

**TILAK MAHARASHTRA VIDYAPEETH**  
**INDUTAI COLLEGE OF PHYSIOTHERAPY**

**Report on Breastfeeding Awareness Drive at Dias Plot, Pune**

**Organized by: Tilak Maharashtra Vidyapeeth, Indutai Tilak College of Physiotherapy**

**Date: 08/08/2025**

**Venue: Dias Plot, Pune**

**Name of the participating faculty members:**

Dr.Rima Musale (PT)  
Dr. Shikha Paasi (PT)  
Dr. Priyamwada Hinge (PT)  
Dr. Kartika Bhilare (PT)  
Dr. Sakshi Pandit (PT)  
Dr. Bhakti Kardile (PT)  
Dr. Vrushali Durge (PT)  
Dr. Rasika Jadhav (PT)

They were joined by postgraduate students –

- A) Tanuja Aherrao
- B) Gayatri More
- C) Gargi Ekar

And first year BPT students of Indutai Tilak College of Physiotherapy

In observance of the importance of maternal and child health, TMV College organized a community-based Breastfeeding Awareness Drive at Dias Plot, Pune. The initiative aimed to educate women, especially mothers and expecting mothers, about the benefits of breastfeeding for both the child and the mother. The program, in which first-year BPT students of Indutai Tilak College of Physiotherapy and faculty members actively participated, aligned with the principles of World Breastfeeding Week and the broader goals of promoting public health through physiotherapy and community outreach.

The objectives of the program were to increase awareness about the significance of breastfeeding, educate mothers about the correct techniques and positions, inform women about its health benefits for infants and mothers, dispel common myths and misconceptions, and encourage community support for breastfeeding mothers.

As part of the program activities, a team comprising TMV College students and faculty members visited households at Dias Plot. Each household was approached in a friendly and

respectful manner to ensure comfort and trust before beginning discussions. One-on-one education sessions were conducted, particularly for mothers of infants and pregnant women, explaining exclusive breastfeeding for the first six months, the importance of colostrum as the baby's first vaccine, the continuation of breastfeeding along with complementary feeding up to two years or more, and proper latching and positioning techniques to avoid nipple pain and ensure adequate milk flow. Common misconceptions such as "formula milk is better" or "colostrum should be discarded" were addressed with evidence-based explanations.

Pamphlets in simple Marathi, containing pictorial representations for easy understanding, were distributed. Interactive discussions encouraged women to share their experiences, challenges, and questions, with the team providing practical tips to balance breastfeeding and household responsibilities.

Observations revealed that while many women were aware of breastfeeding, they lacked knowledge about exclusive breastfeeding and its recommended duration. A few mothers continued to follow traditional beliefs that discouraged colostrum feeding. The presence of female students and staff created a comfortable environment for open conversations.

As an outcome, more than 95 households were reached, and several women expressed willingness to exclusively breastfeed their infants for the recommended duration. Participants appreciated the personal approach and home visits, stating that it made them feel more connected and respected.

We extend our gratitude to the Principal and Faculty of TMV College, the participating students, and most importantly, the residents of Dias Plot for their warm cooperation and openness.





