



**Dr. Manohar Agnani, IAS**

Joint Secretary

Tele. : 011-23061723

e-mail : jsrch-mohfw@gov.in



भारत सरकार  
स्वास्थ्य एवं परिवार कल्याण मंत्रालय  
निर्माण भवन, नई दिल्ली - 110011

Government of India  
Ministry of Health & Family Welfare  
Nirman Bhavan, New Delhi - 110011

D.O. Z-28020/100/2016-CH.Pt-III

Date: 27<sup>th</sup> July, 2020

*Dear All,*

As you are aware, breastfeeding is one of the most important interventions in the child survival and development. The early initiation of breastfeeding, exclusive breastfeeding and continuing breastfeeding up to 2 years of age or beyond has enormous benefits to newborn, infants, children and to mother as well. Breastfeeding is particularly effective against infectious diseases because it strengthens the immune system by directly transferring antibodies from the mother.

Keeping in view the benefits of breastfeeding and rarest possibility of vertical transmission, MoHFW has recommended breastfeeding to all newborns regardless of the COVID status of Newborn/Mother. The World Breastfeeding Week – 2020 provides the opportunity to strengthen the actions needed for improving the breastfeeding practices in this challenging time. Accordingly, the MoHFW has decided to celebrate the World Breastfeeding Week (WBW – 2020) with focus on ensuring early initiation of breastfeeding and colostrum feeding for every newborn at birth and exclusive breastfeeding till 6 months of age for improving nutrition and building up natural immunity against infections. The suggested activities of MoHFW around this week are also annexed.

In this regard, you are requested to ensure that various activities on promotion of breastfeeding and IYCF practices are conducted in your State/UT and WBW-2020 is celebrated in a convergent manner following COVID - 19 guidelines.

Annexure: MoHFW suggested activities during  
World Breastfeeding Week 2020.

With regards,

*with best regards,*

Yours sincerely,

*27/07/2020*

(Dr. Manohar Agnani)

To

Mission Director (All States and UTs)