

	SRI DEVARAJ URS ACADEMY OF HIGHER EDUCATION & RESEARCH SRI DEVARAJ URS MEDICAL COLLEGE Tamaka, Kolar - 563103 DEPARTMENT OF COMMUNITY MEDICINE	
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Event Report on Breastfeeding Awareness Campaign Conducted at UHTC, Gandhinagar, Kolar

The Department of Community Medicine, Sri Devaraj Urs Medical College, Kolar, organized a **Breastfeeding Awareness Campaign** at the Urban Health Training Centre (UHTC), Gandhinagar, Kolar, on **5th August 2026 from 10:00 AM to 1:00 PM** as part of World Breastfeeding Week. The programme was conducted under the guidance of **Dr. Seethal Rose and Dr. Mohsina Shaik, Assistant Professors, Department of Community Medicine.**

The programme aimed to educate and empower antenatal and postnatal women, lactating mothers and community members regarding the importance and benefits of breastfeeding, appropriate breastfeeding techniques, early initiation, exclusive breastfeeding and timely complementary feeding. The programme also addressed common challenges faced by breastfeeding mothers and emphasized the importance of family and community support, particularly for working mothers.

As part of the programme, **Dr. Chaturya V Dev, Postgraduate student**, delivered a health education session on the benefits of breastfeeding and common problems encountered by breastfeeding women. **Dr. Vinay, Postgraduate student**, conducted a session on breastfeeding and complementary feeding, including appropriate breastfeeding techniques, positioning and attachment.

The sessions were interactive, with participants encouraged to discuss their concerns and clarify doubts related to breastfeeding and complementary feeding. A total of **60 participants**, including antenatal and postnatal women, lactating mothers and local residents, participated in the programme, along with faculty and postgraduate students.

The programme concluded with a valedictory session and vote of thanks, reiterating the importance of sustained support for breastfeeding mothers and healthy infant feeding practices. The event contributed to improving community awareness and promoting optimal breastfeeding and complementary feeding practices.