

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**LOK SABHA
UNSTARRED QUESTION NO. 2852
TO BE ANSWERED ON 3RD AUGUST, 2018**

AWARENESS ABOUT BREASTFEEDING

2852. SHRI JAYADEV GALLA:

Will the Minister of **HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) whether as per UNICEF, WHO and Global Breastfeeding Collective, less than 50 per cent of children in India are breastfed within one hour of birth;
- (b) whether early breastfeeding will prevent death of nearly 1 lakh children every year due to diarrhoea and pneumonia and if so, the details thereof; and
- (c) whether the Government has launched any programmes/schemes to increase awareness about the importance of breastfeeding among women in the country and if so, the details thereof?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(SHRI ASHWINI KUMAR CHOUBEY)**

- (a): As per National Family Health Survey (NFHS-4), 41.6% of children in India are breastfed within one hour of birth.
- (b): As per Child Health Epidemiology Research Group (CHERG) report 2010, 18% of the under five deaths are attributed to pneumonia and 15% of under five deaths are attributed to diarrhoea.

Appropriate breastfeeding practices can prevent nearly half of diarrhoea episodes and a third of respiratory infections among children.

- (c): MoHFW has implemented a nationwide programme called “MAA-Mother’s Absolute Affection’ for improving breastfeeding practices across the country through skill building of health care providers with special focus on delivery points. ASHA has been incentivized for reaching out to pregnant and lactating mothers and provide information on benefits and techniques of successful breastfeeding during mothers’ meetings at village level. For creating mass awareness on breastfeeding, prototypes for IEC/ BCC materials have been developed by MoHFW and shared with States/ UTs.

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