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**Ref. No. DYPMC. Paed/4895/2025**

**Date: 25/08/2025**

## **Report on World Breastfeeding Week 2025**

The Department of Paediatrics, Yashoda Advanced Human Milk Bank & CLMTRC, Dr. D. Y. Patil Medical College, Hospital & Research Centre, Pimpri, Pune-18, successfully celebrated World Breastfeeding Week 2025 from 1st August to 7th August 2025. This year's theme was **"Prioritise Breastfeeding – Create Sustainable Support Systems"**.

The celebrations were organized in collaboration with the Departments of Obstetrics & Gynecology, Community Medicine, College and Institute of Nursing, and community partners including IAP Pune, IMA-PCB Women's Wing, Rotary Club of Nigdi, Inner Wheel Club of Nigdi Pride, Pune, and Sneh Foundation.

### **Highlights of the Week:**

#### **Day 1 – 1st August 2025:**

The Department of Paediatrics "Yashoda" Advanced Human Milk Bank & CLMTRC successfully inaugurated World Breastfeeding Week 2025 on 1st August 2025 at the NICU Waiting Area, Hi-Tech Building. The theme was "Enabling Breastfeeding: Making a Difference for Working Parents."

The program began with a Welcome Note by Dr. Pallavi Tupkar and greetings to Rotary Club Nigdi Pune members. She gave information about "Yashoda" Advance Human Milk Bank and CLMTRC. Dr. Vineeta Pande, acting HOD and senior professor delivered a lecture on breastfeeding, followed by Dr. Devika Chavan for PNC mothers and a talk by Dr. Subhangi Kothari, Past President, Rotary Club, on community support in breastfeeding. The session was attended by Dr. Shalini Pawar (COO, Mother & Child Centre), Nursing Directors Neelakshi and Lakshmi Madam, and Dr. Sudhir Malwade (NICU Incharge). Donor mothers were felicitated by the Rotary Club, and the event concluded with a Vote of Thanks by Dr. Richa.

#### **Rotary Club Nigdi Pune Members Present:**

Mr. Keshav Mange (President, Rotary Club)  
Mrs. Rama Magar (First Lady)  
Mr. Sunil Suri (Medical Director)  
Mrs. Pranita Alurkar (Past President)  
Mrs. Shubhangi Kothari (Past President)  
Mr. Sameer Deshmukh (Medical Chairman)  
Dr. Ranjana Kadam  
Mrs. Sonali Jain

The event successfully celebrated breastfeeding, emphasizing the collective commitment to support, care, and a healthier future for mothers and babies. As part of donor mother recognition, certificates, nutritious food items, and awareness booklets were distributed.

### **Awareness Sessions: Conducted at Anganwadi centers and RHTC Alandi**

This session was attended by Dr. Arijit Rout, Dr. Sarang, and Dr. Samarth for 40 beneficiaries.

#### **Day 2 – 2<sup>nd</sup> August 2025:**

On 2nd August 2025 at the NICU Waiting Area, Hi-Tech Building. The event was warmly welcomed by Dr. Pallavi Tupkar. A lecture on “Breastfeeding in NICU – A Shared Responsibility for Families” was delivered by Dr. Abhishek Denge and Dr. Shraddha Gawade for NICU mothers and family members. Nursing director Mrs Laxmi also enhance the lecture about family support. Dr Pramila Menon professor and senior UNICEF consultant delivery lecture about mother support group .

President Dr. Kamaljeet Kaur Dullat and office bearers of **Inner Wheel Club of Nigdi Pride Pune** were specially welcomed by Dr. Vineeta Pande and Dr. Pramila Menon.

Activities included awareness on milk donation and a poster competition at the OPD Complex, judged by Dr. Vineeta Pande, Dr. Shalini Pawar, Dr. Kamaljeet Kaur, and Dr. Kajal, with themes based on World Breastfeeding Week 2025. Interactive Session for ANC/PNC Mothers: Conducted by Dr. Balkrushna Garud, attended by 35 mothers.

#### **Day 3 – 3rd August 2025:**

The breastfeeding promotion and counselling session, led by Sisters Yogita Gaikwad and Chaya Rao, was attended by 28 postnatal mothers. The program aimed to educate mothers on the benefits of exclusive breastfeeding and proper techniques to ensure effective feeding. Interactive discussions and practical demonstrations helped address common challenges faced by new mothers. Participants received personalized counselling to boost their confidence and support successful breastfeeding practices. Overall, the session fostered awareness and encouraged optimal infant nutrition through breastfeeding.

#### **Day 4 – 4th August 2025:**

##### **Community Awareness at RHTC Alandi:**

A community awareness program was conducted at RHTC Alandi featuring informative talks by Dr. Chaitali, Dr. Yogesh, and Dr. Adithya. The event also included engaging skits and creative poster presentations by interns, aimed at educating the local community on health topics. The interactive sessions helped raise awareness and encouraged healthy practices. Community members actively participated, making the event impactful. The combined efforts of medical professionals and interns contributed to effective health communication.

##### **Rangoli Competition:**

The Rangoli competition saw enthusiastic participation from 16 contestants showcasing their artistic talents. The event was judged by esteemed panelists Dr. Shilpa Kshirsagar, Dr. Sujata Sawant, and Dr. Pallavi Tupkar. Participants demonstrated creativity and cultural expression through vibrant designs. The competition fostered community spirit and artistic engagement. Winners were recognized for their outstanding work, adding joy and encouragement to the event.

## **Day 5 – 5th August 2025:**

### **Anganwadi Visit, Vadgaon:**

Interns conducted an awareness session at the Anganwadi center in Vadgaon, reaching 14 beneficiaries. The session focused on important health and nutrition topics relevant to mothers and children. Interactive discussions helped clarify doubts and promoted healthy habits. The visit aimed to strengthen community health knowledge at the grassroots level. Beneficiaries showed keen interest and engagement throughout the session.

### **PNC Ward Session: “Every Drop Counts”:**

Dr. Renuka Jadhav led the “Every Drop Counts” session for 30 postnatal mothers in the PNC ward, emphasizing the significance of breastfeeding. Nursing students complemented the talk with a role play, illustrating key breastfeeding techniques and benefits. The session aimed to boost mothers’ confidence and encourage exclusive breastfeeding practices. Active participation made the session informative and supportive. Overall, the initiative reinforced the importance of infant nutrition in early life.

### **Door Step Visit : Gandhi Nagar , Pimpri**

The role play session “**Breastfeeding Difficulties and Their Resolutions**” was conducted in the Gandhi Nagar area of Pimpri. This session was expertly facilitated by the following resource persons: SNEH Foundation, Dr. Vineeta Pande Dr. Richa ,Dr. Pallavi TupkarThe interactive role play aimed to identify common breastfeeding challenges faced by mothers and provide practical solutions to overcome them. The session was conducted through doorstep visits, allowing personalized counselling and support to 11 participants in their homes. This approach ensured effective outreach and strengthened community engagement in breastfeeding promotion.

## **Day 6 – 6th August 2025:**

### **Session 1 – Anganwadi Alandi:**

This session featured informative talks by Dr. Shambhuraje Sonawale, Dr. Sarang Marathe, and Dr. Vaibhav Thorat, engaging 15 participants. The discussions focused on key health topics relevant to maternal and child care. The interactive nature of the session encouraged active participation and knowledge sharing among attendees.

### **Session 2 – RHTC Alandi:**

A vibrant session at RHTC Alandi included poster presentations, a quiz, and joint health talks, benefiting 50 community members. These activities promoted health awareness in an engaging and educational manner. The combined approach helped reinforce important health messages effectively.

### **Session 3 – Balaji Nagar:**

In Balaji Nagar, the Sneh Foundation conducted a role play, complemented by talks from Dr. Vineeta Pande and Dr. Pallavi Tupkar. Additionally, Dr. Shilpa Kshirsagar delivered an NICU-focused session to 53 attendees. The multi-faceted program addressed diverse health concerns and fostered community learning.

On the special occasion of **World Breastfeeding Week 2025**, the Inner Wheel Club of Nigdi Pride, Pune, actively supported breastfeeding awareness and milk donation initiatives. Dr. Kamaljeet Kaur Dullat, President of the Inner Wheel Club of Nigdi Pride, Pune, graced the event with her presence and encouragement. Dr. Pallavi Tupkar also contributed significantly to the program’s success. The

collaboration strengthened community efforts to promote optimal infant nutrition. The event was well-received and marked a meaningful step towards sustained breastfeeding promotion.

### **Day 7 – 7th August 2025:**

#### **Final Awareness Session at Dhanore Anganwadi:**

The concluding awareness session was held at Dhanore Anganwadi, attended by 15 postnatal mothers. Dr. Joseph Cherian delivered the closing speech, emphasizing the importance of continued support for breastfeeding and maternal health.

#### **Doorstep Visit – Punawale**

Social Worker Suman Namde Madam, Dr. Pallavi Tupkar, and Sister Sarika conducted doorstep visits in the Punawale area to promote breastfeeding. They reached out to 30 mothers, providing personalized counselling on breastfeeding benefits and techniques. The visits helped address common challenges and offered practical solutions. This direct approach built trust and empowered mothers to practice exclusive breastfeeding confidently. The initiative strengthened community engagement and maternal-child health awareness. Overall, it was a successful effort in promoting sustainable breastfeeding practices.

#### **Quiz Competition:**

A lively quiz competition featured 10 teams competing to showcase their knowledge on child health and nutrition. The Pediatrics team emerged as the winners, highlighting their expertise and commitment.

#### **Overall Outcome:**

The week-long series of activities successfully promoted breastfeeding awareness, dispelled common myths, and reinforced sustainable breastfeeding practices among mothers, families, and the wider community. These initiatives contributed significantly to enhancing maternal and child health education.

All the activities and sessions were meticulously planned and successfully executed under the able guidance and supervision of Dr. Shailaja Mane, Prof. & Head, Department and Professor, as well as the In-charge of the “Yashoda” Advanced Human Milk Bank and CLMTRC. Her expert leadership ensured that each event was aligned with our commitment to promoting maternal and child health through evidence-based breastfeeding practices and community engagement.

We take great pride in presenting this comprehensive report detailing the week-long series of awareness programs, educational sessions, and interactive activities conducted across various centers. We trust that the information provided will offer valuable insights into our ongoing efforts to enhance breastfeeding awareness and support sustainable infant nutrition within the community.

Yours Sincerely,

Dr. Shailaja Mane  
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