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IUST's Nursing College Celebrates World Breastfeeding Week 2025 with Awareness Drives

Srinagar, August 7: Sher-i-Kashmir Institute of Medical Sciences Medical College & Nursing Technology (SMMCN&MT), Islamic University of Science and Technology (IUST), celebrated World Breastfeeding Week 2025 with a series of awareness activities at JVC, Srinagar.

The week-long programme was held on the theme "Prioritise Breastfeeding: Create Sustainable Support System." Dr. Asmat Parveen, Principal Nursing College, in her keynote address, emphasized breastfeeding as a cornerstone of infant health and sustainable development, highlighting the role of healthcare professionals in supporting mothers. Activities included health talks in maternity and paediatric wards, poster presentations, flash mobs, rallies, and one-on-one counselling sessions for new mothers. The initiative aimed to dispel myths, share techniques, and foster community support for breastfeeding. The program witnessed active participation of the Nursing Students and teachers

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