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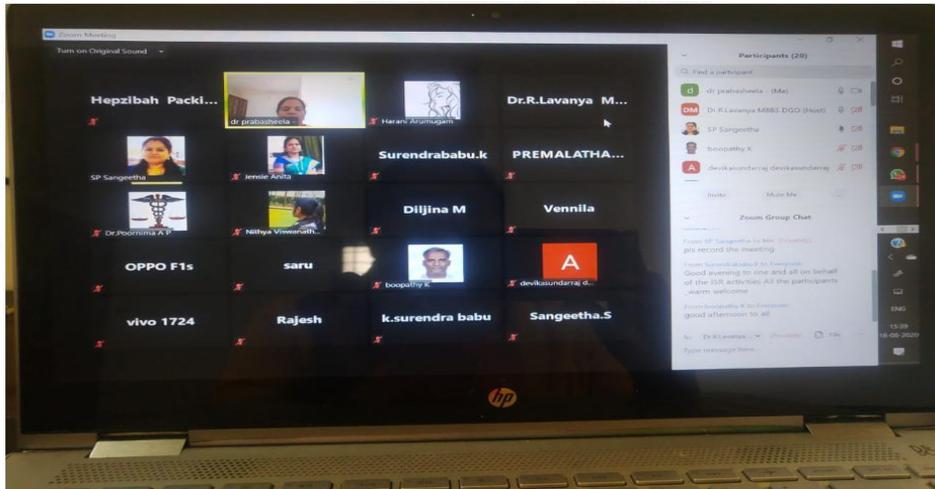


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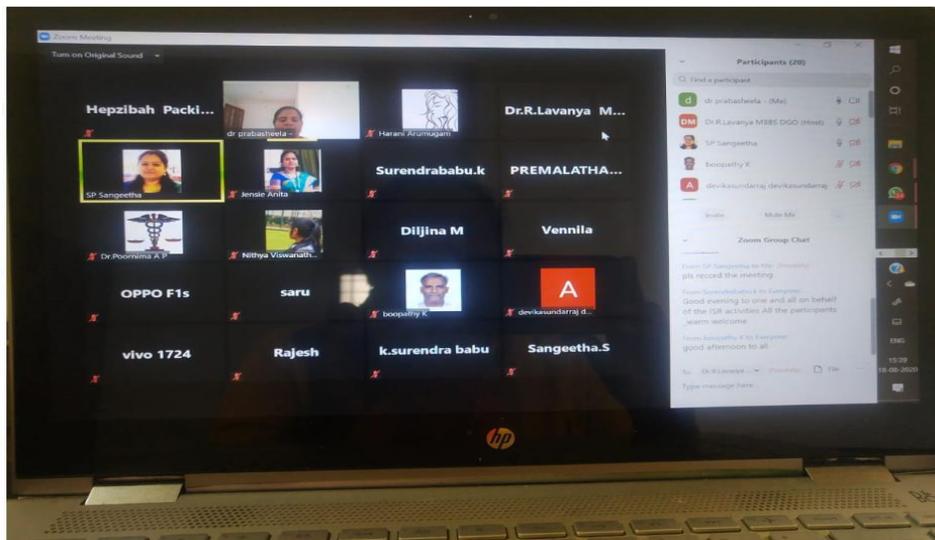
REPORT ON BREASTFEEDING AWARENESS PROGRAMME

Breast milk is the natural first food for babies. Breastfeeding is not just good for child's nutritional and immunological needs; it is also good for mothers. It is estimated that improving breastfeeding rates could prevent an additional 20,000 maternal deaths from breast cancer. Although global initiation rates are relatively high, only 40% of all babies fewer than 6 months of age are exclusively breastfed and 45% continue breastfeeding up to 24 months of age. Scaling up optimal breastfeeding could prevent more than 823,000 child deaths each year. According to WHO malnutrition causes one in every three infant deaths in India. Further, 66% of the infant deaths occur during the first year of life. This is often caused by inappropriate feeding practices. Hence the Institutional Social responsibility cell (ISR) of AVIT, NSS and Unnat Bharath Abhiyaan (UBA) in the endeavor to promote, support and protect breastfeeding has observed World Breastfeeding Month and Organized Webinar on Importance of Breastfeeding on 18th August 2020 at 3.30pm. The Webinar was focused on the Working women, college students and women in the adopted village.

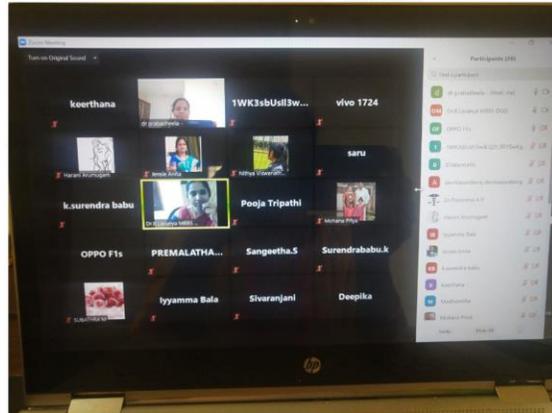
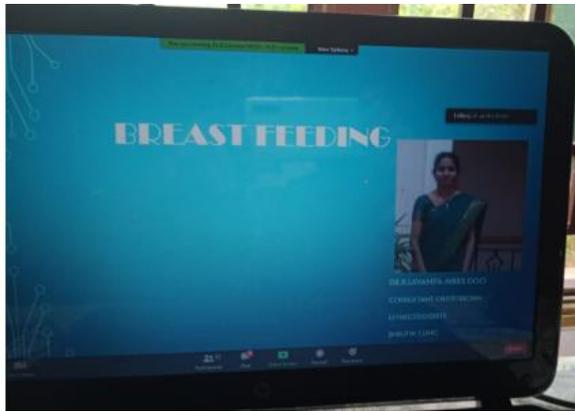
The program started with the welcome address by Dr.B.Prabasheela, NSS and UBA Coordinator. Dr. S.P Sangeetha, Vice Principal (academics) addressed the participants by her valuable word and also asked the participants to advocate breastfeeding as an essential part of good nutrition, food security and poverty reduction. The session was then handed over to the Guest speaker **Dr.Lavanya, MBBS, DGO, Consultant Obstetrician and Gynecologist, Shruthi Clinic, Cuddalore**. In her lecture she emphasized on the Nutrients in breast milk, health benefits of feeding, rules of breast feeding, storage and barriers to breast feeding. The session continued with interactions and ended with Vote of thanks by Mr.Surendrababu, NSS program officer.



DR.B.PRABASHEELA, NSS AND UBA COORDINATOR WELCOMING THE GATHERING



DR. S.P SANGEETHA, VICE PRINCIPAL (ACADEMICS) ADDRESSING THE PARTICIPANTS



GUEST LECTURE BY DR.LAVANYA, MBBS,DGO CONSULTANT OBSTETRICIAN AND GYNAECOLOGIST



Support breastfeeding for a healthier planet