



World Breastfeeding Week 2026 is being observed across the country from 1st to 7th August

Theme: “Breastfeeding for a Sustainable Start in Life: Strengthen What Works”

Observance being carried forward under POSHAN Abhiyaan

प्रविष्टि तिथि: 05 AUG 2026 3:22PM by PIB Delhi

The Ministry of Women and Child Development, Government of India, is observing World Breastfeeding Week 2026 from 1st to 7th August across the country under the theme “Breastfeeding for a Sustainable Start in Life: Strengthen What Works”. The observance is being carried forward under POSHAN Abhiyaan with Anganwadi Centres, healthcare institutions, community outreach platforms and digital media across States and Union Territories anchoring awareness activities through the week.

माँ का दूध बच्चे के संपूर्ण विकास के लिए सबसे महत्वपूर्ण है।

आइए इस विश्व स्तनपान सप्ताह में माँ के दूध के महत्व का प्रचार करें#WorldBreastfeedingWeek 2026 @PMOIndia | @Annapurna4BJP | @savitrii4bjp | @MoHFW_INDIA | @EduMin OfIndia | @mopr_goi | @MoRD_GoI | @mygovindia | @PIBWCD pic.twitter.com/s7SkYGn8KR

— Ministry of WCD (@MinistryWCD) August 2, 2026

The campaign draws attention to the first 1000 days of a child’s life — the period spanning pregnancy, the first six months after birth and the months up to twenty-four months of age. Nutrition, care and affection received in this window shape brain development, immunity, growth, learning ability and lifelong wellbeing, making breastfeeding one of the most effective interventions available for child survival and healthy development.

Colostrum, the first milk produced after birth, is rich in proteins, minerals, vitamins and antibodies and is considered the first vaccine of the infant.#WorldBreastfeedingWeek2026@PMOIndia | @Annapurna4BJP | @savitrii4bjp | @MoHFW_INDIA | @EduMinOfIndia | @mopr_goi | @PIBWCD pic.twitter.com/eQDNGPD5c9

— Ministry of WCD (@MinistryWCD) August 3, 2026

The Ministry urges every family to ensure that a newborn receives breast milk within the first hour after birth, known as the Golden Hour. Colostrum, the thick first milk often described as the baby's first natural vaccine, is rich in antibodies and essential nutrients and must never be discarded. Early skin-to-skin contact between mother and baby supports the initiation of breastfeeding and strengthens the bond between the two.

जन्म के पहले घंटे में माँ का दूध बच्चे के लिए अमृत तुल्य है। #WorldBreastfeedingWeek2026 @PMOIndia | @Annapurna4BJP | @savitrii4bjp | @MoHFW_INDIA | @EduMinOfIndia | @mopr_goi | @MoRD_GoI | @moayush | @MIB_India | @MYBharatHQ | @mygovindia | @PIBWCD pic.twitter.com/nX5YrB4frM

— Ministry of WCD (@MinistryWCD) August 2, 2026

Exclusive breastfeeding for the first six months means that the infant receives only breast milk without water, honey, ghutti, glucose or formula milk as breast milk alone meets all nutritional and hydration needs during this period and protects the infant against infection. From six months onwards, age-appropriate complementary foods should be introduced while breastfeeding continues up to two years and beyond.

Mothers are also being guided on correct positioning and attachment and encouraged to adopt the feeding position most comfortable for them and their baby. Frequent feeding on demand and support from Anganwadi Workers, ASHA workers or the nearest healthcare facility whenever difficulty is faced are being emphasised through the week. Mothers returning to work are being counselled on expressing and safely storing breast milk so that feeding continues uninterrupted.

माँ का दूध-शिशु के लिए सबसे पहला और सबसे उत्तम आहार
सही तरीके और सही पोज़िशन से स्तनपान करना, माँ और शिशु दोनों के लिए आरामदायक और
लाभकारी होता है
आइए, इस वीडियो में जानें-स्तनपान के सही तरीके और आसान पोज़िशन, ताकि हर फीड बने सुरक्षित,
सहज और पोषण से भरपूर #WorldBreastfeedingWeek pic.twitter.com/Y7hys038QJ

— Ministry of WCD (@MinistryWCD) August 5, 2026

The Ministry calls upon healthcare professionals, community workers, families and citizens to create an enabling environment in which every mother is empowered to breastfeed and every child receives the best possible start in life.

Breast milk is a complete food for an infant, providing all the energy and nutrients needed during the first six months of life #WorldBreastfeedingWeek2026 @PMOIndia | @Annapurna4BJP | @savitrii4bjp | @MoHFW_INDIA | @EduMinOfIndia | @mopr_goi | @MoRD_GoI | @mygovindia | @PIBWCD pic.twitter.com/YfUwJHSyYZ

— Ministry of WCD (@MinistryWCD) August 4, 2026

SS/PC

इस विज्ञप्ति को इन भाषाओं में पढ़ें: Marathi , Bengali , Assamese , Urdu , हिन्दी , Tamil , Telugu , Kannada , Malayalam