



Government of West Bengal  
Directorate of I.C. D. S.  
Shaishali Complex, Salt Lake City, Sector- I, Kolkata-700064  
Ph: (033) 2359 3786/ (033) 23593787 + Fax: (033) 2337 5782  
Email Id: lcdswestbengal@gmail.com

No. 1962(22)/ICDM-Dte

Dated: 27/07/2023

To  
The District Magistrate(s),  
Darjeeling/ Kalimpong/ Jalpaiguri/ Alipurduar/ Coochbehar/ Uttar Dinajpur/ DakshinDinajpur/ Malda/  
Murshidabad/ Nadia/ Birbhum/ Bankura/ Purulia/ Paschim Medinipur/ Purba Medinipur/ Jhargram/  
PurbaBardhaman/ PaschimBardhaman/ Hooghly/ Howrah/ North 24 Parganas/ South 24 Parganas

Subject: **Celebration of World Breastfeeding Week, 2023**  
Theme- *"Enabling Breastfeeding - Making a difference for the working parents"*  
Sir/Madam,

You are aware that 1 to 7 August of every year is observed as World Breastfeeding Week with various programs organized for necessary awareness generation. For celebration of this week a schedule of events to be organized is given in Annexure I which is to be followed in the Districts.

You are requested to instruct the DPO/CDPOs to ensure conducting of the events at the District, Project/GP and Anganwadi Centre level, so that the required messages on the benefits of breastfeeding, reach all pregnant women and mothers having children below 2 years.

The activity-wise budgetary provisions, participants and materials to be used have been given in Annexure I. The expenditures made during the programmes organized will be reimbursed after receiving the signed copies given in the format (Annexure II), as per the limits set in the Annexure I; following which the funds will be released.

The district and Project-wise break-up of GPs and the number of days the vehicle (for tableau) to move covering 4 GPs per day has been given in Annexure V. For Urban Projects the vehicle (for tableau) should be hired only for one day to cover maximum possible Project area.

DICOs may be instructed to deploy Lok Prasar Prakalpa teams at the Breastfeeding Corners on the first day. Drama Script is enclosed herewith. (Annexure VI)

The reporting format will be shared in google spreadsheet in due course of time to upload the details of the events held during the celebration.

For any clarification please contact Asst. Director of ICDS, Shri Pijush Saha - 8927800035

Encl: As Stated Above

Yours faithfully,

Director of ICDS  
West Bengal

Memo No.1962(22)/1(26)/ICDM-Dte

Dated:27/07/2023

Copy forwarded for information and necessary action to:

1. The Addl Secretary (ICDS), Department of WCD&SW, Government of West Bengal, BikashBhavan, Kolkata 91
2. The PS to the Hon'ble MIC, Department of Women and Child Development and Social Welfare, Government of West Bengal, Kolkata 700091
- 3-25. The District Programme Officer (ICDS), Darjeeling/ Kalimpong/ Jalpaiguri/ Alipurduar/ Coochbehar/ Uttar Dinajpur/ DakshinDinajpur/ Malda/ Murshidabad/ Nadia/ Birbhum/ Bankura/ Purulia/ Paschim Medinipur/ Purba Medinipur/ Jhargram/ PurbaBardhaman/ PaschimBardhaman/ Hooghly/ Howrah/ North 24 Parganas/ South 24 Parganas/ Kolkata with the request to instruct the CDPOs accordingly as per the plan of the activities and ensure dissemination of the IEC materials to every Anganwadi Workers through social networking platforms.
26. The PA to the Principal Secretary, Department of WCD&SW, Government of West Bengal, BikashBhavan, Kolkata 700091

Director of ICDS  
West Bengal



**Annexure I**  
**Detailed Event Plan for Celebration of World Breastfeeding Week 2023**

	Level	Activity	Material	Participant	Budget
01.08.2023	<b>District Headquarters</b>  (To be organized in DM office premises)  For Kolkata district it is to be organized at the Directorate of ICDS (HQ)	Breast feeding Corner	Poster/ Banner Attached with mail Folk Song (Baul) Audio clips (voice over stories) through PA system Drama by Lok Prasara Prakash (to be repeated at least 5 times throughout the day)	DM, CMOH, ADM ICDS, DPO, DICO, CDPO, BMOH, Supervisor and AWWs of one/ two nearer ICDS projects to District HQ  (DPO to arrange)  Lok Prasara Prakash, (DICO)  To be inaugurated by the DM/ADM	Rs. 20000/- per district  Installation of B.F Corner Printing of Banner/Posters PA System Refreshments  Payable on the basis of submission of soft copies of good photographs & Annexure II.
02.08.2023	<b>AWC</b>	Babader Jonyo Jaruri Kichu Katha- meeting with fathers (বাবাদের জন্য জরুরী কিছু কথা)	Barokahan Poster- Nutrition of Mothers during Lactation IEC - on Breastfeeding Week 2023 Attached with mail	Would-be & new fathers and key decision makers in the family along with their spouse, & Mother in laws  Anganwadi workers to conduct	Rs. 100/- per AWC  (for Tea and biscuits)
03.08.2023	<b>GP Level (in Rural/Tribal Projects) &amp; Urban Project level</b>	1. Healthy Baby competition (Children Up to 2 years)  2. Video show (Link Annex IV) 3. Folk song 4. Drama	Criterion for Judgement (Annex III)  Projector & Screen	<b>For GP level(Rural/Tribal Projects)</b> Supervisor & AWWs to conduct with the guidance of the CDPO at the GP level All Anganwadi workers of the particular GP and Supervisors to participate, AGs may take part  <b>For Urban Project level</b> Supervisors to conduct with the guidance of the CDPO Selected AWWs to participate AGs may take part  Lok Prasara Prakash, I&C (wherever possible)  Support from BMOH/Ex Health Officer, MO/Health functionaries may be requested	<b>Rs. 6500/- per Gram Panchayat &amp; Urban Project</b>  Rs. 2000/- for 20 prizes @ Rs.100/- per prize Rs. 500/- PA System Rs.2000/- for hiring charges of Projector & Screen Rs. 2000/- for Refreshments
04.08.2023  (Events will go on for subsequent days depending upon the no. of GPs)	<b>Project</b>  For Rural & Tribal Projects – Tableau/Rally to cover 4 GPs per day For Urban Projects – Tableau/Rally to cover the project area as much as possible in one day  Soft copies of the Photographs of Tableau in front of the GP Offices/Ward Office (Urban Projects) for each day has to be submitted to the respective DPOs  The district-wise break-up of GPs and the number of days the vehicle (for tableau) to move covering 4 GPs per day has been given in Annexure V.	Tableau with Public address system followed by Rally	Poster & Banner, Placards Folk song (live) Jingles Audio clips through PA system	<b>For GP level (Rural/Tribal Projects)</b> Supervisor & AWWs to conduct with the guidance of the CDPO at the GP level All Anganwadi workers and Supervisors to participate, AGs may take part  <b>For Urban Project level</b> Supervisors to conduct with the guidance of the CDPO Selected AWWs to participate AGs may take part  Lok Prasara Prakash, I&C (wherever possible)  To be flagged by DM/ADM/SDO/BDO/CDPO	<b>Rs. 6500/- per Urban Project</b>  Rs.2000/- for printing & framing placards/banners (one time Non recurring cost) Rs. 500/- PA System (one day recurring cost) Rs.2000/- for hiring small vehicles (one day recurring cost) Rs. 2000/- for Refreshments (one day recurring cost)  <b>For Rural/Tribal Projects</b>  Rs.2000/- for printing & framing placards/ banners (one time Non recurring cost) Rs. 500/- PA System (each day recurring cost) Rs.2000/- for hiring small vehicles (each day recurring cost) Rs. 2000/- for Refreshments (each day recurring cost)
05.08.2023	AWWs to reach out all of the left out pregnant and mothers having children below 2 year through home visits who could not attend the abovementioned programmes with the key messages of breastfeeding				
07.08.2023	Documentation & Reporting				