

The “World Breastfeeding Week” is celebrated from 1<sup>st</sup> to 8<sup>th</sup> August every year in over 120 countries since 1991. The initiative was introduced by WHO & UNICEF. This year the theme was “Breastfeeding: Foundation of Life”. The Departments of Pediatrics & Pediatric Nursing, K.G. Medical University, Lucknow together celebrated the event in the New OPD building on 1<sup>st</sup> August 2018. Vice Chancellor, Prof. M.L.B Bhatt presided over the event and delivered a talk for the general public to promote breastfeeding. Dr. Mala Kumar also reiterated that exclusive breastfeeding protected babies like an armour from birth up to 6 months. A role play depicting various aspects of breastfeeding & problems faced by lactating women was well received by the public. A poster competition was also held during the event. The general public appreciated the program and pledged to promote exclusive breastfeeding from the first hour of birth to 6 months of life.