

Venture Pulse

BUSINESS MAGAZINE

Spotlight
Maternal Care Excellence
Postpartum Wellness
Empowered Motherhood

Dr. Shifa Asad Bakshi



A Visionary Transforming Maternal Care
and Postpartum Wellness

Dr. Shifa Asad Bakshi: Redefining Maternal Care and Lactation Support in Modern Motherhood

In today's fast-paced world, where new mothers often navigate the delicate balance of health, career, and family, Dr. Shifa Asad Bakshi emerges as a guiding light for maternal care. As the founder of MilkfulMoment Lactation Consultancy, she combines clinical expertise, personal experience, and heartfelt empathy to transform the breastfeeding journey into one that is informed, supported, and empowering.



Dr. Shifa's story is as personal as it is professional. A medical doctor with certifications in Infant and Young Child Feeding (IYCF) from UNICEF, prenatal and postnatal nutrition, and PCOS nutrition, her journey into lactation consultancy was sparked not only by her clinical interest but also by her own breastfeeding challenges. Facing the physical and emotional hurdles firsthand, she realized that guidance, support, and compassion are as crucial as medical knowledge for mothers navigating this transformative phase.

As Shifa believes: "Postpartum is a season of healing, patience, and rediscovering the strength to nurture both baby and self."

This dual perspective, scientific expertise paired with lived experience, became the foundation of MilkfulMoment, a sanctuary where mothers receive both evidence-based care and emotional reassurance. Dr. Shifa understood that lactation struggles could be isolating, overwhelming, and sometimes discouraging. Her mission was simple yet profound: no mother should feel alone while nourishing her child.



The Global Breastfeeding Crisis

Despite the well-documented benefits of breastfeeding, global statistics reveal a concerning trend. As of 2023, only 48% of infants under six months are exclusively breastfed, falling short of the World Health Assembly's target of 50% by 2025 UNICEF. This gap underscores the urgent need for comprehensive support systems to assist mothers in their breastfeeding journeys.

The Situation in India

In India, the challenges are particularly pronounced. According to the National Family Health Survey-5, 58% of children are not breastfed within the first hour of birth, a critical window for initiating breastfeeding UNICEF. Additionally, exclusive breastfeeding rates remain suboptimal, highlighting the need for targeted interventions to support new mothers.

"I believe breastfeeding carries a quiet but profound power, it nurtures, heals, and strengthens. It can build confidence, bridge the gap between mother and child, and transform the early days of motherhood into moments of connection and growth." – Dr. Shifa Asad Bakshi

Dr. Shifa Asad Bakshi's Impact

Dr. Shifa Asad Bakshi is at the forefront of addressing these challenges. Through her initiative, MilkfulMoment Lactation Consultancy, she provides evidence-based lactation support tailored to the unique needs of each mother. Her services encompass prenatal and postnatal nutrition counseling, PCOS management, and personalized lactation plans, aiming to increase breastfeeding initiation and duration rates. By offering both in-person and online consultations, Dr. Bakshi ensures that mothers across regions have access to the support they need, contributing to a positive shift in maternal and infant health outcomes.



A Vision Beyond Breastfeeding: Empowering Modern Mothers

Dr. Shifa Asad Bakshi's vision for MilkfulMoment goes far beyond lactation. She is building a holistic ecosystem for mothers, addressing postpartum recovery, nutrition, mental health, parenting guidance, and career reintegration. By combining modern technology with in-person care, MilkfulMoment provides round-the-clock support, community connection, and personalized guidance at every stage of motherhood. Her mission is to create a space where mothers feel seen, supported, and valued. Through workshops, online consultations, resources, and tailored plans, she redefines maternal care with both expertise and empathy. Guided by her belief that "postpartum is hard, no mother should feel alone," Dr. Shifa empowers mothers to navigate breastfeeding, nutrition, and recovery with confidence and compassion. With MilkfulMoment, every mother can turn each feeding and care moment into a step toward health, connection, and empowerment.

Transforming Maternal Care Through Innovation and Heart

At MilkfulMoment, Dr. Shifa offers a comprehensive suite of services designed to address the complex needs of modern mothers:

- **Lactation Support & Treatment:** Solutions for common challenges such as vasospasm, cracked nipples, engorgement, mastitis, low or oversupply, and painful latches.
- **Pumping Plans for Working Moms:** Personalized strategies that help mothers sustain milk supply while balancing professional commitments.
- **Prenatal Breastfeeding Classes:** Workshops preparing parents for confident feeding journeys even before the baby arrives.
- **Online Consultations:** Flexible virtual support ensuring every mother has access to guidance, regardless of location.
- **PCOS & Nutrition Support:** Tailored dietary plans for women navigating PCOS during pregnancy and postpartum, optimizing hormone balance, energy levels, and milk production.



Her approach blends scientific rigor with emotional intelligence, recognizing that lactation is not just a physical process but a deeply personal and hormonal journey. By combining medical insight with empathetic support, Dr. Shifa empowers mothers to navigate challenges with confidence, patience, and resilience.

Connect Dr. Shifa Asad Bakshi on

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