



Breast Feeding Awareness Camp 2026

The National Service Scheme (NSS) unit of Aarupadai Veedu Institute of Technology (AVIT), ISR CELL a constituent institution of Vinayaka Mission's Research Foundation (Deemed to be University), organised a "Breast Feeding Awareness Camp 2026" on 20.08.2026 at the Government Primary Health Centre, Sadras. The camp was organised as part of the observance of August as National Breastfeeding Month, with the objective of creating awareness among nursing and expecting mothers about the importance, benefits, and correct practices of breastfeeding. To create awareness about the nutritional, immunological, and emotional benefits of breastfeeding for both mother and infant. To educate nursing and expecting mothers on correct breastfeeding techniques, positioning, and common difficulties faced during lactation. To dispel myths and misconceptions surrounding breastfeeding prevalent in the community. To sensitise NSS volunteers to community health outreach and encourage their participation in social welfare activities. To strengthen the institution's engagement with the local community through the Government Primary Health Centre, Sadras.

The camp was addressed by Dr. E. Kavitha, MD, Medical Officer, Government Primary Health Centre, Sadras Block, Chengalpattu District. Drawing upon her clinical experience in maternal and child health, Dr. Kavitha delivered an informative and interactive session for the benefit of the attendees. The programme commenced with a welcome address by the NSS Programme Officer, followed by a brief introduction to the objectives of the camp and the significance of National Breastfeeding Month. Dr. E. Kavitha then addressed the gathering, covering the following key points: The importance of exclusive breastfeeding for infants during the first six months of life. Nutritional and immunological advantages of breast milk in protecting infants from infections and promoting healthy growth. Correct breastfeeding positions and techniques to ensure comfort for the mother and effective feeding for the infant. Common challenges faced by nursing mothers (such as latching difficulties, low milk supply, and engorgement) and practical guidance to overcome them. The role of family support in encouraging and sustaining breastfeeding practices. An interactive question-and-answer session, during which the resource person addressed queries and concerns raised by the mothers present. NSS volunteers of AVIT actively participated in organising the camp, assisting in registration, coordination with the Primary Health Centre staff, and distribution of informational material to the attendees. Faculty coordinators of the ISR Cell and NSS unit supervised the event to ensure smooth conduct of the proceedings.

Outcome

- Participants gained a clearer understanding of the importance of exclusive breastfeeding and correct feeding practices.
- Several myths and misconceptions regarding breastfeeding prevalent among the local community were addressed and clarified.
- The camp strengthened the collaborative relationship between AVIT and the Government Primary Health Centre, Sadras, for future community health initiatives.
- NSS volunteers gained practical exposure to organising community health outreach programmes, reinforcing the spirit of social responsibility.



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**INSTITUTIONAL SOCIAL RESPONSIBILITY CELL
National Service Scheme**

BREAST FEEDING AWARENESS CAMP 2026



Resource Person

Dr.E.Kavitha MD
Medical Officer

GOVERNMENT Primary Health Centre
Sadras Block
Chengalpattu District.

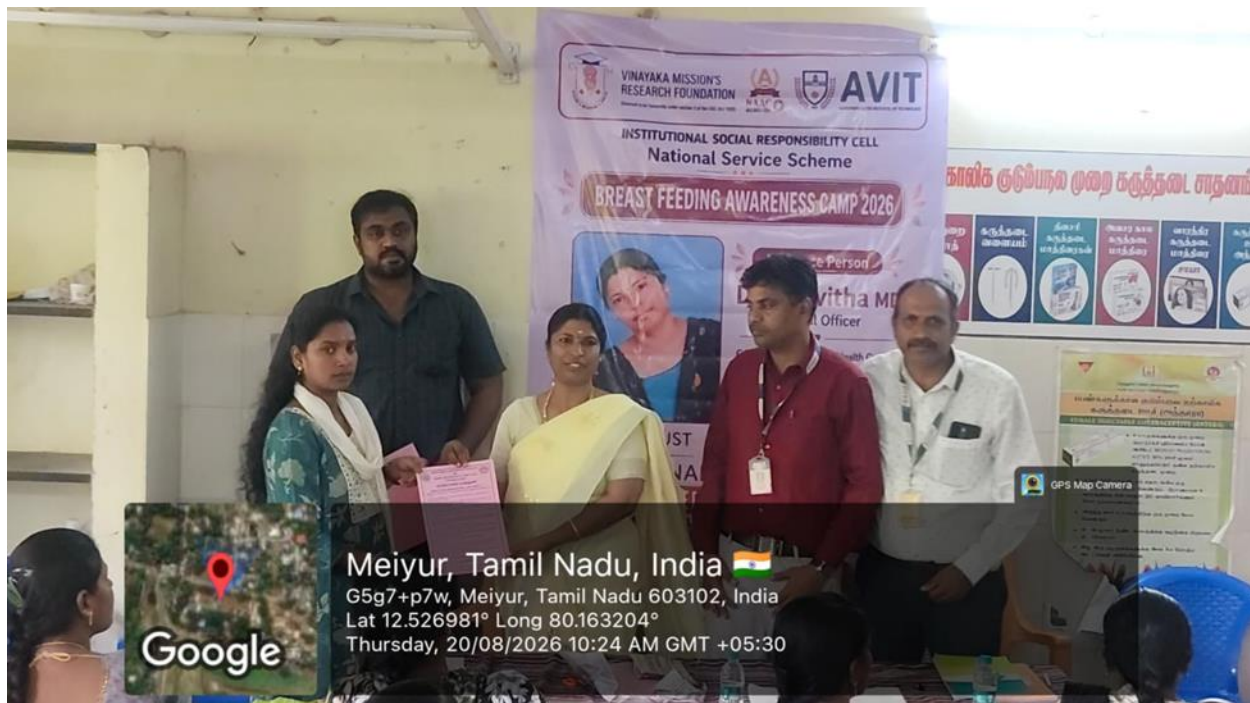
AUGUST
IS
NATIONAL
BREASTFEEDING
MONTH



DATE: 20.08.2026



VENUE: Government Primary Health Centre
Sadras





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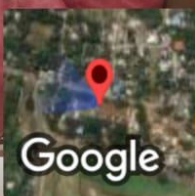




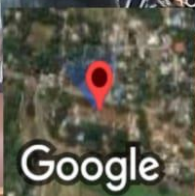
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