



Deen Dayal Upadhyay Kaushal Kendra (DDU-KK)

Devi Ahilya Vishwavidyalaya, Indore (M.P.)



Assorted Cookies



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The Inauguration of first edition of **Assorted Cookies**, an e-bulletin of DDU-KK in the presence of Our Hon'ble VC Prof. Renu Jain, Registrar, Dr. Anil Sharma and Director Dr. Maya Ingle on 29th July 2020.

"Support Breastfeeding for a healthier planet"

Self-reliant India requires self-dependent students, who are the future of the country. DDU-KK school in the university is helping out our students in developing themselves through applications-oriented education. The initiative, taken for the e-bulletin by the students of this school, shows that not only they are on the right path of learning but involving others also by offering vital concepts in an interesting way of illustration in the bulletin. My best wishes are always there for the students and the department for multi-dimensional success.

Dr. Anand Sapre
Professor and Director International Institute of Professional Studies (I.I.P.S.)
Devi Ahilya University, Indore



E-Bulletin is an initiative taken by DDU-KK, DAVV to empower and explore the skills of learning, understanding, summarizing and writing the glossology related to their syllabus in their own words. The concept was framed by going through several apps like *ET & in shorts*. These types of apps are summarized form of big news, so like **Assorted Cookies** will contain all types of terminologies which are the part of the syllabus of all the programs of DDU-KK through several volumes. We are celebrating the **Breastfeeding week** through e-bulletin. Wishing all the best to the students for this creative concept and hope moving on to the new stage of upcoming post COVID-19 era will be helpful in their learning course.

Ms. Mona Dharamsey
Coordinator, DDU-KK, DAVV, Indore

DDU-KK school in DAVV university has taken initiative to implement the new era of teaching, making the students more specialized and skilled in their fields. This is a great initiative to provide brain storming knowledge in this pandemic to utilize online virtual platforms effectively. The learning becomes more fun when one enjoys the subject, this is happening with the help of e-learning. Students are now learning with research, social media, field work, practical learning and many more creative ways to master in their subject. I wish this kind of boost in better learning continues in future.

Ms. Pratibha Verma
MSc. Food & Nutrition (Gold Medalist)
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Indian Institute of Head & Neck Oncology, Rau





Kajal Gupta

Team work to support Breastfeeding mothers - Breastfeeding week is celebrated from 1st to 7th August every year, with the aim to “Support Breastfeeding for a healthier planet”. This is a crucial period in women’s life where family as a Team must act supportive enough to provide and establish a happy and positive caring atmosphere towards breastfeeding. In a house setting, family members, friends should also encourage the comfort and privacy apart from showing concern towards the health and diet of the mother and the infant. As it is not just up to the women, it is everyone’s responsibility to help with household chores, taking care of elder children and sharing other responsibilities. Father’s support and gesture help to create a healthier environment as they actually have tremendous potential to either facilitate the success of breastfeeding. Family members can play a key role in bolstering their breastfeeding pattern confidence by showering them with compliments, praising their efforts and offering words of encouragements. Friends can enormously support just by listening and giving appropriate advice. Accepting breastfeeding should be accepted as a natural phenomenon of women to feed babies. Also, environment should be safe, secure and supportive atmosphere to breastfeed even in public spaces such as market, bus, metro, offices etc.

Breast milk: The Natural Immunity Booster - Nutrition shape our lives throughout the lifespan. What babies ingest in the first six months of their life impacts their immune system. Mother provides passive immunity through breast milk providing antibodies to fight against various infections. Breast milk contains proteins, lipids, carbohydrates and other biologically active components in balanced amount required for baby. During the first few days after delivery, the mother produces colostrum (yellowish fluid), it helps the newborn’s digestive system to grow and function properly. Colostrum will gradually change to become mature milk. Breast milk quenches the baby’s thirst and hunger. The composition changes over a single feed as well as over the period of lactation. Eating a healthy diet while breastfeeding is important because what you eat determines the nutritional content of your breast milk. Nutritional needs during lactation are increased in response to breast milk production. Balanced nutritional diet meets the requirement of both mother and baby. An additional 500kcal for first six months and 400kcal during the next six months, are required for a lactating mother. Breast milk provides proportional growth which means weight, length, brain growth all moving along together. Breastfeeding communicates emotional bond from mother to baby that influence the baby’s behavior and nature.



Nishita Mulchandani

Breast milk: Good for mother, Good for baby - Breastfeeding, the best practice for Mother as well as for baby. Apart from providing several benefits to the baby, like normal functioning, breastfeeding also helps the mother to enhance her health. Exclusive breastfeeding has strong effect on infant and maternal health outcomes:



Twinkle Yadav

BENEFITS FOR THE CHILD -

- Breast Milk is the super food for babies. It contains all essential nutrients, important antibodies and promotes gut health for babies.
- Breastfeeding promotes healthy weight gain and helps prevent childhood obesity.
- Breast Milk provides protection against infections.

BENEFITS FOR THE MOTHER -

- Breastfeeding provides health benefits for mothers beyond emotional satisfaction.
- Mothers who breastfeed recover from postpartum complications and lose pregnancy weight gain more quickly and easily, lowers the risk of depression and reduces the risk of breast and ovarian cancer.
- Breastfeeding may reduce the risk of developing Type 2 diabetes, High Blood Pressure & CVD.

Breastfeeding and Work: Let’s Make It Work - Breastfeeding is one of the important determinants of child health, development, & nutritional status. Now, more women are working outside the home both in formal and informal sectors. It is now important to build an enabling system that would allow combining breastfeeding and work.

- The Maternity Benefits Act 2017 (*Act No. 53 of 1961*): It ensures minimum 4 month paid maternity leave and is available until the baby reaches the age of 15 months. Every establishment having fifty or more employees must provide the facility of crèche within such distance as proposed either separately or along with common facilities.
- Infant and young child feeding guideline 2016: The guideline recommended early initiation of breastfeeding within first hour of birth, exclusive breastfeeding for the first six months followed by continued breastfeeding for up to two years. Appropriate complementary food after completion of 6 months is the best feeding strategy.
- Integrated Child Development Services (1975): It is a government program in India which provides food, preschool education, primary healthcare, immunization, health check-up and referral services to children under 6 years of age and their mothers.



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