

भारतीय उपचर्या परिषद्

आठवाँ तल, एनबीसीसी सेन्टर, प्लॉट नं. 2, कम्युनिटी
सेन्टर, ओखला फेज - 1, नई दिल्ली - 110020



INDIAN NURSING COUNCIL

8th Floor, NBCC Centre, Plot No. 2, Community Centre
Okhla Phase - I, New Delhi - 110020

स्वास्थ्य एवं परिवार कल्याण मंत्रालय के तहत सांविधिक निकाय
Statutory Body under the Ministry of Health & Family Welfare

F No 22-40/Web/2025-INC

Dated

01 AUG 2025

NOTIFICATION

Sub: World Breastfeeding Week 2025 from 01st Aug – 07th Aug 2025- reg.

Refer MoHFW letter no. Z-28020/100/2016-CH Dated 21st July, 2025 regarding World Breastfeeding Week 2025 celebration **from 01st Aug – 07th Aug 2025 (copy attached).**

As you are aware, World Breastfeeding Week is organised as a global campaign every year to highlight the importance of breastfeeding and to protect, promote and support breastfeeding for improvement in health of babies and mothers across country.

The theme this year is '**Invest in breastfeeding, invest in the future**'.

All the nursing institution are to promote this cause by celebrating the World Breastfeeding Week through suggestive activities attached as annexure to this notification and the action taken report along with photograph may kindly be shared directly on email: childhealth107@gmail.com.

This issues with the approval of the Competent Authority.

Yours faithfully,

Encl: As above

(Col (Dr) Sarvjeet Kaur)
Secretary

Circulation:-

1. Principal School/College of Nursing
2. INC Website

उपचर्या शिक्षा के एकसमान मानक प्राप्त करने के लिए प्रयासरत
Striving to Achieve Uniform Standards of Nursing Education

Website: www.indiannursingcouncil.org E-mail: secy.inc@gov.in
Phone: 011-66616800, 66616821, 66616822



सत्यमेव जयते



भारत सरकार
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
निर्माण भवन, नई दिल्ली-110011

Government of India
Ministry of Health and Family Welfare
Nirman Bhawan, New Delhi-110011

Z-28020/100/2016-CH

Dated 21.7.2025 July 2025

Dear Colleagues,

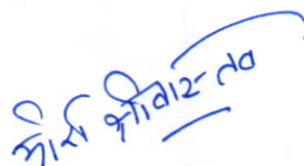
As you are aware, World Breastfeeding Week is celebrated as a global campaign every year from 1st to 7th August, to highlight the importance of breastfeeding and to protect, promote and support breastfeeding for improvement in health of babies and mothers across country. World Breastfeeding Week is a crucial platform to foster enabling environment for breastfeeding mothers and to emphasize on the role of breastfeeding in reducing child mortality, improving nutrition, and enhancing early childhood development.

The theme this year is '**Invest in breastfeeding, invest in the future**'. This entails ensuring that every mother has access to the necessary support and information to breastfeed for as long as she chooses. For this we have to invest in quality breastfeeding counselling, enforce the Code of Marketing of Breast-milk Substitutes and foster supportive environment at home, in healthcare settings, and in workplace.

Your active support in promoting the cause of Infant and Young Child Nutrition will go a long way in accelerating the reduction in malnutrition and Infant Mortality Rates in the Country. You are requested to ensure that various activities on promotion of breastfeeding and IYCF practices are conducted in your State/UT and WBW-2025 is celebrated in a vibrant manner.

Suggestive plan of action has been attached for your ready reference. A report on action taken along with photographs and documentation may be shared with the Ministry.

With regards,


(Ms Meera Srivastava)

Encl: Suggested activities during World Breastfeeding Week.
To,

- Mission Directors (NHM)-All States and UTs
- Ministry of Women and Child Development
- Ministry of Panchayati Raj for necessary actions
- Indian Academy of Paediatrics
- Indian Nursing Council
- Federation of Obstetric and Gynaecological Societies of India (FOGSI)

Suggested activities during World Breast Feeding Week 2025

Theme: “Invest in breastfeeding, invest in the future”

Facility Level	Community Level	Mass Awareness Activities
<ol style="list-style-type: none"> 1. Organize the inaugural programme of World Breastfeeding Week at District Hospital, Women Hospital in the presence of District Collector/CEO. Ensure the attendance of all doctors and staffs from labor room, maternity wards, pediatric wards, Nutrition Rehabilitation Centers (NRC), SNCU/ NICU, Comprehensive Lactation Management Centers (CLMC), ANC clinic, District Early Intervention Centers and RBSK. 2. Sensitize all staff (MO, SN, ANM, CHO) working in delivery points on the importance of early initiation of breastfeeding, colostrum feeding and exclusive breastfeeding 3. Organize orientation activities at facility level involving SNCU, KMC, PNC ward, children/pediatric ward, NICU/PICU and NRC staff and mother of admitted children 4. Awareness generation activities to build an enabling environment for breastfeeding <ol style="list-style-type: none"> a. Room for breastfeeding: dedicated breastfeeding room/ Hirakani Kaksha at all health facilities to ensure privacy and 	<ol style="list-style-type: none"> 1. At community level the focus should be on convergence activities on promotion of breastfeeding and infant and young child feeding (IYCF) practices involving Social Welfare Department/Department of Women and Child Development (DWCD). 2. ASHAs to utilize Mothers Absolute Affection ‘MAA’ info kit and ‘MAA’ flipchart for counselling during quarterly mother’s meeting 3. Counselling by front line workers: <ol style="list-style-type: none"> a. Inter-personal counselling on breastfeeding and IYCF practices should be ensured at all community platforms - VHSNDs, home visits under HBNC and HBYC, routine immunisation sessions and ANC/PNC visits. b. Counselling on importance of early initiation of breastfeeding, colostrum feeding and exclusive breastfeeding to pregnant women especially during third trimester and recently delivered 	<ol style="list-style-type: none"> 1. Awareness generation through jingles on Radio channels 2. Talk Show on DD National by Senior Policy Maker/ AS&MD 3. Quiz competitions, essay writing, painting organized at school level among students involving School Education department. 4. Use of social media handles of Hon’ble Chief Minister, Health Minister and other important personalities on spreading the message of the importance of exclusive breastfeeding and release of Instagram Page dedicated for Nutrition Programmes 5. Messages regarding importance of early initiation of breastfeeding and exclusive breastfeeding to all pregnant women and lactating mother through MCTS call centres/bulk messaging plans. 6. Webinar for MO/ Staff nurses by National experts 7. National level Competition on ‘Change Makers stories’ for FLW and Staff nurses to share their success counselling stories with their pictures 8. Flash 7 Key messages for ASHA in Poshan Tracker and ANM in ANMOL

<p>enabling environment to the visiting mothers.</p> <p>b. Sensitization on Expressed breast milk (EBM) feeding in case new born is sick /low birth weight/preterm infants or mother is unable to breastfeed directly due to any reason</p> <p>c. The focus of all the activities should be to facilitate immediate and uninterrupted skin-to-skin contact and supporting mothers to initiate breastfeeding within one hour of birth and ensuring exclusive breastfeeding for first 6 months)</p> <p>5. Organize panel discussions/ workshops at district hospital/ nursing colleges/ medical colleges on importance of breastfeeding and common issues encountered by mothers during breastfeeding.</p> <p>6. Sensitization of healthcare workers of all the facilities on provisions of Infant Milk and Substitute (IMS) Act. The healthcare workers must be strictly advised to avoid promotion of Breast Milk Substitutes, commercial formula foods and feeding equipment.</p> <p>7. Sensitization on prohibiting the bottle feeding and formula milk.</p> <p>8. Monitoring medical shops in vicinity of health facility to assess the promotion/display of infant formula by Medical Officer.</p>	<p>women (normal/C-Section) and family members.</p> <p>4. Sensitisation on Expressed breast milk (EBM) feeding to recently delivered mother in case new born is sick/low birth weight/preterm infants or mother is unable to breastfeed directly due to any reasons in states having CLMc and LMUs</p> <p>5. Advocating use of MCP card as family empowerment tool for promotion of breastfeeding and IYCF practices</p> <p>6. Story telling sessions with mothers and families at Anganwadi Centers to share their first experience of breastfeeding and their learnings.</p> <p>7. Creating Breastfeeding Pledge walls with messages and hand Stamping by Mothers and Fathers</p>	
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<p>9. Quiz competitions, essay writing, painting may be organized at school level among students involving School Education department</p> <p>10. Organize mother's/parents' meeting at maternity wards, pediatric wards, Nutrition Rehabilitation Centers (NRC), SNCU/NICU, Comprehensive Lactation Management Centers (CLMC), District Early Intervention Centers on exclusive and continued breastfeeding for at least 2 years. Encourage mothers to be involved in discussions by answering their queries on common breastfeeding problems during meetings. Ensure the involvement of fathers and other family members to sensitize to support breastfeeding mothers by ensuring the enabling environment.</p> <p>11. Organize panel discussions/ workshops at district hospital/ nursing colleges/ medical colleges on importance of breastfeeding and common issues encountered by mothers during breastfeeding.</p> <p>12. Organize the orientation workshop on provision of IMS act of private practitioners, pharmacy association, FDA representatives and local NGOs/development partners.</p> <p>13. Conduct group counseling sessions at ANC clinics to educate future mothers on early initiation of</p>		
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<p>breastfeeding, adequacy and frequency of breastfeeding, feeding cues, expressed breast milk, baby position and latching positions and on the role of FLWs in supporting breastfeeding.</p> <p>14. Felicitate the donor mothers at CLMCs in the presence of senior female officer/Collector/CEO/PRI members</p>		
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