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News ID-IPR/WCD/(Eng)/462/06-08-2025

“Breastfeeding brings the child closer to the mother’s heart”

– Hon’ble Dy CM Smt. Pravati Parida

Odisha Observes State-Level World Breastfeeding Week 2025

Bhubaneswar, 06/08/2025

The State-Level celebration of World Breastfeeding Week 2025 was held today at the Lok Seva Bhawan Convention Centre in Bhubaneswar, under the leadership of the Department of Women and Child Development (WCD), Government of Odisha. This year’s global theme is Prioritize Breastfeeding: Create Sustainable Support System at the heart of discussions and activities during the event.

Gracing the occasion as the Chief Guest, Hon’ble Deputy Chief Minister Smt. Pravati Parida emphasized the emotional and physical bond between mother and child, stating that “breastfeeding brings the child closer to the mother’s heart.” She stressed the significant health benefits of breastfeeding, both for mothers and infants, including reduced risks of breast and ovarian cancers in women and improved mental well-being for both during the first six months of exclusive breastfeeding. She called upon all stakeholders to increase the rate of breastfeeding center across Odisha and encouraged collective societal responsibility in promoting breastfeeding.

In a landmark step, Odisha inaugurated its first public Breastfeeding Room at the Odisha State Commission for Women Office, virtually launched by the Hon’ble Deputy Chief Minister. She recommended that similar breastfeeding spaces should be established in all public and private institutions across the state to support working and lactating mothers.

Smt. Parida also urged the public to actively participate in the “Aas Bulijiba Anganwadi” (Let’s Visit Anganwadi) campaign, running from August 1 to 15, to encourage greater community involvement in child development. She described Anganwadis as a “second home for children” and emphasized upgrading them for better service delivery.

During the event, “Lok Kalyan” – an online web link form for NGO registration – is officially launched by the Hon’ble Deputy Chief Minister. The platform, designed and operated by the Odisha State Social Welfare Board (OSSWB) under the WCD Department, aims to ensure greater transparency, accountability, and inclusiveness.

The event witnessed the presence of several dignitaries, including: Smt. Shubha Sharma, Principal Secretary, Department of Women & Child Development, Ms. Monisha Banerjee, Director, WCD, Dr. Aditya Mahapatra, Additional Director, Health & Family Welfare Department, Mr. Saurabh Bhattacharya, Nutrition Specialist, UNICEF

Dr. Mahapatra spoke about modern-day concerns and misconceptions that discourage young mothers from breastfeeding. He reiterated that breastfeeding is not just the mother’s responsibility but a shared societal and governmental duty, calling for nutritious diets, mental health support, and a stress-free environment for lactating mothers.

Principal Secretary, WCD Smt. Shubha Sharma highlighted various government schemes for pregnant and lactating mothers and children and encouraged their effective implementation at the grassroots level.

The programme opened with a welcome address by Director Ms. Monisha Banerjee and concluded with a vote of thanks Swaynaprabha Mohanty, additional secretary, WCD.



Tanuja Mohanty
PRO (GoD)