



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN

(AUTONOMOUS)

VANIYAMBADI, TIRUPATTUR DT - 635 751

- ✓ Recognized u/s 2(f) & 12(B) of UGC Act 1956
- ✓ Permanently Affiliated to Thiruvalluvar University
- ✓ Supported by DST - FIST | DBT STAR College Scheme



PG & Research Department of Foods & Nutrition

Organizes

BREASTFEEDING AWARENESS PROGRAM & COMPETITION



Date : 02.09.2026



Time : 10.00 am



Venue : Sri Roop Rajat Seminar Hall

Supported by

DBT STAR COLLEGE SCHEME



CHIEF GUEST

Ms. S. Pavithra

Clinical Dietitian

Guest Faculty
Deepam Academy
Chennai

Competitions



Essay Writing



Quiz Competition



Mime Show

PRINCIPAL

Sri. V. Dilip Kumar Jain
President

Sri. Anand Singhvi
Secretary

Marudhar Kesari Jain College
26, Vaniyambadi (Autonomous)
Vaniyambadi, Tirupattur District
Coordinator

Ms. R. Mahalakshmi
Head



**MARUDHAR KESARI JAIN
COLLEGE FOR WOMEN (AUTONOMOUS),
VANIYAMBADI**

(A Project of Sri Marudhar Kesari Jain Trust)

Marudhar Nagar, Chinnakallupalli, Vaniyambadi.

Recognised u/s 2(f) & 12(B) by UGC Act, 1956 | Permanently Affiliated to Thiruvalluvar University

Accredited by NAAC with "A+" Grade (4th Cycle) | An ISO 21001:2018 (EOMS) Certified Institution



PG AND RESEARCH DEPARTMENT OF FOODS AND NUTRITION

Organizes

BREASTFEEDING AWARENESS PROGRAMME & COMPETITION

SUPPORTED BY DBT STAR COLLEGE SCHEME

Date: 02-09-2026

AGENDA

PRAYER

WELCOME ADDRESS

: Ms. SHAKTHI SRUTHI.N.S

III-B.Sc. Nutrition, FSM and Dietetics

FELICITATION

: Dr. INBAVALLI.M

Principal, MKJC

CHIEF GUEST INTRODUCTION

: Ms. FATHA SAMRU.B

II-B.Sc. Nutrition, FSM and Dietetics

SPEAKER

: Ms. PAVITHRA.S

Clinical Dietitian

Deepam Hospital,

Chennai.

VOTE OF THANKS

: Ms. RAYEESA.T

III-B.Sc. Nutrition, FSM and Dietetics

MASTERING OF CEREMONY

: Ms. TWINKLE KANWAR .A

Ms. ANANYA.R

II-B.Sc. Nutrition, FSM and Dietetics

NATIONAL ANTHEM

***** ALL ARE CORDIALLY INVITED *****

PRINCIPAL

Marudhar Kesari Jain College
for Women (Autonomous)

Vaniyambadi - 635 751.

Tirupattur District



Activity Report

BREASTFEEDING AWARENESS PROGRAM & COMPETITION

Input

The PG & Research Department of Foods and Nutrition, School of Life Sciences, organized a Breastfeeding Awareness Programme & Competition, supported by the DBT STAR College Scheme, in association with Deepam Hospitals, Chennai, under the institutional MoU. The programme was conducted for students of Nutrition, FSM and Dietetics, Biotechnology, Microbiology, and Biochemistry, with the objective of creating awareness about the importance of breastfeeding, its nutritional and health benefits for both mother and child, and the role of appropriate breastfeeding practices in promoting healthy growth and development.

Objectives of the Programme

The major objectives of the programme were to:

- Create awareness among students about the importance of breastfeeding for the health and well-being of both mother and child.
- Educate students on the nutritional, immunological and developmental benefits of breastfeeding.
- Promote knowledge about appropriate breastfeeding practices and exclusive breastfeeding during the first six months.
- Highlight the importance of maternal nutrition in successful breastfeeding and healthy child development.
- Address common myths and misconceptions related to breastfeeding through evidence-based information.

Process

Theory Session:

The Breastfeeding Awareness Programme & Competition was organized by the PG & Research Department of Foods and Nutrition, School of Life Sciences, with the support of the DBT STAR College Scheme. The programme was conducted for students from Nutrition, FSM and Dietetics, Biotechnology, Microbiology, and Biochemistry.

The programme commenced with a welcome address and introduction to the significance of breastfeeding. Ms. Pavithra S., Clinical Dietitian, Deepam Academy, Chennai, served as the resource person and delivered an informative awareness session on the importance of breastfeeding and maternal and infant nutrition.

The session covered key aspects such as early initiation of breastfeeding, exclusive breastfeeding for the first six months, nutritional and immunological benefits of breast milk, appropriate breastfeeding practices, maternal nutrition, and common myths and misconceptions related to breastfeeding. Students actively participated in the session through discussions and interactions with the resource person.

Competition:

Essay Writing Competition:

As part of the programme, an **Essay Writing Competition** was organized to encourage students to express their knowledge and awareness about breastfeeding through creative and informative writing. A total of 23 students from various departments participated enthusiastically in the competition. Bangi Haaniya Urooj (Reg. No. U2520008), II B.Sc Psychology secured the 1st Prize. Ayez Fathima (Reg. No. U2414005), III B.Sc Nutrition, FSM and Dietetics secured the 2nd Prize, while Favin Thabasum (Reg. No. U2414006), III B.Sc Nutrition, FSM and Dietetics secured the 3rd Prize.

Quiz Competition:

The **Quiz Competition** was conducted with the participation of 44 students from various departments, providing an opportunity to assess and enhance their knowledge of breastfeeding, maternal nutrition, infant health, and related health practices. The 1st Prize was secured by Rida Fathima Margayal (Reg. No. U2520023) and Arshiya Fathima (Reg. No. U2520004) from II B.Sc Psychology. The 2nd Prize was awarded to A. Shafiya Kowser (Reg. No. P2514017) and C. S. Sadiya (Reg. No. P2514016) from II M.Sc Foods and Nutrition. The 3rd Prize was secured by P. Prathiksha (Reg. No. U2411050) and K. Rabina Afreen (Reg. No. U2411052) from III B.Sc Biotechnology, along with A. R. Qurrat Ul Ain (Reg. No. U2412043) and E. Suvetha (Reg. No. U2412034) from III B.Sc Biochemistry.

Mime Show :

A Mime Show was also organized with the participation of 27 students from various departments. The 1st Prize was secured by Oviyadharshini G and her team from II B.Sc Nutrition, FSM & Dietetics, while the 2nd Prize was awarded to Salma Kouser I. and her team from II B.Sc Biotechnology. The 3rd Prize was secured by Girija R and her team from III B.Sc Nutrition, FSM & Dietetics. Through their creative and engaging performances, the students effectively conveyed important messages related to breastfeeding, maternal nutrition, infant health, and maternal-child well-being.

The competitions provided students with valuable opportunities to demonstrate their knowledge, creativity, communication skills, teamwork, and presentation abilities while promoting awareness about the importance of breastfeeding. The programme concluded with the evaluation of the competition entries, appreciation of all participants and distribution of prizes and certificates to the winners. Overall, the activity enhanced student's awareness and understanding of breastfeeding, maternal nutrition and child health while encouraging them to share and communicate evidence-based health messages effectively.

Output

- Enhanced awareness about the importance and benefits of breastfeeding.
- Improved knowledge of exclusive breastfeeding and appropriate breastfeeding practices.
- Increased understanding of maternal nutrition and infant health.
- Created awareness about the role of breastfeeding in healthy growth and development.
- Clarified common myths and misconceptions related to breastfeeding.
- Encouraged active participation through Essay Writing, Quiz Competition, and Mime Show.

The programme primarily addressed SDG 2 – Zero Hunger, SDG 3 – Good Health and Well-being, and SDG 4 – Quality Education by promoting optimal infant nutrition, breastfeeding awareness, maternal and child health, and evidence-based health education through interactive sessions and competitions. It also supported SDG 5 – Gender Equality and SDG 17 – Partnerships for the Goals by promoting maternal health and collaboration among students, departments, and health professionals.

Outcome

- Enhanced students' awareness about the importance and benefits of breastfeeding.
- Improved understanding of maternal nutrition, infant health, and appropriate breastfeeding practices.
- Increased knowledge through the theory session and interactive competitions.
- Developed students' creativity, communication, teamwork, and presentation skills.
- Encouraged students to share evidence-based breastfeeding and health messages.

The activity successfully promoted awareness of maternal and child health among students from various departments. It strengthened knowledge about breastfeeding, maternal nutrition, and infant health through interactive learning and competitions. The programme also encouraged creativity, teamwork, communication, and scientific thinking, supporting the objectives of the DBT STAR College Scheme by promoting interdisciplinary learning, skill development and greater interest in Life Sciences.

R. Mahane
7/7/26

Head of the
Department

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9/6/26

Dean

[Signature]
9/9/2026

IQAC Director

[Signature]
9/9/26

Principal

PRINCIPAL
Marudhar Kesari Jain College
for Women (Autonomous)
Vaniyambadi - 635 751.
Tirupattur District



MARUDHAR KESARI JAIN

College for Women (Autonomous), Vaniyambadi

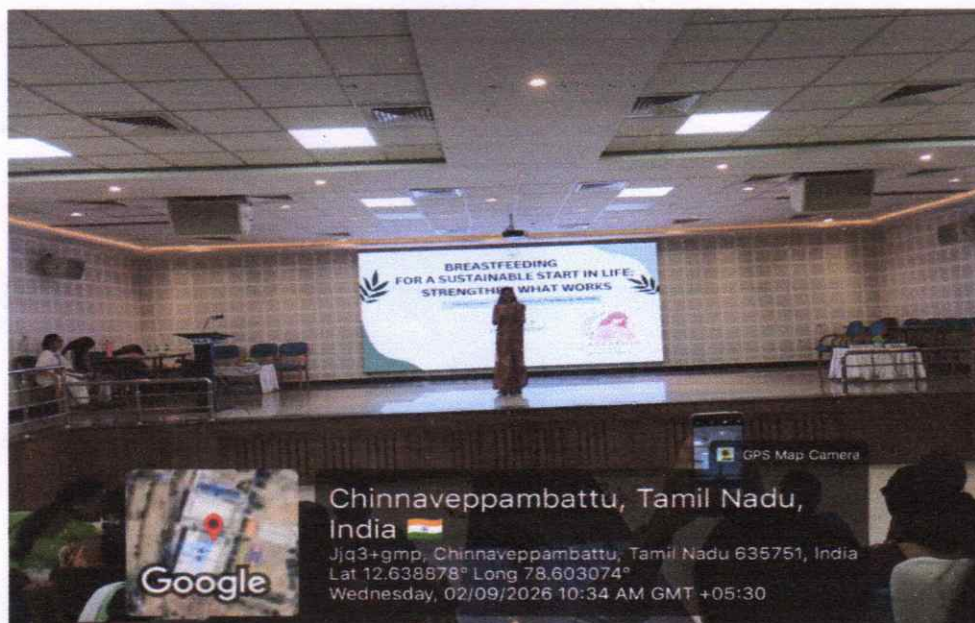


Topic: Breastfeeding Awareness Program & Competition

Date: 02.09.2026

Organized by: PG and Research Department of Foods and Nutrition

Venue: Sri Roop Rajat Seminar Hall



PRINCIPAL

Marudhar Kesari Jain College
for Women (Autonomous)
Vaniyambadi - 635 751.
Tirupattur District



R. Mohana
9/9/2026
Head

[Signature]
Principal

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Tirupattur District