



On 14th July, 2012, Department of Pediatrics of Vinayaka Mission Medical College, Karaikkal is conducting a variety of events to spread awareness among the public. A rally was conducted on 22nd August 2012, starting from the District Collector's office to the Town OPD of the Medical College for a distance of two kilometers. Sub-collector Dr.A.Muthamma inaugurated the rally. Dean.Dr.K.R.Srinivasan. Medical Supdent., Dr.Syed Maroof, Prof and Head of the Department Dr.V.Vairavan, Principal of the nursing college Mrs.Geetha, faculty members and students of the medical and nursing colleges participated in the rally. About 500 people participated in the rally holding placards proclaiming the advantages of breastfeeding for the mother, babies, for the environment and for the nation. The volunteers also distributed notices regarding the advantages of breastfeeding. Adequate coverage was given in print and visual media.