

## Rainbow Children's Hospital Launches "Rainbow Mother's Milk Bank" in Vijayawada

**05 August, 2025, Vijayawada, India;** – Rainbow Children's Hospital, Vijayawada, has launched the Rainbow Mother's Milk Bank on the occasion of World Breastfeeding Week. The facility was inaugurated by Smt. KGV Saritha, Deputy Commissioner of Police, NTR District.

The Milk Bank is a critical initiative aimed at providing safe, pasteurised donor milk to premature and critically ill new-borns admitted to the hospital's Neonatal Intensive Care Unit (NICU). Breast milk is especially vital for vulnerable infants, helping prevent infections and improving survival outcomes when the mother's own milk is unavailable.

At the Vijayawada unit, the milk bank has a current storage capacity of **500 litres**. While the volume of milk processed varies depending on clinical requirements, the facility is fully equipped with the **Feed Right** pasteurisation machine and is managed by a team of neonatologists, trained nurses, and lactation consultants. The unit operates in line with IAP-IYCF guidelines, ensuring safe and high-quality handling of donor milk at every stage.

Approximately **50 percent** of preterm babies admitted to the NICU typically require donor milk. So far, over **100 babies** have benefitted from this life-saving support in Vijayawada, thanks to the generosity of nearly **50 mothers** who have donated their breast milk.

Speaking on the launch **Dr Ram Prasad – Neonatologist, Medical Director, Rainbow Children's Hospital, Vijayawada** said *"Mother's milk is nothing short of medicine for premature and critically ill newborns. Many of our NICU babies rely on it for survival and recovery. Through this initiative, we aim to ensure that every baby in need receives donor milk—completely free of cost—and gets the best possible start to life."*

**Dr Vamsi Sivaramaraju, Neonatologist, Paediatrician, Rainbow Children's Hospital, Vijayawada** said, *"This is a truly special moment for all of us. As a neonatologist, I believe a milk bank is nothing short of a miracle. At Rainbow Children's Hospital, we are trained to care for premature babies, often in critical condition, and in many ways, we work against nature to give them a chance at life. In such times, our strongest support is mother's milk. Earlier, there was just one centralised milk bank that provided donor milk, often at a cost many families could not afford. With this initiative, we hope to fulfil our purpose by reaching more new-borns and providing safe, pasteurised breast milk completely free of cost to those who need it most."*

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**Smt. KGV Saritha, Deputy Commissioner of Police, NTR District said,** *As a mother, I feel deeply connected and truly honoured to be part of this launch today. In earlier times, giving birth and breastfeeding were considered natural and straightforward. But with changing lifestyles, the role of a mother has become multifaceted. Today, both parents juggle responsibilities, and factors like late marriage, delayed childbirth, and career priorities have made breastfeeding a real challenge.*

*At the same time, many mothers struggle with an oversupply of milk and the discomfort that comes with it, while premature babies desperately need breast milk to survive and thrive. This Milk Bank by Rainbow Children's Hospital beautifully bridges that gap. It's a thoughtful initiative that makes the right use of technology to support both mothers and new-borns. Operated under sterile, safe conditions, it ensures that the milk is stored and delivered with care. I congratulate the entire team of doctors and staff behind this effort, it's a cause that truly makes a difference."*

Rainbow Children's Hospital encourages lactating mothers to contribute to this cause. Interested donors can connect with the hospital's lactation support team through the toll-free number - **9703771222** for guidance and training.

## **About Rainbow Children's Hospital**

Rainbow Children's Medicare Limited network comprises of 20 hospitals and 5 clinics in 7 cities, with a total bed capacity of 2,035 beds. Our Paediatric services operating under the brand "Rainbow Children's Hospital" includes new born and Paediatric intensive care, Paediatric multi-specialty services, Paediatric quaternary care (including organ transplantation); whereas our women care services under "Birthright by Rainbow" offers perinatal care services which includes normal and complex obstetric care, multi-disciplinary fetal care, perinatal genetic and fertility care along with gynaecology services.

Rainbow Children's Hospital built on strong fundamentals of a multidisciplinary approach with a full-time consultant led clinical service along with 24/7 commitment in a child centric environment. The company follows a hub-and-spoke operating model where the hub hospital provides comprehensive outpatient, inpatient care, with a focus on tertiary and quaternary services, while the spokes provide 24/7 emergency care, large outpatient services and comprehensive obstetrics, Paediatric inpatient and level 3 NICU services. This model is successfully operational at Hyderabad and is gaining traction in Bengaluru. The endeavour is to replicate this approach in Chennai and across the National Capital Region. Subsequently Rainbow intends to expand into tier-2 cities of Southern India.

and fellowship program. For more information, log on to: <https://www.rainbowhospitals.in/>

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