



Radio Bundelkhand 90.4 FM creates awareness on 'Breastfeeding: Foundation for Life'

Development Alternatives' Community Radio Station - Radio Bundelkhand (FM 90.4), *Apna Radio Apni Batein*, has been the expression of a vision to empower communities since 2008, by facilitating them access to a dedicated spectrum and, together with studio and machinery, providing them with an important medium to air their cultural aspirations, with messages on their social and economic development riding the crests and troughs of the radio waves. Radio Bundelkhand caters to the needs of the local community, giving a voice to the voiceless by creating and broadcasting programmes of local interest while simultaneously addressing their problems through infotainment. The radio station looks at enabling and empowering communities, especially women, young people and marginalised groups, so that they take charge of their own lives as the radio programmes air solutions for fulfilling basic needs like clean water, housing, energy, agriculture and non-farm livelihoods.

As a part of the World Breastfeeding Week from 1st – 7th August, 2018, Radio Bundelkhand devoted a one-hour special programme on breastfeeding, highlighting its importance. The theme for this year has been 'Breastfeeding: Foundation for Life'. Varsha (Radio Anchor), Deeksha Singh (Deputy Manager, DA) anchored the show while Dr. Garima Purohit (PHC, Jhansi) was the expert who talked about the significance of breastfeeding and care to be taken during nurturing the infant and clarified the misconceptions on the topic. Dr. Garima also stressed that the lactating mothers should live a stress-free life so that it does not affect the milk production and keeps the child well nourished. With little hesitation, the women listeners shared their experiences and gave feedback and their misconceptions were clarified by the expert.