Dr I.D. Sharma, Dr Bhadar Singh,



2..Slogan Writing Inter college competition on Topic—Breastfeeding and its importance. The Evaluation of the result was done by the Judges. The result of the same are as—

- First prize in Slogan Writing was won by—Divya Arun, JLNGC Fine Arts, Shimla,

- Second prize in Slogan Writing–Rahul,RKMV,Shimla
- Third prize in Slogan Writing----Payal Thakur ,JLNGC Fine Arts ,Shimla



Judge for Slogan making competition ----- Dr vandana ,R.K.M.V,Shimla,Dr
Reva Gupta, R.K.M.V,Shimla,Dr Luxmi R.K.M.V,Shimla







3. Rangoli making Inter college competition on Topic—Breastfeeding and its importance. The Evaluation of the result was done by the Judges. The result of the same are as—

- First prize in Rangoli making was won by—Puneet ,JLNGC Fine Arts ,Shimla,
- Second prize in Rangoli making –Vikas ,G.C.Sanjoili,Shimla
- Third prize in Rangoli making----Divya Jandev ,JLNGC Fine Arts ,Shimla

Judge for Rangoli making competition ----- Dr

,Mrs Preeti Sood, Miss Deepali





DAY 4

Date –4.08.2023

On the fourth day of Breast Feeding week ,Programme on Breast feeding was organized by Department of Nutrition and health education ,RKMV in collaboration with Ministry of women and child welfare ,Shimla.Programme was started with Introduction welcome by Dr jyoti pandey, coordinator of the programme,. After this Pinning of Rossette to Chief Guest and D.P.O was performed by programme coordinator.Then lighting of the lamp was done.Then Overview of WBW was presented by Mrs Mamta ,D.P.O Department of women and child development.Dr Amit , Assistant Professor gave lecture on Importance of Breast Feeding.Play on Breast Feeding was performed by Students of Indira Gandhi Tribal Hostel ,RKMV.The prize distridution was done by D.P.O.At the end of the programme Vote of Thanks was delivered by Mrs Preeti sood.



Schedule of the Programme

- 1.Introduction welcome by coordinator of the programme
- 2.Pinning of Rossette to Chief Guest and D.P.O by programme coordinator.
- 3.lighting the lamp
- 4.Overview by Mrs Mamta ,D.P.O Department of women and child development.
- 5.Special Lecture on Breast Feeding by Dr Amit .
- 6.Play on Breast Feeding by Students of Indira Gandhi Tribal Hostel.
- 7.Prize distribution by D.P.O.
- 8.Vote of Thanks by Mrs Preeti sood.



Activities for Celebration of World BreastFeeding week

S.No	Activities	Date	Time
1	Programme on Breast feeding was organized by Department of Nutrition and health education ,RKMV in collaboration with Ministry of women and child welfare ,Shimla	4.08.23	10.30 to 1.00 pm
2	Break—Refreshment for participants	4.08.23	1.00 to 2.00
3.	Nukaar Natak by Students of I.G.Tribal Hostel ,RKMV	4.08.23	2.00 to 4.00



DAY 5nd

Date –5.08.2023

Activities for Celebration of World BreastFeeding week

S.No	Activities	Date	Time
1.	Workshop on Cooking of low cost bakery nutritious Recipes in Laboratory at Department of Nutrition and Health Education,RKMV,Shimla	5.08.23	10.30 to 1.00 pm
2.	Break—Refreshment for participants	5.08.23	2.00 to 3.00
3.	Continuation of workshop	5.08.23	3.00 to 5.00



At the occasion of world Nutrition week ,Dr suman chauhan ,Resource person for bakery gave demonstration on Cooking of low cost nutritious bakery Recipes in Laboratory for the students of Department of Nutrition and Health Education,RKMV,Shimla on 5th August 2023. She also

gave lecture on nutrition and bakery products for lactating mother 23 students participated in the workshop on baking.

DAY 6nd

Date –07.08.2022

Closing Session of World BreastFeeding week

S.No	Activities	Date
1	Lighting the lamp	07.08.23
2	Welcome of guest	07.08.23
3	chief Guest lecture	07.08.23
4	pledge of Breastfeeding	
5.	Bollywood dance	07.08.23
6.	Street play	07.08.23
7.	Report of Breastfeeding Week celebration	07.08.23
8.	Punjabi Dance	07.08.23
9.	Resource person Honour-- Mrs suman	07.08.23
10.	Prize distribution --- slogan writing, Poster making, Rangoli,Street play	07.08.23
11.	Hounour of Judges of Intercollege competition	07.08.23
12.	Vote of Thanks	07.08.23

At the closing session of world Breastfeeding week various programme was organized. The chief guest for the day was Dr Ruchi Ramesh, Principal, RKMV, Shimla. The programme started with lighting the lamp. The welcome speech was delivered by Dr Jyoti Pandey, Assistant Professor, RKMV, Shimla. The lecture on Lactating mother and Breastfeeding was delivered by Dr Ruchi Ramesh, Principal, RKMV, Shimla. The students and the staff of RKMV were enlightened by the information given by the chief guest. After chief guest lecture students of RKMV took pledge on Breastfeeding. Various cultural programme was also organized on this day. The students of I.G Tribal hostel performed Punjabi dance, Bollywood group dance and students of Nutrition and health education performed street play. The report of the celebration of world Breastfeeding week at RKMV was presented by Dr Jyoti Pandey. The winners of various intercollege competition have been awarded in the prize distribution ceremony. At the end of the programme Mrs Preeti Sood, Assistant Professor, Deptt of Nutrition and Health Education, RKMV, Shimla delivered vote of thanks.

