



World breastfeeding week celebrated in Bundelkhand

Radio Bundelkhand, the community radio set up by Development Alternatives, run by the local youth rapporteurs, celebrated world breastfeeding week, through one of its programmes. The purpose was to raise awareness among women on different aspects of breastfeeding. The segment highlighted that breastfeeding is not just beneficial for the physical and mental development of children, but also helps women fight deadly diseases.

In the programme, Varsha Raikwar and Diksha Singh, health specialist from Development Alternatives and Dr Mati Garima Singh were available on the telephone to answer all queries. They also emphasised on the need of celebrating World Breastfeeding Week in India. They added that they have observed that women are mostly occupied work, both within the home and outside, and unfortunately do not get enough time to feed their children. The government in its programme like MNREGA allotted a separate hour to women workers to ensure that they had enough time to breastfeed their children.

The experts also mentioned that it has been observed that children who are not breastfed have more chances of becoming undernourished as their immunity does not develop; this also leads to the children falling sick more often. Thus breastfeeding has several benefits for children: it can save them from diseases like diarrhoea and their immunity also becomes better through breastfeeding, which helps them fight diseases. That is why within one hour from the birth they must be breastfed. Colostrum is also extremely important for children. Women should do this in the hospital so that they can be given proper instruction at the initial stage.