

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

UNSTARRED QUESTION NO:1896

ANSWERED ON:31.07.2015

Benefits of Breast Feeding

Pathak Smt. Riti

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

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

- (a) whether the Government is aware of the benefits of breast feeding for the development of the infants and the mothers as well; and
- (b) if so, the details thereof along with the steps taken/being taken by the Government to create and spread awareness among general public in this regard?

**Answer**

(a) & (b): Yes. The benefits of breastfeeding include improved outcomes for survival, health and growth of children and delay in next pregnancy along with prevention of uterus and breast cancers in mothers. Promotion of breastfeeding is an integral activity under National Health Mission and Integrated Child Development Scheme. Following steps are being taken to spread awareness on breastfeeding:

â€¢ Counselling of pregnant and lactating mothers is undertaken by ANM/Anganwadi workers/ASHA on benefit of breastfeeding during Antenatal check-ups, Village Health and Nutrition Days and routine immunization sessions

â€¢ Ensuring initiation of breastfeeding within one hour of birth through ANM/Staff Nurse at health facilities and through ASHA in community

â€¢ Awareness generation campaigns for promotion of breastfeeding along with appropriate infant and young child feeding practices- such as breastfeeding week and Intensified Diarrhoea control fortnight in the first week of August are undertaken.

â€¢ Funds are provided to States/UTs for Information, Education and Communication on breastfeeding and appropriate infant and young child feeding practices

â€¢ Trainings of frontline workers on infant & young child feeding practices including breastfeeding is done

â€¢ Implementation of Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply, and Distribution) Act, 1992 as amended in 2003.