**World breastfeeding week celebrations - Flashmob**

In accordance with World breastfeeding week celebrations a flashmob was organised by the Departments of Kaumarabhritya and Prasutitantra along with students of Shree Swaminarayan Ayurveda College at Kalol. The primary goal of the program was to create awareness about importance of breastfeeding among the general public.

Around 50 students from 3rd year BAMS participated in the awareness program which included rally and flash mob through which the objective was fulfilled. World breastfeeding week is initiated by World Alliance for Breastfeeding Action (WABA) for the protection, promotion and support of breastfeeding worldwide and is celebrated between August 1-7. The flashmob portrayed benefits of exclusive breastfeeding to both baby and mother, vaccination, newborn care and postnatal care for mother. The students also carried placards and posters to educate the public regarding the theme which drove the attention of the passersby.

Date: 06-08-2022

Place: Kalol

