



എഇടെഡ്സ് ATEDS എയ്റ്റെഡ്സ്

# Academic And Technical Education Development Society

(Registered under Indian Societies Registration Act, XXI of 1860)

Affiliated to NYK, Ministry of Youth Affairs and Sports, Govt. of India

Affiliated to Kerala State Youth Welfare Board, Govt. of Kerala

To

30<sup>th</sup> July 2012

The National Co-ordinator,  
National Secretariat,  
Breastfeeding Promotion Network of India (BPNI),  
BP-33, Pitampura,  
DELHI -110034

Sub: Celebration of World Breastfeeding Week 2012 – Plan of Action intimated.

Sir,

Academic and Technical Education Development Society (ATEDS) is an NGO based in New Mahe and functioning in Malabar area of Kerala state including Mahe of Union Territory of Puducherry.

In connection with the celebration of this years World Breastfeeding Week, the organization has chalked out different programmes like competitions on Quiz, Cooking Infant foods, Essay, Elocution, Baby show etc. for the benefit of mothers, adolescents girls, Anganwadi Teachers and School Teachers. Different organizations and Departments like ICDS, Health, IMA, IAP and Educational Institutions are collaborating with this NGO.

During this period Four Block in Two Districts will be covered. Badagara, Kunnummal and Thuneri Block in Kozhikkode District and Thalassery Block in Kannur District. The Plan of Action is enclosed herewith.

Thanking you,

Yours faithfully,



(Nirmal Mayyazhi)

**General Secretary**  
**Academic and Technical**  
**Education Development Society**

