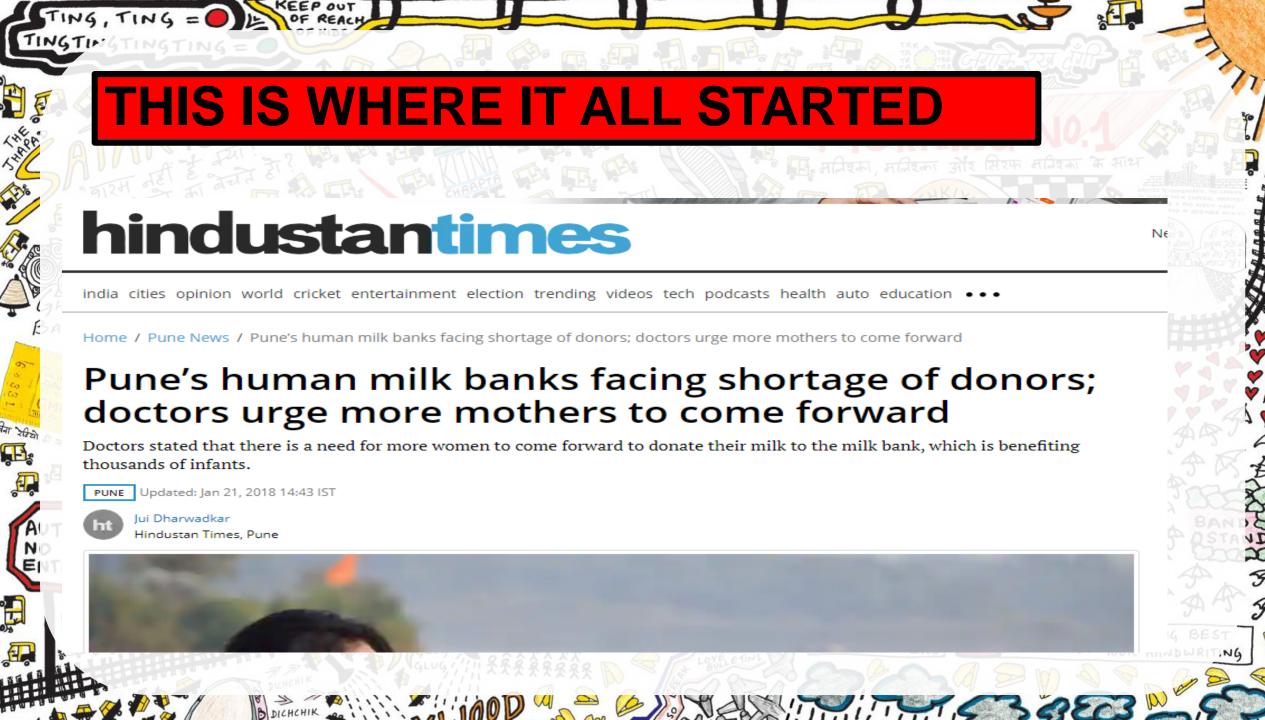




- Lakhs of new borns in India die due to the lack of proper nutrition & lack of mothers milk.
- There is a huge lack of awareness regarding Human Milk Banks
- Objective was to create awareness regarding the lop sided demand and supply graph of mothers milk
- Encourage new mothers to donate milk
- Create awareness about the procedure /process and break myths that surround the same.









RJ Mandee shared her struggle as a new mother who was unable to make enough Breast milk for her new born

Mandee & Kabir tied up with a milk bank called YASHODHA - by Dr DY PATIL HOSPITAL in Pune and brought forward all the important information regarding breast milk donation

Listeners were urged to share their stories and struggle regarding the topic and new moms were encouraged to DONATE BREAST MILK in this Week long Mothers Day Special Drive





## **Execution**

## • PHASE 1

- RJ Mandee shared the story of her struggle as a new mom ,who was unable to feed her baby breast milk via the show and a promo
- The struggle was shared by many as it turned out with the number of calls and watsapps we received.
- The Call to action sat in perfectly with the drive Asking new moms willing to donate their breast milk to send a watsapp with the KEYWORD "YASHODHA".
- Yashodha Maa stands for all things motherly and as someone who has a heart large enough to raise someone elses baby as her own
- Y ASHODHA was also the name of the HUMAN MILK BANK that we tied up with thus catering to all needs of the activity seemlessly
- PHASE 2
- Doctors and specialists were taken on air highlighting the SEVERE LACK of awareness and the SEVERE SHORTAGE OF BREAST MILK in the country
- Willing DONORS were showcased on the station
- Struggle stories of moms like Mandee were featured to further urge new moms to participate



## **The Donation Drive**







LSO AVAILABLE:

MAY WORST YOUR HANDWRITING



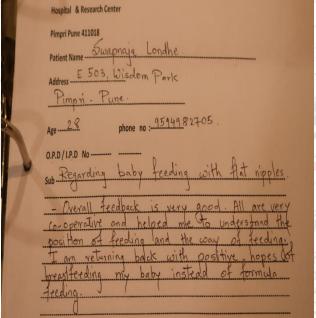
## **Breast Milk DONOR Forms**

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	Age 27 phone no: 84229°55'43
	O.P.D / I.P.D No
	Sub T have faced breast Engargment problem
	after raining here it help me a let to seduce the temps in breast. The staff members are
9	Very supportive they helpe me and guided me
	For the Service of the pump

Age	phone no:
D.P.D / I.P.D No	
Sub I expres	sed milk through Hospital provided pump
and own ele	Mr pump but fored issue to get sufficient
	hence doctor provided an appropriate massage
and advised	necessary diet which help to improve
the breast	feed amount Fam thankful for thes
valuable qu	<u>udante</u>
	Sign: Morred
	4/014/1

	1		
T have tack	it belo me	a lot to sed	g ce
lumps in be	ut. The stal	I members are	
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Pimpri Pune 4	0					
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Hospital & Research Center

Pimpri Pune 411018

Pattern Name Sharipti S. Brandylii

Address dis bosses Cl.

Age 25. phone no 97162063538

O.P.D.I.P.D. No phone no 97162063538

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