



**SRI DEVARAJ URS ACADEMY OF HIGHER EDUCATION &  
RESEARCH**

**SRI DEVARAJ URS MEDICAL COLLEGE  
Tamaka, Kolar**

**DEPARTMENT OF COMMUNITY MEDICINE**



### **World Breastfeeding Week 2025 – Health Education Programme**

The Department of Community Medicine, Sri Devaraj Urs Medical College, observed World Breastfeeding Week 2025 by organizing a community-based awareness programme on 7th August 2025 at RHTC, Devarayasamudra. This initiative aimed to promote the importance of exclusive breastfeeding, early initiation, proper positioning, and community-level support systems for successful breastfeeding practices, in line with the WHO theme: *“Prioritize Breastfeeding: Create Sustainable Support Systems.”*

The event was led by Dr. Varun R, Senior Resident and RHTC Incharge, with support from **Dr. Mahima (MPH Consultant and Resource Person)**, along with postgraduate residents Dr. Muthamil and Dr. Chaturya V. Dev from the Department of Community Medicine.

Dr. Varun R inaugurated the session by emphasizing the importance of early initiation and exclusive breastfeeding, and its benefits for both mother and infant.

Dr. Muthamil conducted a session on breastfeeding benefits, correct positioning, and practical tips for mothers.

Dr. Mahima, as a key resource person, delivered an interactive session on common breastfeeding problems such as poor latching, engorgement, and low milk supply. She also explained the critical role of ASHA workers in providing community-based breastfeeding support and referrals when needed. Dr. Disha Kakkar managed the IEC pamphlet distribution, ensuring that all participants received visually supportive educational materials to reinforce the key messages.

The programme witnessed active participation from nearly 80 beneficiaries, including ANC and PNC mothers, nursing mothers, and ASHA workers. The Government PHC team also collaborated, enhancing the programme’s outreach and effectiveness in the local community.

The event successfully promoted informed and supportive breastfeeding practices and highlighted the importance of building sustainable support systems at the community level.

#### **Speakers / Judges / Chairman / Panel Team:**

1. Dr. Varun R, Senior Resident and RHTC Incharge, Department of Community Medicine, SDUMC, Kolar.
2. Dr Mahima B N, MBBS, MPH Consultant
3. Dr. Chaturya V. Dev, PG, Department of Community Medicine, SDUMC
4. Dr. Muthamil, PG, Department of Community Medicine, SDUMC
5. Dr. Madhan, PG, Department of Community Medicine, SDUMC