

World Breastfeeding Week at Radio Bundelkhand



RJ Varsha Raikwar recording the program with Dr Hirdesh Vishvakarma at the studio

Every year, from 1 to 7 August, World Breastfeeding Week is celebrated globally. This observance aims to raise awareness among lactating women about the myriad benefits of breastfeeding.

Radio Bundelkhand enthusiastically marked this occasion with an array of informative initiatives. The station broadcasted a live program focused on breastfeeding, featuring the participation of distinguished experts: Dr Garima Purohit, a Medical Officer at Jhansi Nagra PHC Hospital, and Dr Deeksha Singh, a Community Worker in the Health Department. During this live program, the spotlight was on 15 women engaging through their phones to inquire about the significance of this week and the rationale behind its celebration in August. Our subject matter expert diligently addressed these inquiries, igniting interest and prompting more women to contact Radio Bundelkhand with their questions. Subsequently, both doctors appreciated Radio Bundelkhand for conceptualising such an impactful initiative. Dr Purohit commended facilitating direct interaction between the community and experts for accurate information dissemination, advocating for promoting such events to ensure women receive precise guidance.



Community members participating in the health camp

Over a week, Radio Bundelkhand reached an audience of 20 thousand through radio jingles and promos. Beyond broadcasts, a radio reporter conducted narrowcasting in two locations within Rampura village with an audience of 10 to 15 women at each venue, they intently followed the program and contributed suggestions.



RJ Manish Samadhia conducting a narrowcasting event

A health camp, organised in collaboration with the health department on 2 August in Jijora village, further demonstrated Radio Bundelkhand's dedication. Dr Hirdesh Vishwakarma and Dr Pooja Verma from the Niwari health department attended, providing examinations for pregnant women, and delivering information about breastfeeding. The experts expounded upon how breastfeeding accelerates maternal metabolism, aids in weight management, mitigates the risks of breast and uterine cancer, and remains pivotal for infant health. The camp witnessed active participation from 60 attendees, all of whom expressed gratitude to Radio Bundelkhand for orchestrating this successful event.

Through these proactive endeavours, Radio Bundelkhand emerges as a formidable catalyst in empowering women with essential knowledge that often remains elusive.