

On 8th September 2019 the Indian Association of Physiotherapy, Women Cell (IAPWC) set up a free physiotherapy chronic pain awareness and treatment program. This was organised at Shradhanand Mahila Ashram, Kohliwada, Vasai west, District- Palghar, Maharashtra, India, for the older population of the Ashram.

About 80 people were assessed and treated by eight physiotherapists of IAPWC, for various conditions.

In the video clip from the day (see Facebook links below) the residents can be seen dancing beautifully and joyfully along with the physiotherapists. It was such an emotional rather heart warming moment to see them all in such a gratitude and enthusiastic mood. The video clip was later posted on IAPWC official Facebook page and has gone sensational and various media houses have picked it up and are approaching us in this regard. The video clip, to our surprise, has reached around 25 lakhs people, 1.3 million views, 20 thousands shares, 1100 comments and 21 thousand likes. The IAPWC is being highly appreciated for the activity and the program has truly fulfilled the purpose of World Physiotherapy Day celebrations by reaching the huge public level and media coverage.

https://m.facebook.com/story.php?story_fbid=1419644654859356&id=1079210632236095

<https://www.facebook.com/132309676835568/posts/2565435353522976/>