



**BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY)**  
**COLLEGE OF NURSING SANGLI**  
**REPORT ON**  
**World Breastfeeding Week**

**Event:** World Breastfeeding Week Celebration.

**Speaker:** Mrs Snehalata Reddy, Assistant Professor, Department of Community Health Nursing.

**Beneficiary:** Sadhikas Health Entrepreneurs.

**Organizer:** Department of Community Health Nursing, Bharati Vidyapeeth College of Nursing, Sangli.

**Date:** 08.08.2025

**Objectives**

- To create awareness about the importance and benefits of breastfeeding among nursing students and health entrepreneurs.
- To demonstrate correct breastfeeding positions and latch techniques.
- To discuss management of common breastfeeding problems.
- To promote exclusive breastfeeding for the first six months and continued breastfeeding thereafter.
- To enhance participants' counselling skills for supporting breastfeeding mothers in the community.

As part of Breastfeeding Week celebrations, Bharati Vidyapeeth College of Nursing, Sangli, organized an online lecture for Sadhikas Health Entrepreneurs conducted by Mrs. Snehalata Reddy, Assistant Professor, Department of Community Health Nursing.

The event began with a warm welcome address by **Dr. Sureshkumar Ray**, I/C Principal of Bharati Vidyapeeth College of Nursing, Sangli, who highlighted the importance of breastfeeding promotion and the role of Healthcare Workers and health entrepreneurs in community awareness.

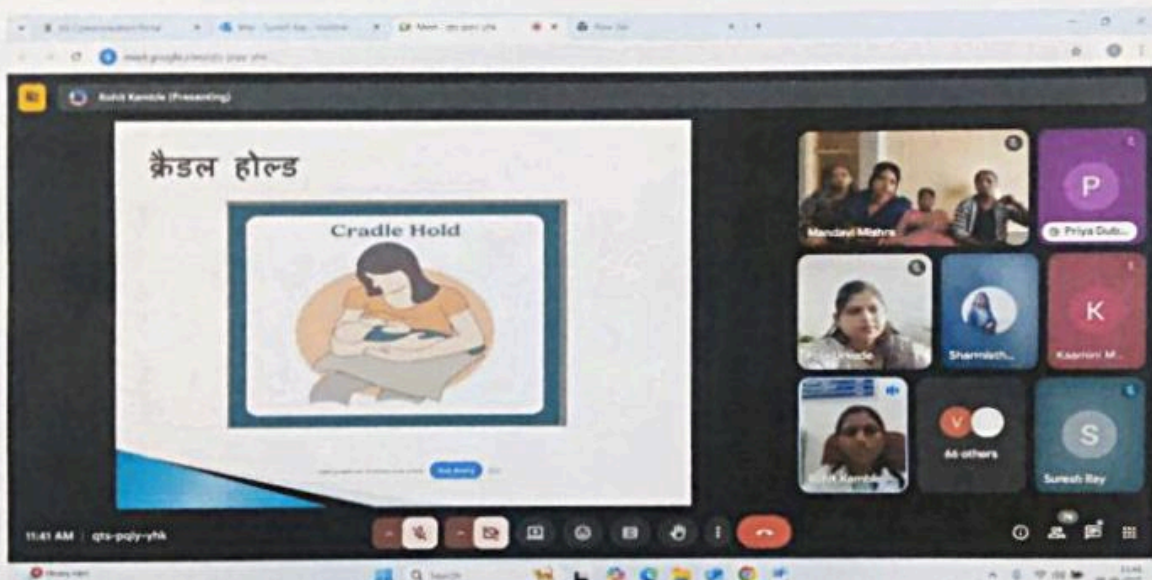
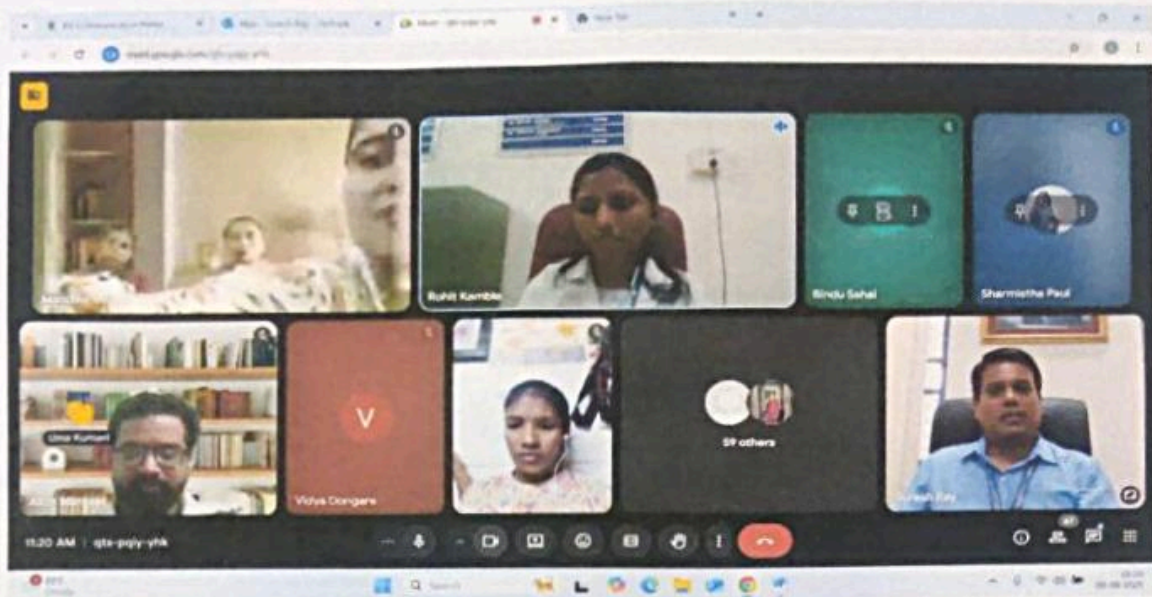
The lecture aimed to promote the benefits of breastfeeding, techniques, and with effective counselling skills. The program included a presentation on the physiology and benefits of breastfeeding, correct positioning and latch, management of common breastfeeding problems, and strategies for supporting working mothers.

**Outcome**

The lecture was well-received by both nursing students and Sadhikas Health Entrepreneurs, with participants appreciating with interactive approach. Feedback indicated a desire for more hands-on training and follow-up workshops.



## PHOTOGRAPH



ONLINE LECTURE FOR SADHIKA'S HEALTH ENTREPRENEUR'S  
ON BREASTFEEDING.

*Saj*

PROGRAMME ADVISOR

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