

भारतीय उपचर्या परिषद्

आठवाँ तल, एनबीसीसी सेन्टर, प्लॉट नं. 2, कम्यूनिटी  
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 संविधिक निकाय  
Statutory Body under the Ministry of Health & Family Welfare

F.No. 22-10/Web/2026-INC

Dated: 31 JUL 2026

**Notification No. 13 of 2026**

**Sub: Celebrating World Breastfeeding Week (WBW) with the theme "Breastfeeding for a sustainable start in life: strengthen what works" – reg.**

World Breastfeeding Week (WBW) is observed every year from 1st-7th August as a campaign to raise awareness and accelerate efforts to protect, promote and support breastfeeding practices.

The theme for this year "Breastfeeding for a Sustainable Start in Life: Strengthen What Works", emphasises early initiation of breastfeeding within one hour of birth, exclusive breastfeeding and Vitamin A supplementation.

The nursing institutions should encourage active engagement of nursing students and nursing faculty during the WBW, 2026 by organising counselling sessions, workshops, improving labour room practices and post-partum support in their attached hospitals.

Further all nursing students trainees & nursing faculty to join through zoom link and watch live on youtube to attend series of webinars from 01 Aug to 07 Aug from 3:30pm – 5pm (IST) as per attached program.

Zoom link

<https://us06web.zoom.us/j/81845840850?pwd=f4zR8VvCzDlGL3abEwswOfsh6Yem1D.1>

YouTube <https://youtube.com/live/KYcaCLBcXlM?feature=share>

This issues with the approval of the Competent Authority

Yours faithfully,

(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](http://www.indiannursingcouncil.org) E-mail: [secy.inc@gov.in](mailto:secy.inc@gov.in)

Phone: 011-66616800, 66616821, 66616822



# BREASTFEEDING ALLIANCE 2026

*One Mission • One Message • One Voice*

## A Joint National Initiative in Celebration of WORLD BREASTFEEDING WEEK 2026



1st – 7th August 2026



3:30 PM – 5:00 PM (IST)



Live on  
IAP Digi Academy

### JOINT LEADERSHIP



**Dr T Dileep Kumar**  
President, INC



**Dr Neelam Mohan**  
President, IAP



**Dr Lalan Bharti**  
President, NNF



**Dr Bhaskar Pal**  
President, FOGSI



**Col (Dr) Sarvjeet Kaur**  
Secretary, INC



**Dr Ruchira Maheshwari**  
Secretary General, IAP



**Dr Amit Upadhyay**  
Secretary, NNF



**Dr Suvarna Khadlikar**  
Secretary General, FOGSI

**Dr Roopa Bellard**  
Chairperson IYCF

**Dr Prasant Kumar Saboth**  
Secretary IYCF

**Dr Asha Benappa**  
Program Convenor

**Dr Ganesh Kulkarni**  
Program Coordinator

### 7 DAYS OF EVIDENCE • EXPERTISE • EMPOWERMENT

**DAY 1**  
1st Aug



#### Breastfeeding in India: Present Status & National Priorities

- World Breastfeeding Week 2026 Theme
- NFHS-6 Breastfeeding Statistics

**DAY 2**  
2nd Aug



#### Breastfeeding Beyond the Basics

- Breastfeeding Milestones
- Multiple Births
- LBW & Preterm Infants
- FAQs & Counselling

#### SPECIAL ORATION

- "Milk the Murder" Campaign
- 1977 Nestlé Boycott
- Feeding Fiasco
- Breastfeeding & the Environment

**DAY 3**  
3rd Aug



#### Family & Society: Creating a Breastfeeding-Friendly Environment

- Father's Perspective
- Impact of Social Media

**DAY 4**  
4th Aug



#### Breast Milk: Nature's Living Medicine

- Breast Milk Microbiota
- Influence of Birth Mode, Maternal Factors on Infant Microbiome

**DAY 5**  
5th Aug



#### The Golden Hour: The Best Beginning

- Breast Crawl
- Nine Instinctive Stages
- Delayed Cord Clamping
- Initiation of Breastfeeding in Labour Room & Operation Theatre

**DAY 6**  
6th Aug



#### Breastfeeding in Special Situations

- Working Mothers
- Breastfeeding & Medications
- Breastfeeding During Maternal Illness
- Breastfeeding During Infant Illness

**DAY 7**  
7th Aug



#### Safe Feeding Practices & Avoiding Harm

- Risks of Formula Feeding
- Bottle Feeding, Nipples, Shields & Pacifiers
- Human Milk Fortifiers & Breast Pumps
- IMS Act
- Cronobacter (*Enterobacter sakazakii*)
- Melamine Toxicity
- Endocrine Disrupting Chemicals

OPEN FOR ALL



Pediatricians



Obstetricians & Gynaecologists



Neonatologists



Nursing Professionals



Nursing Students & Allied Health Professionals

#### PARTICIPATE

- LEARN • SHARE
- MAKE AN IMPACT



Let's Protect,  
Promote & Support  
Breastfeeding  
Together!

LIVE ON



WATCH LIVE ON



One Common YouTube Link  
for All Sessions



**FOUR ORGANIZATIONS. ONE ALLIANCE. ONE SCIENTIFIC VOICE.**  
FOR EVERY MOTHER. FOR EVERY BABY. FOR A HEALTHY FUTURE.

