



IBA IN THE MEDIA

AUGUST 25-SEPTEMBER 07, 2025

IBA KARACHI COMMEMORATES BREASTFEEDING WEEK 2025

TV MEDIA

#	DATE	MEDIUMS	NAME	KEYWORDS	LANGUAGE	SYNOPSIS	SENTIMENTS
01	Aug 27, 2025	TV	City 21	IBA Karachi Commemorates Breastfeeding Week 2025	Urdu	Awareness seminar held at IBA Karachi on the importance of breast milk	Positive
02	Aug 28, 2025	TV	City 21	IBA Karachi Commemorates Breastfeeding Week 2025	Urdu	Awareness seminar held at IBA Karachi on the importance of breast milk	Positive



[City 21](#)



[City 21](#)

PRINT MEDIA

#	DATE	MEDIUMS	NAME	KEYWORDS	LANGUAGE	SYNOPSIS	SENTIMENTS
01	Aug 28, 2025	Publication	Dawn News	IBA Karachi Commemorates Breastfeeding Week 2025	English	Moot calls for stronger support to promote breastfeeding	Positive
02	Aug 28, 2025	Publication	The News	IBA Karachi Commemorates Breastfeeding Week 2025	English	IBA CBER, UNICEF, DUHS jointly organized seminar on world breast feeding week	Positive
03	Aug 28, 2025	Publication	Pakistan Today	IBA Karachi Commemorates Breastfeeding Week 2025	English	IBA Karachi's CBER Commemorates world Breastfeeding Week 2025	Positive
04	Aug 28, 2025	Publication	Awami Awaz	IBA Karachi Commemorates Breastfeeding Week 2025	Sindhi	IBA Karachi organized seminar on Breastfeeding	Positive
05	Sept 01, 2025	Publication	Pakistan Observer	IBA organized Breastfeeding week	English	IBA-CBER, UNICEF and DUHS mark World Breastfeeding Week	Positive



Moot calls for stronger support to promote breastfeeding

By Our Staff Reporter

KARACHI: Highlighting the benefits of breastfeeding for both mothers and children, speakers at a seminar held at the Institute of Business Administration (IBA) on Wednesday regretted that only 45 per cent of infants in Pakistan were exclusively breastfed.

The seminar, jointly organised by Unicef, IBA and Dow University of Health Sciences (DUHS), was held in connection with World Breastfeeding Week 2025.

It brought together academia, policymakers, healthcare professionals and civil society representatives to emphasise the urgent need to strengthen breastfeeding practices in Pakistan.

The seminar opened with welcoming remarks by Dr Lubna Naz, Director at the Centre of Business and Economic Research, IBA, followed by a speech by parliamentary secretary of health Nida Khuroo.

Ms Khuroo underscored the importance of breastfeeding for maternal and child health while highlighting the provincial government's initiatives to implement and promote breastfeeding laws. She also engaged directly with participants, addressing various questions raised during the interactive session.

Speakers reiterated that breastfeeding was a cornerstone of child survival, maternal well-being and economic sustainability.

Public health nutritionist Sumaira Nasim from DUHS emphasised the health and financial benefits of exclusive breastfeeding.

Civil society representative Zarah Khan drew attention to the struggles of working women, many of whom lacked awareness of their maternity rights and faced insufficient workplace facilities for breastfeeding.

A comprehensive panel discussion, moderated by Dr Lubna Naz, was conducted at the seminar.

Panellists included Dr Khalid Shafi, rights activist Zehra Khan, Dr Ayesha Khalid from the Aga Khan University, and provincial technical adviser on nutrition, Naveed Bhutto.

The discussion emphasised the importance of behavioural change and awareness not only among mothers but also within families — especially husbands, in-laws and healthcare professionals.

Panellists also examined the breastfeeding law in detail and collectively discouraged the use of formula supplements, reaffirming that breast milk was the safest and most beneficial source of infant nutrition.

Despite these advances, however, they pointed out that challenges remained, with only 45pc of infants in Pakistan exclusively breastfed, while just 500 registered nutritionists served a population of over 251 million.

These gaps, they said, underscored the pressing need for broader advocacy and stronger support systems.

The seminar concluded with a resounding call for multi-sectoral collaboration — uniting government, academia, healthcare and civil society — to protect, promote and support breastfeeding for a healthier future for mothers and children in Pakistan.

Speakers throughout the event reiterated that breastfeeding is a cornerstone of child survival, maternal well-being, and economic sustainability.

A comprehensive panel discussion, moderated by Dr Naz, concluded the seminar. The panelists included Dr. Khalid Shafi, Associate Professor, DUHS; Ms. Zehra Khan, Women's Rights Activist; Dr. Ayesha Khalid, Research Manager, Public Health, Aga Khan University; and Mr. Naveed Bhutto, Technical Advisor on Nutrition, Government of Sindh.

Ms. Khuroo underscored the importance of

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IBA's CBER, UNICEF, DUHS jointly organised seminar on World Breastfeeding Week



KARACHI: IBA's Center for Business and Economic Research (CBER), UNICEF, and Dow University of Health Sciences (DUHS) jointly organized a seminar to commemorate World Breastfeeding Week 2025.

The event brought together academia, policymakers, healthcare professionals, and civil society representatives to emphasize the urgent need to strengthen breastfeeding practices in Pakistan.

The seminar opened with welcoming remarks by Dr. Lubna Naz, Director, IBA-CBER. Followed by an inaugural address from Ms. Nida Khuroo, Member of Parliament, Government of Sindh. Ms. Khuroo underscored the importance of breastfeeding for maternal and child health while highlighting the Government of Sindh's initiatives to implement and promote breastfeeding laws. She also engaged directly with participants, addressing various questions during the interactive session.

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IBA Karachi's CBER commemorates World Breastfeeding Week 2025



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IBA-CBER, UNICEF and DUHS mark World Breastfeeding Week



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DIGITAL MEDIA

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01	Aug 27, 2025	Digital	The AZB	IBA Karachi Commemorates Breastfeeding Week 2025	English	IBA KARACHI'S CENTER FOR BUSINESS AND ECONOMIC RESEARCH (CBER) COMMEMORATES WORLD BREASTFEEDING WEEK 2025	Positive
02	Aug 27, 2025	Digital	PPI	IBA Karachi Commemorates Breastfeeding Week 2025	English	Pakistan Faces Severe Nutritionist Shortage: IBA Moot Told	Positive
03	Aug 27, 2025	Social Media	Facebook	IBA Karachi Commemorates Breastfeeding Week 2025	English	IBA's CBER, UNICEF and DUHS jointly organized an seminar to World Breastfeeding Week	Positive
04	Aug 27, 2025	Social Media	Instagram	IBA Karachi Commemorates Breastfeeding Week 2025	English	Marking World Breastfeeding Week 2025, IBA-Center for Business and Economic Research	Positive
05	Aug 27, 2025	Social Media	Instagram	IBA Karachi Commemorates Breastfeeding Week 2025	English	IBA's CBER, UNICEF and DUHS jointly organized an seminar to World Breastfeeding Week	Positive
06	Aug 28, 2025	Digital	Dawn	IBA Karachi Commemorates Breastfeeding Week 2025	English	Moot calls for stronger support to promote breastfeeding	Positive
07	Aug 30, 2025	Digital	Health Matters	IBA Karachi Commemorates Breastfeeding Week 2025	English	IBA Karachi's CBER Commemorates World Breastfeeding Week 2025	Positive
08	Aug 30, 2025	Digital	WOW 360	IBA Karachi Commemorates Breastfeeding Week 2025	English	IBA KARACHI'S CENTER FOR BUSINESS & ECONOMIC RESEARCH (CBER) COMMEMORATES WORLD BREASTFEEDING WEEK 2025	Positive

Moot calls for stronger support to promote breastfeeding

The Newspaper's Staff Reporter | Published August 28, 2025 | Updated about 14 hours ago



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It brought together academia, policymakers, healthcare professionals and civil society representatives to emphasise the urgent need to strengthen breastfeeding practices in Pakistan.

Pakistan Faces Severe Nutritionist Shortage: IBA Moot Told

August 28, 2025

Only 45% of Pakistani infants are exclusively breastfed and the country has just 500 registered nutritionists for a population exceeding 251 million, health experts warned at a seminar marking World Breastfeeding Week 2025.

The event, organized jointly by the Institute of Business Administration's Center for Business and Economic Research (IBA-CBER), UNICEF and Dow University of Health Sciences (DUHS), gathered academics, policymakers, clinicians and civil society to press for stronger support for breastfeeding practices nationwide.

Dr. Lubna Naz, director of IBA-CBER, opened the seminar with welcoming remarks and framed the discussion around immediate gaps in infant feeding and workforce capacity. The inaugural address was delivered by Ms. Nida Khuhro, Member of Parliament for the Government of Sindh, who underlined breastfeeding's role in maternal and child wellbeing and outlined provincial efforts to implement and promote breastfeeding legislation.

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IBA KARACHI'S CENTER FOR BUSINESS AND ECONOMIC RESEARCH (CBER) COMMEMORATES WORLD BREASTFEEDING WEEK 2025

by News Desk — August 27, 2025

Karachi electric taxi service

Marah partnership opportunities



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IBA KARACHI'S CENTER FOR BUSINESS & ECONOMIC RESEARCH (CBER) COMMEMORATES WORLD BREASTFEEDING WEEK 2025

written by Ayesal A | August 30, 2025



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IBA Karachi's CBER Commemorates World Breastfeeding Week 2025

By: Staff Reporter

23 hours ago

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