

Celebration of the World Breastfeeding Week 2026
Department of Food Science and Nutrition,
Maharshi Dayanand Saraswati University, Ajmer

Report on the Celebration of the World Breastfeeding Week - 1st to 7th August 2026

The Department of Food Science and Nutrition, Maharshi Dayanand Saraswati University, Ajmer, celebrated World Breastfeeding Week 2026 from 1st to 7th August 2026 with a series of educational, creative and engaging activities aimed at creating awareness about the importance of breastfeeding and appropriate infant and young child feeding practices.

The celebration was organised around the theme “Breastfeeding for a Sustainable Start in Life – Strengthen What Works”, highlighting the vital role of breastfeeding in providing optimal nutrition, supporting healthy growth and development, strengthening immunity, and promoting a healthy start to life.

Activities Conducted

1. Inaugural Function and Awareness Presentation – 3rd August

The week commenced with an Inaugural Function, a welcome lecture delivered by Prof. Ritu Mathur, Head, Department of Food Science and Nutrition, followed by an informative presentation by Mrs. Poonam Pareek, Guest Faculty, Department of Food Science and Nutrition, on the importance of breastfeeding.

The session highlighted the nutritional, immunological and developmental benefits of breastfeeding and emphasised the importance of promoting appropriate breastfeeding practices for maternal and child health. Faculty members and students actively participated in the programme.

2. Poster Making Competition – 4th August

A Poster Making Competition was organised to encourage students to creatively communicate important messages related to breastfeeding, infant nutrition and healthy feeding practices.

The themes included “Weaning Foods” and “Importance of Breastfeeding.” Students actively participated and used their creativity to present informative messages and spread awareness about appropriate infant and young child feeding practices.

3. Quiz Competition – 5th August

An informative Quiz Competition was organised as part of the World Breastfeeding Week celebration. The quiz focused on breastfeeding, maternal nutrition, infant and young child nutrition, complementary feeding and related health practices.

The activity provided students with an interactive platform to assess and enhance their knowledge while promoting greater awareness of evidence-based breastfeeding and infant feeding practices.

4. Demonstration on Weaning Foods – 6th August

A practical demonstration on different types of weaning and complementary foods was conducted. The activity focused on appropriate complementary feeding practices and demonstrated nutritious, suitable and practical food options for infants.

The session helped students understand the importance of introducing nutrient-dense complementary foods at the appropriate age while continuing breastfeeding, along with principles of food safety, variety and dietary adequacy.

5. Valedictory Function – 7th August

The week-long celebration concluded with an informative lecture delivered by Prof. Ritu Mathur, Head, Department of Food Science and Nutrition. The lecture reinforced the importance of breastfeeding and appropriate complementary feeding in promoting maternal and child health.

The programme concluded with the Valedictory Function, marking the successful completion of the week-long celebration. The active involvement and support of the faculty members—Dr. Bharti Jain, Dr. Swati Mathur, Dr. Sakshi Pathak, Dr. Poonam Mohan, Mrs. Poonam Pareek, Mrs. Kshipra Jain and Dr. Rashmi Dadhich—contributed significantly to the successful organisation of the programme.

The World Breastfeeding Week 2026 celebration provided a meaningful platform for students to enhance their knowledge, practical skills and awareness regarding breastfeeding, maternal nutrition, complementary feeding and infant nutrition. The combination of lectures, creative activities, demonstrations and a quiz made the programme informative, interactive and educational.

Through this initiative, the Department of Food Science and Nutrition, Maharshi Dayanand Saraswati University, Ajmer, reaffirmed its commitment to promoting evidence-based nutrition education, healthy breastfeeding practices and appropriate infant and young child feeding, thereby contributing towards healthy mothers, healthy children and a sustainable start to life.



Inaugural Lecture by. Mrs. Poonam Pareek