Breast feeding is very important for infants.

We do not have proper data collection to know whether mothers are initiating breast feeds in first hour of life after birth and continuing till at least 6 months.

My idea is to develop a software based module so that doctor,nurse,mother or relative will give information about breasr feeding and introduction of solid foods.

Only five SMS based questions like are you breast feeding on day 1 day 14 ,day 30 90 and 180 days after birth and did you start solid foods for weaning for child from 180 days and 9 months and 1 year age.

All sms should be free and only say yes or no responses,

data will be stored in web based central server for further processing.

this data can be used for statistics and interventions like sending health workers /doctors to those who are not breast feeding or who are not giving solid foods after 6 months.

even more help for those who have difficulty and more maternity leave can be granted to those who are feeding successfully.

cost of data collection will be less and healthy children for better country as it is known that diet and growth in first year will decide intelligence for ever in life. to those needed even lactation and nutrition free help line can added to this server to promote breast feeding and weaning infants successfully in Country and reduce malnurition for which Aamir khan is giving advt for GOVT of INDIA on same theme.

Temporal trends on breast feeding about what is trend in starting feeding ,how many are continuing for how many months,why they are not feeding, what is misleading them on not to feed etc can be added to some participants to know how to plan interventions to improve breast feeding in India