

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

PRESS RELEASE

**Celebration of World Breast Feeding Week will highlight importance of
breast feeding: Governor**

ITANAGAR, July 31, 2015: The Governor of Arunachal Pradesh, Shri J.P. Rajkhowa on the occasion of World Breast Feeding Week celebration(1-7 August 2015) in a message today, has said that the celebration will adequately highlight the importance of breast feeding to the newborn children amongst the young mothers in particular.

" Breastfeeding is a unique way of providing ideal food for the healthy growth and development of infants and it is also an integral part of the reproductive process with important implications for the health of mothers. The health effects of breastfeeding are well recognised. Breast milk is exclusively suited to the human infant's nutritional needs and is a live substance with unparallel immunological and anti-inflammatory properties that protect against a host of ailments and diseases, for both mothers and children. In addition to the health advantages of breastfeeding for mothers and their children, there are economic benefits associated with breast feeding that can be realised by families, employers, private and government organisations, and the nation as a whole. Better infant health means healthier child, who will be healthier person. Healthy person embody healthy mind and higher productivity. Therefore, for a nation to prosper, we need healthy people. So let us begin by ensuring proper breastfeeding of every infant."

" At the workplace level, more particularly at various construction sites where women are engaged in large number, suitable actions need to taken to set up breastfeeding or mother friendly workplaces including awards for breast feeding friendly employers, as well as greater mass awareness on women's rights to breastfeed and infants' right to be breastfed which is universally recognised as the healthiest of foods for the infants.

" On the occasion of World Breast Feeding Week celebration, I join my wife Smt Rita Rajkhowa in conveying our warm greetings to all the mothers of Arunachal Pradesh, particularly breast feeding mothers

" I wish great success to the celebrations of World Breast Feeding Week"

PRO to Governor
Arunachal Pradesh
ITANAGAR, July 31, 2015