



**August 10, 2026**

***IUST organises awareness programme on the eve of World Breastfeeding Week 2026***

Awantipora, August 10: Under the global theme “Breastfeeding for a Sustainable Start in Life: Strengthen What Works”, Syed Mantaqui Memorial College of Nursing and Medical Technology (SMMCN&MT), Islamic University of Science and Technology (IUST), conducted an awareness programme at JVC (SKIIMS Medical College, Bemina). The focus was on promoting proven breastfeeding practices through coordinated efforts of healthcare professionals, families and communities.

As part of the observance, nursing trainees conducted the awareness activities in the Postnatal Wards, Antenatal OPD, Paediatric Wards and Neonatal Intensive Care Unit (NICU). The students sensitised the mothers, caregivers and attendants using educational materials about breastfeeding techniques, its benefits, early initiation, correct positioning, complementary feeding among other things.

The initiative exposed students to clinical settings while strengthening their communication and health-promotion skills. The campaign received an encouraging response from patients and attendants. The programme was organised by Ms. Onaisa Aalia Mushtaq, Tutor, SMMCN&MT, IUST, and coordinated by Ms. Mubashir Bashir, Senior Tutor/In-charge, SMMCN&MT.

***Issued by PR&MC, IUST***