

**ENTRY – DOODH KA KARZ**  
**Human Milk Donation Drive**  
**Mothers Day Special**  
**Radio Station : RED FM 93.5**  
**PUNE**





# OBJECTIVE

- 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.





THIS IS WHERE IT ALL STARTED

hindustan**times**

india cities opinion world cricket entertainment election trending videos tech podcasts health auto education ...

Home / Pune News / Pune's human milk banks facing shortage of donors; doctors urge more mothers to come forward

## Pune's human milk banks facing shortage of donors; doctors urge more mothers to come forward

Doctors stated that there is a need for more women to come forward to donate their milk to the milk bank, which is benefiting thousands of infants.

PUNE Updated: Jan 21, 2018 14:43 IST



Jui Dharwadkar  
Hindustan Times, Pune





# CONCEPT

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



superhits  
**RED**  
FM 93.5

*Bajaate Raho!*

**BEST**

ALSO AVAILABLE:  
DOUBLE DECKERS

WRITING IN A MOVING BEST  
MAY WORST YOUR HANDWRITING



# Execution

## PHASE 1

- RJ Mande 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 seamlessly

## 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 Mande were featured to further urge new moms to participate



# The Donation Drive





# Breast Milk DONOR Forms

Address Chinchwad,

Age 29 phone no: 9422905543

O.P.D./I.P.D No \_\_\_\_\_

Sub I have faced breast Engagment problem after coming here it help me a lot to reduce the lumps in breast. The staff members are very supportive they help me and guided me which improve my health. Thanks a lot for the service of the pump.

Sign: [Signature]

Chinchwad,

Age 29 phone no: 9422905543

O.P.D./I.P.D No \_\_\_\_\_

Sub I have faced breast Engagment problem after coming here it help me a lot to reduce the lumps in breast. The staff members are very supportive they help me and guided me which improve my health. Thanks a lot for the service of the pump.

Sign: [Signature]

Age 29 phone no: 9604400678

O.P.D./I.P.D No \_\_\_\_\_

Sub I expressed milk through Hospital provided pump and own electric pump, but faced issue to get sufficient milk amount hence doctor provided an appropriate massage and advised necessary diet which help to improve the breast feed amount. I am thankful for this valuable guidance.

Sign: [Signature] 21/11/19

Pimpri Pune 411018

Patient Name Kajal Nitin Bhanusghare

Address Shiladne P. Korla D. Pune

Taluka. Mavl

Age 26 phone no: 9049177249

O.P.D./I.P.D No \_\_\_\_\_

Sub मैं ब्रेस्ट फीडिंग स्टॉफ ने बहुत मदद केले समजावून सांगितले, खुप ठर वरदान लाकाचे देखभाल व ग्री करावची हा ही सांगितले त्यासाठी खुप खुप आभारी आहे. Thank You for Milk Bank Sister.

Hospital & Research Center

Pimpri Pune 411018

Patient Name Swapnaja Londhe

Address E 503, Wisdom Park

Pimpri - Pune.

Age 28 phone no: 9594982705

O.P.D./I.P.D No \_\_\_\_\_

Sub Regarding baby feeding with flat nipples.

- Overall feedback is very good. All are very co-operative and helped me to understand the position of feeding and the way of feeding. I am returning back with positive hopes of breastfeeding my baby instead of formula feeding.

Hospital & Research Center

Pimpri Pune 411018

Patient Name Shreyas S. Pandey

Address Dhankurol

Age 35 phone no: 9752063838

O.P.D./I.P.D No \_\_\_\_\_

Sub श्री डॉक्टर वॉरुण ने खुप मदत केले, खुप ठर वरदान लाकाचे देखभाल व ग्री करावची हा ही सांगितले त्यासाठी खुप खुप आभारी आहे. Thank You for Milk Bank Sister.



# Result

- **324 DONORS** donated BREAST MILK in this week long activity – That is a noticeable number
- The Human Milk donation drive received a very warm feedback from all quarters
- The Human Milk Banks were extremely pleased at the efforts of the RJs and the Radio Station



# Url to the video and the audio of the Activity

## AUDIO LINK

- <https://soundcloud.com/mandira-sirohi-chauhan/doodh-ka-karz>

## VIDEO LINK

- <https://drive.google.com/file/d/1Ygr7Bu35M-Pj-alrET8LCD2tT6grnioB/view?usp=sharing>