

Breastfeeding for a Sustainable Start in Life: Strengthen What Works – Implementing Breastfeeding Protection & Support Policies

Dear Friends,

The World Breastfeeding Week (WBW) from 1-7 August 2026 is fast approaching. I hope you are geared up to observe the week by organizing activities to call for supporting women to breastfeed.

The theme of WBW this year is "Breastfeeding for a Sustainable Start in Life: Strengthen What Works – Implementing Breastfeeding Protection & Support Policies."

The Breastfeeding Promotion Network of India (BPNI) is happy to announce awards for the WBW 2026 celebration. The award consists of a digital certificate from BPNI. There are 20 organization/individuals awards for this year WBW 2026. We request you to submit your report of activities post celebrations at bpni.india2022@gmail.com by 31st August 2026.

Report Guidelines:

- Name & affiliation of Organization/Individual
- Name & details of the person submitting the report
- Date of the activity, target group, and number of participants
- Sponsor details, if any (must be free from conflict of interest)
- Maximum 1000 words
- PDF format
- Include 4 photographs of the activity in the PDF report

The decision of the BPNI National WBW Coordination Committee on awards will be final. The results will be announced by the last week of September 2026- and the award list will be published on the BPNI website.

With very best wishes and regards,



Dr. Nupur Bidla
Central Coordinator, BPNI



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