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IDENTIFICATION OF FACTORS SIGNIFICANT TO FREQUENCY OF BREASTFEEDING - A CASE STUDY IN HABRA MUNICIPAL AREA

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The single greatest health problem in the developing world is infant malnutrition. In combating this, breastfeeding has a crucial role to play, and a profound threat to infant health is posed by its decline. Ignoring the value, several factors associated with increasing modernization and urbanization, and decades of apathy on part of health professionals have led to a decrease in breastfeeding in many parts of the world. In recent years the danger of this trend has been increasingly realized, but while recognition of the importance of breastfeeding in promoting infant health has been growing, little research has been done on its economic implication. The paper tries to understand how mothers of suburban West Bengal are responding towards breastfeeding and upon which attributes the intensity of breastfeeding is correlated. Through the reviews of literature, some attributes are chosen important for mothers' inclination towards it and the frequency of feeding and then applied in field study.