



# VELS



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)  
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)  
PALLAVARAM - CHENNAI

# WORLD BREAST FEEDING WEEK 2023

01 - 07 August 2023



**ENABLING  
BREASTFEEDING**

Making a difference  
for working parents

WABA | WORLD BREASTFEEDING WEEK 2023

Event Report



# EVENT INVITATION

**DEPARTMENT OF PHARMACY PRACTICE**  
SCHOOL OF PHARMACEUTICAL SCIENCES, VISTAS  
IN COLLABORATION WITH  
**DEPARTMENT OF PAEDIATRICS**  
ESI HOSPITAL, AYANAVARAM

**VENUE: PAEDIATRICS and OBG OP (28 & 29)**

**TIME: 11:30 - 12:30 pm**  
Participants should gather by 11.00 am

**August 1 - 7, 2023**

**ENABLING BREASTFEEDING**  
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*World Breastfeeding Week*  
Making a difference for working parents



## EVENT LIST

Day 1	Rangoli competition, Mime show
Day 2	Tamil Kavithaigal Competition and Song
Day 3	Poster and Drawing Competition
Day 4	Quiz, Speech Competition and Pamphlet presentation
Day 5	Debate, Drama and Valedictory ceremony

**Convenor:**  
**Dr.P.Shanmugasundaram.,**  
Dean, SPS, VISTAS

**Co-Convenor:**  
**Dr.K.Karthickeyan.,**  
Prof & Head, DPP,SPS.

**Organizing Secretary: Dr.M.Dheenadhayalan,** Assistant Professor

**Organizing Committee Members:**

<b>Mr.T.R.Ashok Kumar,</b> Associate professor	<b>Dr.P.Maheshwari,</b> Associate Professor
<b>Mr.Immanuel Jebastine M,</b> Assistant Professor	<b>Mrs.Pallavi Singh,</b> Assistant Professor
<b>Dr.J.Jacintha Sharon Daniel,</b> Assistant Professor	<b>Dr.M.K.Sundar Sri,</b> Assistant Professor
	<b>Dr.P.Monika,</b> Assistant Professor

**Mr.J.Kabilan,** Assistant Professor

# DAY 1

Day 1 of Breast feeding week events were inaugurated by the Medical Superintendent Dr.Chithra and Resident Medical Officer Dr.Kalpana. Events like Rangoli competition and Mime show were conducted with active participation by the Pharm.D V and VI year students.



Inaugurating Breastfeeding Week with a Rangoli competition serves as a great opportunity to engage the community, celebrate motherhood, and spread awareness. The event was felicitated by lighting the lamp followed by MS Dr.Chithra and Pediatrics chief Dr.Kavitha's speech. Students of Pharm D V year and Interns participated in Rangoli and a special mime show was performed by Interns that combines art and culture creating an awareness on breastfeeding

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# RANGOLI COMPETITION



Rangoli competition was conducted with active participation by the Pharm.D V and VI year students. The core idea of their rangoli were explained clearly by the participants to the judges of the event.

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# MIME SHOW



Mime was performed by the Pharm.D VI year students to emphasize the importance of breast feeding to the general public.

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# DAY 2

Day 2 of breast feeding week was presided by Dr.Kalpana Kandasamy, RMO. The function started with special song by Radhika Pharm.D student and then tamizh kavithaigal competition started with active participation from the Pharm.D students. The winners of tamizh kavithaigal competition were announced by chief guest.



A special speech was given by Dr.M.Dheenadhayalan, Assistant Professor, VISTAS regarding the importance of celebrating the Breast Feeding Week to the feeding mothers and their role in creating a better future of healthy people.

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# TAMIZH KAVITHAIGAL



Enthusiastic Students came together to recite and share their heartfelt கவிதைகள் (poems) on the topic of breastfeeding. Through the power of words and rhythm, they created a captivating ambiance that educates, inspires, and raises awareness about the importance of breastfeeding.

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# DAY 3

Day 3 of Breast feeding week Events were presided by Dr.Saravana Kumar, Chief Civil Surgeon, Department of Surgery. Poster and Drawing competition were conducted with active participation by the students.

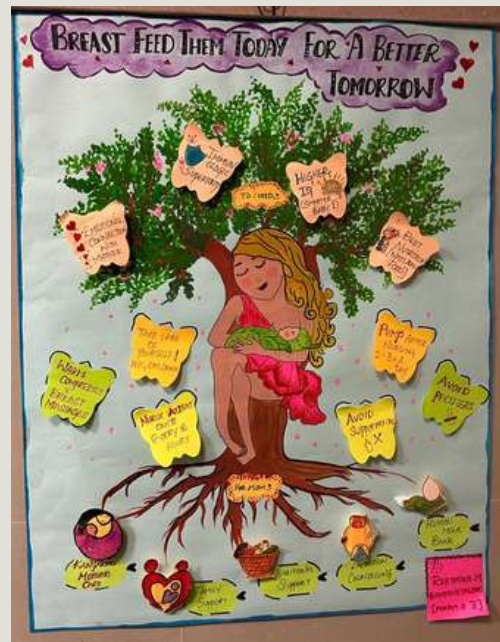


Welcome dance performance by Dharshini (Pharm.D V year student)

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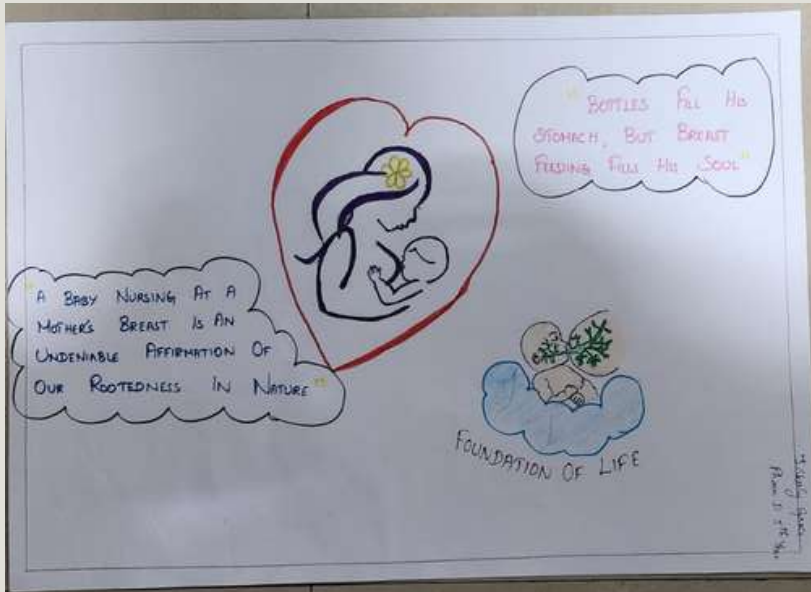


# POSTER COMPETITION



Poster competition was conducted with active participation from the Pharm.D students. Everyone showcased their skill through their posters to educate the patients regarding the important aspects of breast feeding

# DRAWING COMPETITION



Drawing competition was conducted with active participation from the Pharm.D students. Everyone showcased their skill through their drawings

# DAY 4

Day 4 of Breastfeeding week events were felicitated by Dr. Anuradha Chief of Ophthalmology. Speech, Quiz competition and Pamphlet presentation were the key events of the day.



Speech competition on breastfeeding is an excellent way to promote awareness. It encouraged participants to engage in thoughtful discussions and gain knowledge about the benefits and significance of breastfeeding for both mothers and infants. The day was completed with quiz competition which was conducted by Pediatric department that enlightened the students with new informations.

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# SPEECH COMPETITION



Speech competition was conducted with active participation from the Pharm.D students. Everyone showcased their oration skill through their speech which covered the important aspects of breast feeding.

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# PAMPHLET PRESENTATION



Attractive infographic pamphlets were created by the students and were neatly explained to the public in the regional language which covered several vital aspects of breast feeding.

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# QUIZ COMPETITION



Quiz competition was conducted by the Paediatric department with active participation by the students

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# DAY 5

The day 5 was presided by Dr.Kalpna kandaswamy and initiated by a firing debate where the participants presented their arguments and perspectives on how the society has progressed in spreading awareness about breastfeeding, the impact of cultural and societal norms, and the role of healthcare providers and policymakers. Amidst heartfelt speeches,mime and other events we celebrated not only academic accomplishments but encouraged the students for their involvement and resilience in educating the general public.



Debate was staged with the topic "Breast feeding was promoted in the - "past vs present". Relevant points were addressed by the students in both the teams. At the end, judges concluded that breast feeding is promoted more in the present.

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# DRAMA



Drama was staged by the Pharm.D students which reflects the present scenario of breast feeding working mothers.

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# VALEDICTORY FUNCTION

The Valedictory ceremony of Breastfeeding week events was chaired by our honourable Dean Dr.P.Shanmugasundaram and our honourable Head of Department (Department of Pharmacy Practice) Dr.K.Karthickeyan. Dr.Kalpana, RMO and Dr.Kavitha, Chief of paediatrics honoured the Chief guests with boquet, shawl of felicitation and momento. And the Chief guests presented a honorary momento to Resident Medical Officer, ESI Hospital.



The Chief guests Dr.P.Shanmuga Sundaram, Dean, SPS and Dr.K.Karthickeyan, HOD, Department of Pharmacy practice,SPS has given a special talk on organizing the Breast Feeding Week and the importance of breast feeding. Then the Chief guests distributed prizes for the winners of various events occurred throughout the week.

# VALEDICTORY FUNCTION

## Distribution of prizes



Mohammad Akram.A.N  
and Sujitha.G.S won the  
SECOND PRIZE in Quiz  
Competition

Udhaya Moorthi won the  
BEST SPEAKER in Debate



Dharshine.P.T and Aadhiraj  
won the FIRST PRIZE in the  
Quiz Competition

# VALEDICTORY FUNCTION



SaiPooja.G won third prize for Speech Competition.

Dr.M.Dheenadhayalan received a token of appreciation for organizing the Breast Feeding Week events.





**Breast Feeding is the Mother's gift to herself, her baby and to the earth**



**We will continue to support Breast Feeding by celebrating World Breast Feeding Week every year of August 01 - 07.**