

WORLD BREASTFEEDING WEEK 2026 National Webinar

Organized by

Department of Kaumarabhritya & Department of Prasuti Tantra & Stree Roga
Sri Sri College of Ayurvedic Science & Research Hospital, Sri Sri University, Cuttack, Odisha



Breastfeeding for a Sustainable Start in Life: Strengthen What Works"

"Celebrating the proven power of breastfeeding by strengthening support systems that empower mothers, nurture healthier children, and build a sustainable future."



Prof. (Dr.) Shrinidhi K. Acharya
Professor, Department of Kaumarabhritya,
National Institute of Ayurveda, Jaipur
Lecture Title:
"Breastfeeding: The Foundation for a Sustainable
and Healthy Future"



Prof. (Dr.) Sipika Swati
Associate Professor, Department of Prasuti
Tantra and Stree Roga, ITRA, Jamnagar,
Lecture Title:
"The Role of Healthcare Professionals in Protecting,
Promoting and Supporting Breastfeeding"

Tuesday, 4 August 2026

2:30 PM - 4:00 PM

Online Webinar

Chairperson



Prof. (Dr.) Kshirabdhii Tanaya Rautaray,
(Dean, SSCASRH)

Co-Chairperson



Prof. (Dr.) Rabinarayan Tripathy,
(MS, SSCASRH)



Prof. (Dr.) Nagendra Prasad,
(Dy. Dean - Student Affairs)



Prof. (Dr.) Niranjan S.,
(Dy. Dean - Academics)



Prof. (Dr.) Laxmipriya Del,
(Professor & HoD PTGR)



Prof. (Dr.) Durga Prasad Dash,
(Professor & HoD KB)

Programme Co-ordinators



Prof. (Dr.) Puspitabala Jena,
(Professor, Kaumarabhritya)



Dr. Sonali Nayak,
Asst. Professor,
Kaumarabhritya



Dr. Sabyasmita Jena,
Asst. Professor,
Prasutitantra & Stree Roga



Dr. Bhagyashree P. Satpathy,
Asst. Professor,
Prasutitantra & Stree Roga



Dr. Devika Srinivasan,
Asst. Professor,
Prasutitantra & Stree Roga

"Breastfeeding is Nature's First Gift—Building Healthier
Children, Empowered Mothers, and a Sustainable Future."

Free Registration • Open to UG Scholars, PG Scholars,
Faculty, PhD Scholars • E-Certificate

Scan the QR Code to Register



Activity Report

Academic Year	2026-2027
Name of the Faculty/Department	SSCASRH, Sri Sri University
Name of the Activity & Objective of Activity	Name of the Activity: “Breastfeeding for a Sustainable Start in Life: Strengthen What Works” Objective of the Activity The webinar aimed to raise awareness of the importance of breastfeeding, strengthen evidence-based breastfeeding support systems, promote the role of healthcare professionals in protecting and supporting breastfeeding, and highlight breastfeeding as a foundation for healthy children, empowered mothers, and a sustainable future.
Date of the Activity	4 August 2026, 2:30 PM–4:00 PM
Mode of the event (Online/Offline/Blended)	Online
Organizer Name	Organizers: The webinar was organised by the Department of Kaumarabhritya and Department of Prasuti Tantra & Stree Roga, Sri Sri College of Ayurvedic Science & Research Hospital, Sri Sri University, Cuttack, Odisha. Institution: Sri Sri College of Ayurvedic Science & Research Hospital, Sri Sri University, Cuttack, Odisha.
Number of Participants (Students)	55
Number +of Participants (Teachers)	20
Number of Participants (from Outside SSU)	240
Total Revenue Generated (if any)	NA
Brief Report in 100 Words	A National Webinar was organised on 4 August 2026 as part of World Breastfeeding Week 2026 . The programme focused on the theme “ <i>Breastfeeding for a Sustainable Start in Life: Strengthen What Works.</i> ” The webinar featured expert lectures by Prof. (Dr.)

- a. Geotagged Photograph of Activity
- b. News clipping with Date, Page and Newspaper details (If any)

Sustainable systems-

- Prior checking of the Breast – nipples
- Give two options to mother – Intelligence or the weight
- High light the importance of Maternal bonding
- Educate on timing – and Fore – Mid- Hind milk
- Educate the proper techniques -Positive inputs
- Create a suitable environment for breast feeding



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Ref No: SSCASRH/SSU/496-2026

Date: 06-Aug-2026

To,

Prof. (Dr.) Shrinidhi Kumar K. Acharya,
MD (Ayu), Ph.D.
Professor & Head, Department of Kaumarbhritya
National Institute of Ayurveda (NIA), Jaipur, Rajasthan

Sub: Appreciation & Thank You Letter for Guest Lecture on World Breastfeeding Week – Reg.

Respected Sir,

On behalf of Sri Sri College of Ayurvedic Science and Research Hospital (SSCASRH), Sri Sri University, Cuttack, we extend our heartfelt gratitude and sincere appreciation to you for honoring our invitation as the **Guest Speaker** on the occasion of **World Breastfeeding Week** observation held on **Tuesday, 4th August 2026** virtually.

Your insightful and comprehensive talk on **“Importance of Breastfeeding in Neonatal Care and Child Development”** provided immense clinical and academic value. Your vast expertise and distinguished contributions in Kaumarbhritya greatly enriched our faculty members, clinicians, postgraduates, interns, and students, inspiring them toward advanced clinical awareness and early diagnostic vigilance in neonatal care.

The interactive session and practical perspectives shared by you contributed significantly toward the overarching goal of promoting breastfeeding awareness, highlighting its vital role in child nutrition and maternal health, and fostering a healthier community. We are deeply privileged to have had your esteemed presence and guidance on this important observance.

We express our profound thanks for your valuable time and look forward to future academic collaborations and continued association with Sri Sri University.

With Regards,



K. T. Rautaray
6/8/26

Prof. (Dr.) Kshirabdhhi Tanaya Rautaray
Dean, Professor & Head (Dept. of Samhita Siddhanta)
Sri Sri College of Ayurvedic Science and Research Hospital
Sri Sri University, Cuttack

