

**QUEEN MARY'S COLLEGE (AUTONOMOUS)**

**DEPARTMENT OF HOME SCIENCE**

**WORLD BREAST FEEDING WEEK CELEBRATION 2023**

**03/08/2023**

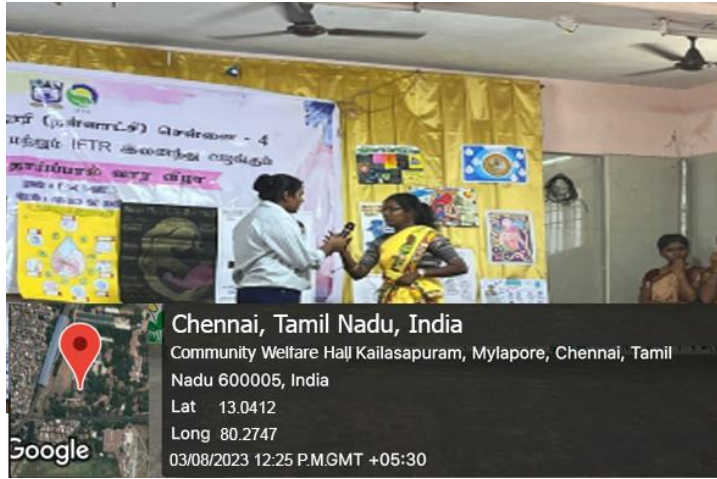
World Breastfeeding Week is a global healthcare event celebrated annually in the first week of August (01st to 07th). During the entire week, various international and local organisations join hands in promoting the importance of breastfeeding to mothers. In connection with this, the Department of Home Science at Queen Mary's College in association with IFTR (Indigenous and Frontier Technology Research Centre) organized and conducted a breast feeding awareness programme to pregnant and lactating mothers who were beneficiaries of ICDS Mylapore. The programme was held on 03/08/2023 at the Mylapore Community Hall. Students of III B.Sc. Home Science Clinical Nutrition and Dietetics and Nutrition, Food Service Management, and Dietetics presented a series of entertaining and educative items to highlight the benefits and significance of breast feeding to the mothers.

Nutritional composition of breast milk, the benefits of breastfeeding for both mothers and babies, lactagogue foods that promote milk production, and the influence of breast milk on infant health, were effectively conveyed by students through a range of engaging performances such as drama, skit, fashion show, dance, mimes, and traditional Villupaatu songs. In addition recipes incorporating millets were prepared and displayed to the audience. Through impressive videos and impactful posters, the students effectively conveyed the significance of millets in promoting health of individuals. More than 80 women who were pregnant or nursing benefited from this awareness campaign. The programme was well received by the pregnant and lactating mothers who unanimously agreed that the programme was enjoyable and useful to them.

**No. of students participated: 76**

**No. of staff participated : 4**

**No. of beneficiaries : 80**





Chennai, Tamil Nadu, India

Community Welfare Hall Kailasapuram, Mylapore, Chennai, Tamil Nadu 600005, India

Lat 13.0412

Long 80.2747

03/08/2023 02.15 P.M.GMT +05:30



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