

Major SD Singh University

Activity Completion Report

Academic Year:

Name of the Activity: WORLD BREASTFEEDING WEEK 2026

Date & Duration of Activity (Days): 01 August 2026 – 07 August 2026

Venue of the Activity: Institute of Ayurveda Major SD Singh University, Farrukhabad, Uttar Pradesh

Organised by: Department of Prasuti Tantra & Stree Roga (PTSR) & Department of Kaumarbhritya

Resource Person Details: Dr. Reeti Yadav, Dr. Jaya Srivastava & Dr. Garima Yadav

Name & Contact Details of the organiser(s): Dr. Reeti Yadav (8722172764) & Dr. Garima Yadav (7081884938)

Number of Participants: 70 (Batch 2022 Final Year (50) and Internees (20))

Objective(s) of the Activity:

The major objectives of organizing World Breastfeeding Week 2026 were:

1. To create awareness regarding the importance and benefits of breastfeeding for both mother and child.
2. To promote early initiation of breastfeeding and appropriate breastfeeding practices.
3. To emphasize the importance of exclusive breastfeeding for the first six months of life.
4. To educate students, mothers, families and community members regarding appropriate infant feeding practices.
5. To increase awareness regarding maternal nutrition and health during pregnancy and lactation.
6. To highlight the importance of antenatal and postnatal care in establishing successful breastfeeding.
7. To address common myths, misconceptions and difficulties related to breastfeeding.
8. To promote family and community support for breastfeeding mothers.
9. To provide students and interns with opportunities for practical learning, health education and community outreach.
10. To develop students' and interns' communication, presentation, teamwork and health-promotion skills.
11. To strengthen interdisciplinary collaboration between the Departments of Prasuti Tantra & Stree Roga and Kaumarbhritya for promotion of maternal, newborn and child health.
12. To reinforce the role of healthcare professionals in breastfeeding counselling and support.

Description of the Activity:

DAY 1: 01 AUGUST 2026— INAUGURATION CEREMONY

The World Breastfeeding Week 2026 celebrations commenced with a formal Inauguration Ceremony organized jointly by the Departments of Prasuti Tantra & Stree Roga and Kaumarbhritya.

The programme marked the beginning of the week-long awareness campaign and provided an opportunity to introduce the objectives and significance of World Breastfeeding Week to the participating faculty members, interns and students.

The importance of breastfeeding as a fundamental component of maternal and child healthcare was highlighted. The theme of World Breastfeeding Week 2026, “Breastfeeding for a Sustainable Start in Life: Strengthen What Works,” was also introduced and explained.

The participants were encouraged to actively participate in the various academic, awareness and community-oriented activities scheduled throughout the week.

The inauguration successfully established the purpose and direction of the week-long programme and encouraged collective participation towards breastfeeding promotion.

DAY 2: 02 AUGUST 2026 — POSTER PRESENTATION

A Poster Presentation Programme was organized to encourage students to disseminate breastfeeding-related information through creative, informative and educational visual presentations.

Students prepared posters focusing on various aspects of breastfeeding and maternal-child health. The presentations addressed topics such as:

- Importance and benefits of breastfeeding.
- Early initiation of breastfeeding.
- Exclusive breastfeeding.
- Nutritional and immunological benefits of breast milk.
- Maternal nutrition during lactation.
- Breastfeeding techniques and positioning.
- Common breastfeeding difficulties.
- Myths and misconceptions related to breastfeeding.
- Importance of family support.
- Maternal and infant health.

The activity provided students with an opportunity to strengthen their subject knowledge, creativity, presentation skills and ability to communicate important health messages in a simple and effective manner.

The Poster Presentation also served as an educational resource for students, faculty members and other participants.

DAY 3: 03 AUGUST 2026 — AWARENESS CAMP AND RALLY

An Awareness Camp was organized at Husain Pur, Naukhanada Village, while a Rally was also conducted as part of the World Breastfeeding Week 2026 activities, with the objective of extending breastfeeding awareness from the academic environment to the community.

The awareness programme focused on important breastfeeding and maternal-child health messages, including:

- Importance of breastfeeding for newborns and infants.
- Early initiation of breastfeeding.
- Exclusive breastfeeding for the first six months.
- Appropriate complementary feeding after six months.
- Maternal nutrition and hydration during lactation.
- Importance of antenatal and postnatal care.
- Common breastfeeding-related problems.
- Myths and misconceptions associated with breastfeeding.
- Importance of family and community support for breastfeeding mothers.

Interns actively participated in the Awareness Camp and Rally and communicated important health messages to women, mothers, families and other community members.

The Awareness Camp provided an opportunity for direct community interaction and health education. The participants were sensitized regarding the importance of breastfeeding, maternal nutrition, antenatal and postnatal care, and appropriate infant feeding practices.

The Rally provided an effective platform for public sensitization and encouraged active participation of the interns in community health promotion.

The activity emphasized that breastfeeding promotion requires not only individual awareness but also a supportive family, healthcare and community environment.

DAY 4: 04 AUGUST 2026 — SIMULATION PROGRAMME AND REEL-MAKING PRESENTATION

A Simulation Programme was organized to provide students with practical exposure to important aspects of maternal, newborn and breastfeeding care.

Simulation-based learning allowed students to understand and demonstrate appropriate approaches in a structured and interactive environment. It promoted active learning and enhanced students' clinical communication, teamwork, decision-making and practical skills.

The programme provided students with an opportunity to translate their theoretical knowledge into practical application.

Reel-Making Presentation by Interns

A Reel-Making Presentation was conducted by the interns as a creative digital health-education activity.

The interns prepared short and informative reels focusing on breastfeeding and maternal-child health awareness. The activity aimed to communicate important health messages in an engaging and easily accessible digital format.

The reel-making activity encouraged interns to utilize contemporary communication methods for health promotion and demonstrated how social and digital media can be effectively used for public health education.

The presentation also highlighted the creativity, communication skills and teamwork of the interns in developing digital health-education content.

DAY 5: 05 AUGUST 2026 — NUKKAD NATAK (STREET PLAY)

A Nukkad Natak (Street Play) was organized as an innovative and interactive method of health education.

Students presented an awareness-based street play focusing on important breastfeeding-related issues. Through dialogue, role-play and relatable situations, the students communicated key messages regarding appropriate breastfeeding practices and the importance of maternal and family support.

The street play addressed common misconceptions and emphasized the need for accurate knowledge regarding breastfeeding.

The activity proved to be an engaging method of communicating health information in a simple and easily understandable manner.

It also provided students with an opportunity to develop confidence, teamwork, public speaking and community interaction skills.

DAY 6: 06 AUGUST 2026 — PRENATAL AND POSTNATAL HEALTH SESSION

A dedicated Prenatal and Postnatal Health Session was organized with the objective of creating awareness regarding maternal health before and after childbirth and its importance in establishing successful breastfeeding practices.

The session covered important aspects of maternal and newborn care, including:

Prenatal Health

- Importance of regular antenatal care.
- Maternal nutrition during pregnancy.
- Counselling and preparation for breastfeeding.
- Importance of maternal physical and psychological well-being.
- Anticipatory guidance regarding breastfeeding.

Postnatal Health

- Early initiation of breastfeeding.
- Appropriate breastfeeding techniques and positioning.
- Exclusive breastfeeding.
- Maternal nutrition and hydration during lactation.
- Adequate maternal rest and postnatal recovery.
- Identification and management of common breastfeeding difficulties.
- Importance of family support.

- Postnatal maternal and newborn care.
- Importance of continued healthcare follow-up.

The session emphasized that successful breastfeeding is supported by appropriate antenatal counselling, skilled postnatal support and a positive environment for the mother.

The programme also reinforced the importance of an integrated approach to maternal, newborn and child healthcare.

DAY 7: 07 AUGUST 2026 — CLOSING CEREMONY

The week-long celebration of World Breastfeeding Week 2026 concluded with a formal Closing Ceremony.

The closing programme provided an opportunity to review and reflect upon the activities conducted during the entire week.

A compilation/reel showcasing the various activities conducted during the programme was presented, highlighting the active participation and efforts of students, interns and faculty members.

The participation and contributions of students in the Poster Presentation, Awareness Camp, Rally, Simulation Programme and Nukkad Natak, and the contribution of interns in the Reel-Making Presentation, were acknowledged and appreciated.

The importance of continuing breastfeeding awareness activities throughout the year, rather than limiting them to World Breastfeeding Week, was emphasized.

The programme concluded with a renewed commitment towards strengthening maternal, newborn and child health services through education, counselling, awareness and community participation.

Outcome of the Activity:

The major outcomes of the World Breastfeeding Week 2026 celebration were:

1. Increased awareness among students, interns and community members regarding the importance of breastfeeding.
2. Improved understanding of appropriate breastfeeding practices.
3. Increased awareness regarding exclusive breastfeeding during the first six months.
4. Greater awareness regarding maternal nutrition and health during pregnancy and lactation.
5. Improved understanding of the importance of antenatal and postnatal care.
6. Increased awareness regarding common breastfeeding difficulties and misconceptions.
7. Active student and intern participation in academic and community-based health education activities.
8. Enhancement of students' and interns' communication, presentation, teamwork and leadership skills.
9. Promotion of innovative methods such as simulation-based learning, street play and digital reel-making for health education.
10. Strengthened interdisciplinary collaboration between the Departments of Prasuti Tantra & Stree Roga and Kaumarbhritya.
11. Reinforcement of the role of healthcare professionals in counselling and supporting breastfeeding mothers.
12. Promotion of a community-oriented approach towards maternal, newborn and child health.

Participants Details with list:**Participants list: Student**

S.No.	Student Name	Programme Name	Year
1.	Adhya Patel	BAMS	Final Year
2.	Afjal Ansari	BAMS	Final Year
3.	Ajay Kumar	BAMS	Final Year
4.	Ajay Kumar Yadav	BAMS	Final Year
5.	Ajay Kushwaha	BAMS	Final Year
6.	Akanksha Srivastav	BAMS	Final Year
7.	Akash Rajput	BAMS	Final Year
8.	Alfiya Bano	BAMS	Final Year
9.	Amit Raj	BAMS	Final Year
10.	Amrendra Kumar	BAMS	Final Year
11.	Anshika Katiyar	BAMS	Final Year
12.	Anurag Singh	BAMS	Final Year
13.	Avantika Gupta	BAMS	Final Year
14.	Ayush Kumar	BAMS	Final Year
15.	Beenu Kushwaha	BAMS	Final Year
16.	Bharti	BAMS	Final Year
17.	Deeksha	BAMS	Final Year
18.	Deepali Kaithwar	BAMS	Final Year
19.	Devang Kulshrestha	BAMS	Final Year
20.	Gopal Krishna	BAMS	Final Year
21.	Hanzala Manzar	BAMS	Final Year
22.	Izhar Alam	BAMS	Final Year
23.	Jainab Aabdeen	BAMS	Final Year
24.	Jatin Tiwari	BAMS	Final Year
25.	Mohd. Jeeshan Saifi	BAMS	Final Year
26.	Neetu Yadav	BAMS	Final Year
27.	Nidhi Yadav	BAMS	Final Year
28.	Paras Kumar	BAMS	Final Year
29.	Pawan Kumar	BAMS	Final Year
30.	Pooja	BAMS	Final Year
31.	Praveen Kumar rajput	BAMS	Final Year
32.	Priya Kumari	BAMS	Final Year
33.	Priyanka Yadav	BAMS	Final Year
34.	Ranveer Kumar Singh	BAMS	Final Year
35.	Riddhi verma	BAMS	Final Year
36.	Rishabh rajput	BAMS	Final Year
37.	Rita Devi	BAMS	Final Year
38.	Riya Gupta	BAMS	Final Year
39.	Roodra Yadav	BAMS	Final Year
40.	Rupali Rajbhar	BAMS	Final Year
41.	Rustam Ali	BAMS	Final Year
42.	Satypushp Lodhi	BAMS	Final Year
43.	Sheetal Yadav	BAMS	Final Year

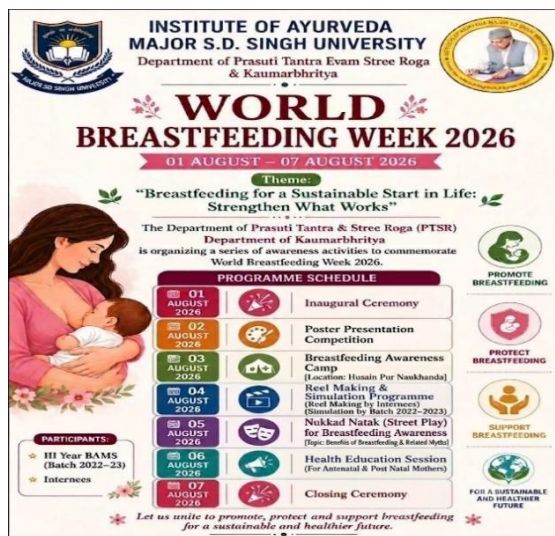
44.	Shivanshu Mishra	BAMS	Final Year
45.	Shruti Mishra	BAMS	Final Year
46.	Shyam Singh	BAMS	Final Year
47.	Siddhi Verma	BAMS	Final Year
48.	Soyab	BAMS	Final Year
49.	Tanishk Mishra	BAMS	Final Year
50.	Vandana	BAMS	Final Year
51.	Naval Singh Rana	BAMS	Internees
52.	Vikas Rathour	BAMS	Internees
53.	Sunil Prajapati	BAMS	Internees
54.	Shivank Trigunayat	BAMS	Internees
55.	Vaibhav Gupta	BAMS	Internees
56.	Atul Yadav	BAMS	Internees
57.	Anil Kumar	BAMS	Internees
58.	Aman Yadav	BAMS	Internees
59.	Rajesh Kumar	BAMS	Internees
60.	Rahul Kumar Kushwaha	BAMS	Internees
61.	Kamal Saheb	BAMS	Internees
62.	Ziaul Arfeen	BAMS	Internees
63.	Km Firdous Ansari	BAMS	Internees
64.	Khushboo Yadav	BAMS	Internees
65.	Vineeta	BAMS	Internees
66.	Akhilesh Trivedi	BAMS	Internees
67.	Gulrez Ashi	BAMS	Internees
68.	Sanchit Kumar	BAMS	Internees
69.	Tirveni	BAMS	Internees
70.	Pooja Verma	BAMS	Internees

Participants list: Faculty & Staff

S.No.	Faculty/Staff Name	Designation	Faculty/Dept.
1	Dr. Santosh Kumar Mishra	Professor	Prasuti & Stri Roga
2	Dr. Reeti Yadav	Reader	Prasuti & Stri Roga
3	Dr. Arjendra	Reader	Prasuti & Stri Roga
4	Dr. Jaya Srivastava	Lecturer	Prasuti & Stri Roga
5	Dr. Naveen Kumar B.V.	Professor	Kaumarabhritya – Bala Roga
6	Dr. Eishan Jain	Reader	Kaumarabhritya – Bala Roga
7	Dr. Garima Yadav	Reader	Kaumarabhritya – Bala Roga
8	Dr. Pavan Arvind Morey	Lecturer	Kaumarabhritya – Bala Roga

Attach Geotagged Photographs of the Activity

Annexure I: Programme Schedule



Annexure II: Photographs of Inauguration Ceremony



Annexure III: Photographs of Poster Presentation



Annexure IV: Photographs of Awareness Camp and Rally



Annexure V: Photographs of Simulation Programme



Annexure VI: Reel-Making Presentation by Interns



Annexure VII: Photographs of Nukkad Natak



Annexure VIII: Photographs of Prenatal and Postnatal Health Session



Annexure IX: Photographs of Closing Ceremony



Poster of the Activity



News Paper Coverage

विशेषज्ञों ने बताए मातृ एवं शिशु स्वास्थ्य के लिए स्तनपान के लाभ

संवाददाता फरुखाबाद

अमृत विचार। मेजर एसडी सिंह विश्वविद्यालय के आयुर्वेद एवं नर्सिंग संकाय में शनिवार से विश्व स्तनपान सप्ताह का शुभारंभ किया गया। सप्ताह के प्रथम दिवस दोनों संकायों में आयोजित जागरूकता कार्यक्रमों में विशेषज्ञों ने विद्यार्थियों को स्तनपान के महत्व, मातृ एवं शिशु स्वास्थ्य में इसकी भूमिका तथा समाज में इसके प्रति जागरूकता बढ़ाने की आवश्यकता पर विस्तार से जानकारी दी।

नर्सिंग संकाय के सेमिनार हॉल में कार्यक्रम का शुभारंभ मां सरस्वती की प्रतिमा पर माल्यार्पण एवं दीप प्रज्ज्वलन के साथ हुआ। विश्वविद्यालय के आंतरिक गुणवत्ता आश्वासन प्रकोष्ठ (आईक्यूएसी) के निदेशक कमल अरोड़ा ने कहा कि नवजात शिशु के लिए मां का दूध सर्वोत्तम एवं संपूर्ण आहार है। यह शिशु को रोग प्रतिरोधक क्षमता बढ़ाने के साथ-साथ उसके शारीरिक एवं मानसिक विकास में महत्वपूर्ण भूमिका निभाता है। नर्सिंग संकाय



कार्यक्रम का दीप प्रज्ज्वलन कर शुभारंभ करते डीन डॉ. अम्बरीश कुमार बाथम।

● शनिवार से विश्व स्तनपान सप्ताह का शुभारंभ किया गया

को डीन प्रो. शेरीन पी. एलेक्स ने कहा कि स्तनपान केवल शिशु के पोषण का माध्यम नहीं, बल्कि मां और बच्चे के बीच भावनात्मक संबंध को भी मजबूत बनाता है। कार्यक्रम के उपरांत छात्र-छात्राओं की पोस्टर निर्माण प्रतियोगिता आयोजित की गई, जिसमें प्रतिभागियों ने विश्व स्तनपान सप्ताह की थीम पर आकर्षक एवं जागरूकता आधारित पोस्टर बनाकर अपनी रचनात्मक प्रतिभा का प्रदर्शन किया।

उधर, आयुर्वेद संकाय के वीएएमएस सभागार में स्त्री रोग एवं प्रसूति तंत्र विभाग तथा कौमारभृत्य विभाग के संयुक्त तत्वावधान में आयोजित कार्यक्रम में आयुर्वेद संकाय के डीन डॉ. अम्बरीश कुमार बाथम ने कहा कि जन्म के पहले छह माह तक केवल माँ का दूध ही शिशु के लिए संपूर्ण एवं सर्वोत्तम आहार है। स्त्री रोग एवं प्रसूति तंत्र विभाग की कार्यवाहक विभागाध्यक्ष डॉ. रीति यादव ने कहा कि प्रत्येक माँ को स्तनपान के सही समय, सही तरीके एवं उसके लाभों की जानकारी होना आवश्यक है।

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फरुखाबाद



सम्मानित छात्र-छात्राएँ, प्रमाण पत्र दिखाते छात्र-छात्राएँ साथ में शिक्षक-निर्देशक

विश्व स्तनपान सप्ताह का समापन, उत्कृष्ट प्रतिभागियों को किया सम्मानित

अज समाचार सेवा फरुखाबाद 7 अगस्त। मेजर एसडी सिंह विश्वविद्यालय के इंटीग्रेटेड ऑफ आयुर्वेद एवं श्री यजुर्वेद पदवी नर्सिंग एंड पैरामेडिकल कॉलेज में विश्व स्तनपान सप्ताह का समापन जागरूकता कार्यक्रम के साथ हुआ। विद्यार्थियों ने भाषण, पोस्टर, नुकाड़ नाटक, रोल एवं पीपीटी प्रस्तुति के माध्यम से स्तनपान के महत्व और माँ-शिशु को होने वाले लाभों की जानकारी दी। सप्ताहभर आयोजित प्रतियोगिताओं में उत्कृष्ट प्रदर्शन करने वाले विद्यार्थियों को स्तुति चिह्न, प्रशस्ति पत्र एवं पुरस्कार देकर सम्मानित किया गया। इंटीग्रेटेड ऑफ आयुर्वेद में कार्यक्रम का शुभारंभ विश्वविद्यालय के कुलसचिव डॉ. पी.एन. प्रसाद, डीन डॉ. अम्बरीश कुमार बाथम, डॉ. विनयक मिश्रा, डॉ. संतोष मिश्रा एवं डॉ. नवीन बी.बी. ने दीप प्रज्ज्वलित कर किया। इस अवसर पर कुलसचिव डॉ. पीएन प्रसाद ने कहा कि माँ का दूध शिशु के लिए सर्वोत्तम आहार है। वहीं डीन डॉ.

अम्बरीश कुमार बाथम ने कहा कि आयुर्वेद में मातृ दुग्ध को अमृत समान माना गया है, जो माँ और शिशु दोनों के स्वास्थ्य के लिए लाभकारी है। कार्यक्रम में डॉ. रीति यादव, डॉ. अर्जुन, डॉ. जय, डॉ. सारदा एच., डॉ. जोजन जैन एवं डॉ. गीता यादव उपस्थित रहीं। नर्सिंग एंड पैरामेडिकल कॉलेज में कार्यक्रम का शुभारंभ डीन प्रो. शेरीन पी. एलेक्स, डॉ. मीरा शर्मा, रचना यादव, पवन कुमार एवं डॉ. सविता यादव ने किया। प्रो. शेरीन पी. एलेक्स ने कहा कि स्तनपान स्वस्थ समाज की नींव है और प्रत्येक परिवार तक इसका संदेश पहुँचाना आवश्यक है। कार्यक्रम में डॉ. सविता यादव एवं मनीषा यादव ने प्रश्नोत्तरी का आयोजन कराया। साथ ही क्विज, निबंध हिवस एवं नृत्य मूक अभिनय में उत्कृष्ट प्रदर्शन करने वाले विद्यार्थियों को भी सम्मानित किया गया। इस अवसर पर हस्तिता सिंह, हिमांशु गौरी, विनोद, अशीष कसोटिया, भुवनेश कुमार, विजय यादव, रामेंद्र एवं शिवा भट्टाचार्य सहित शिक्षक एवं छात्र-छात्राएँ मौजूद रहे।

Social Media Link (If any)

https://www.instagram.com/reel/Dbf_7J4vGzy/?igsh=bTMwdXBndDFjZzl5