

**GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA**

UNSTARRED QUESTION NO:3406

ANSWERED ON:31.08.2012

BREAST FEEDING

Thamaraiselvan Shri R.

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether only 33 per cent tots are exclusively breastfed in first six months;

(b) if so, whether the Government is considering to create more awareness among the people about various advantages of breast feeding;

(c) if so, the details thereof;

(d) whether the Government is considering to ask all the gynaecologists in the country to advise the new mothers about importance of breast feeding; and

(e) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI SUDIP BANDYOPADHYAY)

(a): As per, Coverage Evaluation Survey 2009, 37 percent of children in 6-9 months of age group are exclusively breast fed in first six months of life.

(b) & (c): Yes. In the Annual Project Implementation Plans of the states, funds are allocated for carrying out of activities for raising awareness among the people. These activities include Breastfeeding Awareness Campaigns during the Breastfeeding Week (1st-7th August), training of community workers, development and use of information education and counselling material on breastfeeding. In addition, the ASHAs visit new-borns at home during first six weeks of life and use this opportunity to inform the mother and the family about exclusive breastfeeding and its advantages.

(d) & (e): The Ministry of Health and Family Welfare is sensitising maternal and child health service providers including doctors, nurses and ANMs at delivery points to initiate early breastfeeding (within one hour of birth) and to educate the mothers during the antenatal and postnatal period.

Infant and young child feeding practices, which include exclusive breastfeeding as an important component, is integrated across various training programmes under the Ministry of Health and Family Welfare.