

**Government of West Bengal**  
**Directorate of Health Services**  
**Swasthya Bhavan (4<sup>th</sup> floor) Wing -A**  
**GN\_29, Sector V, Salt Lake City, Kolkata-700 091**

Memo No. H/SFWB/1534

Dated...30/07/13.....

**Sub: Observation of World Breastfeeding Week on 1<sup>st</sup> August 2013**


Every year 1<sup>st</sup> to 7<sup>th</sup> August is celebrated as World Breastfeeding Week (WBW). This year's World Breastfeeding Week (WBW) theme, 'BREASTFEEDING SUPPORT: CLOSE TO MOTHERS' highlights Breastfeeding Peer Counseling. In line with the theme of WBW, **Department of Health and Family Welfare, Govt. of West Bengal & Save the Children has taken initiative to observe World Breast Feeding Week on 1<sup>st</sup> August 2013.**

**'Saving Children's Lives on the Wheels'**- The Tableau for promotion of breastfeeding at the community level will be **inaugurated by the Honorable Minister of State, Department of Health and Family Welfare at 10.00 am from Swasthya Bhawan campus.**

Hereby, your presence is solicited to make this programme a grand success.

This cancels the memo no H/SFWB/1528 dt 29.07.13

Thanking you,




**Director of Health Services**  
**& Ex-officio Secretary**  
**Government of West Bengal**

Memo No H/SFWB/ 1534/1 (27)  
Copy forwarded for information to:

Dated.....30/07/13.....

- 1) The Chairman High Level Task Force for reduction of Infant and Maternal Mortality
- 2) The Director of Medical Education & E.O. Secretary, West Bengal
- 3) The Sr. P.A. to the Principal Secretary, Deptt of H & FW, GoWB.
- 4) The Commissioner (FW) & Mission Director (NRHM), Deptt of H & FW, GoWB.
- 5) The Spl Secretary (MA), Deptt of H & FW, GoWB.
- 6) The Project Director, WBSAPCS, Swasthya Bhawan
- 7) The Director (Finance), Finance Management Group, SFWB, Swasthya Bhawan
- 8) The Addl. DHS (Admn) & Officials of Admn Br. Swasthya Bhawan
- 9) The Addl. DHS (TB) & Officials of TB Wing, Swasthya Bhawan
- 10) The Addl DHS(FW)& SFWO & Officials of the SFWB, Swasthya Bhawan
- 11) The Joint Secretary (ME) & Officials of MES, Swasthya Bhawan
- 12) The Joint DHS & SMEIO & Officials of IEC Division, Swasthya Bhawan
- 13) The Joint Director, SPSRC & Officials of SPSRC, Swasthya Bhawan
- 14) The Joint DHS (P & D) & Officials of P & D Branch, Swasthya Bhawan
- 15) The Joint DHS (PH & CD) & Officials of PH & CD Branch
- 16) The Joint DHS (Leprosy) & Officials of Leprosy Wing, Swasthya Bhawan
- 17) The Joint Secretary (FW) & AMD (NRHM) and Officials of NRHM, Swasthya Bhawan
- 18) The DDHS (Admn) & Officials of Admn Br, Swasthya Bhawan
- 19) The DDHS (Malaria) & Officials of NVBDCP, Swasthya Bhawan
- 20) The DDHS (HA) & Officials of HA Br, Swasthya Bhawan
- 21) The DDHS (SBHI) & Officials of SBHI, Swasthya Bhawan
- 22) The DDHS / ADHS (MERT) & DDHS / ADHS (Mental), Swasthya Bhawan
- 23) The DDHS (Nsg) & Officials of Nsg. Br, Swasthya Bhawan
- 24) The ADHS (Ophthalmology) / ADHS (Dental), Swasthya Bhawan
- 25) The State Nutrition Support Cell, Swasthya Bhawan
- 26) All Officials of the SFWB, Swasthya Bhawan with the request to attend
- 27) IT Cell for posting in the Website

  
**Director of Health Services**  
**& Ex-officio Secretary**  
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