



*August 8, 2025*

**IUST's Nursing College observed Breast Feeding Week**

Char-i-Sharief, Aug. 8: Alamdar Memorial College Of Nursing and Medical Technology Charar i Share Budgam, IUST, in collaboration with JVC SKIMS Medical College celebrated World Breast Feeding week from under this year's theme "Priorities Breastfeeding: Create Sustainable Support Systems".

The week- long celebration aimed to raise awareness about the importance of breastfeeding, promote exclusive breast feeding practices, and educate mothers and caregivers on its long term health benefits for babies, mothers, families as well as for nation.

Principal Prof Dr Zamrooda Mushtaq emphasized the crucial role of health professionals in supporting and guiding mothers in their breast feeding practices. The program also promotes the effective ways to support mothers who are breast feeding their babies.

Highlights of the week included health awareness talks by students, interactive sessions with mothers at the post-natal wards, Poster competitions for students related to breast feeding and outreach program in nearby OPDs

Faculty , hospital staff and Students actively participated in the activities, making the program a success. The organizing committee expressed their gratitude to the hospital administration and all other participants involved in the program.