

AIIMS Bibinagar Observes World Breastfeeding Week 2026

AIIMS Bibinagar celebrated World Breastfeeding Week 2026 from 1st to 7th August under the guidance of Executive Director Prof. (Dr.) Amita Aggarwal. The institute organised a range of awareness and educational activities, including poster and quiz competitions, lactation management workshops, essay and poetry competitions, video competitions, radio programmes, and community outreach initiatives to promote breastfeeding. Addressing participants, Prof. Aggarwal emphasised that successful breastfeeding requires coordinated efforts from the Departments of Obstetrics & Gynaecology, Neonatology, Paediatrics, Community Medicine & Family Medicine, the College of Nursing, and Nursing Officers. She highlighted the importance of continuous breastfeeding support from antenatal counselling through the postnatal period and after discharge. The celebrations reinforced the need to create awareness among families, communities, healthcare workers, and students, while strengthening AIIMS Bibinagar's commitment to promoting, protecting, and supporting breastfeeding.



