



**Breastfeeding
Promotion Network of India**

(Registered Under Societies Registration
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Shri. Alok Ranjan, IAS
Chief Secretary
Government of Uttar Pradesh
Lalbahadur Sastri Bhawan
Uttar Pradesh Secretariat,
LUCKNOW – 226 001
Uttar Pradesh

Sub: Concerns on UP Joining the Sun Movement and recommendations on implementations of the IMS Act

Dear Shri Alok Ranjan Ji

Greetings from BPNI !

Allow us to introduce ourselves I am Dr. Arun Gupta, a pediatrician of more than 40 years experience and Dr JP Dadhich a pediatrician with more than 30 years experience working for Breastfeeding Promotion Network of India (BPNI). I also act as a regional coordination of International Baby food action network (IBFAN).

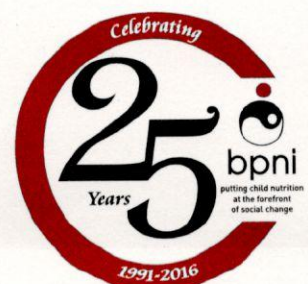
Further to our meeting with Shri Ram Naik, Hon'ble Governor of UP on the concerns U.P. having joined Scaling up Nutrition movement we have the following submission to make to you.

SUN movement as a principle promotes creating 'SUN Business network' through multi stakeholder platforms and in the process food and nutrition businesses, food industry becomes a stakeholder. We would like to draw your attention to the following key facts.

1. Global Alliance for Improved Nutrition (GAIN) plays a major role in SUN business network particular in India.
2. GAIN has been interfering with National processes of legislation in India historically. Gain tried in 2008 in India and then made a similar attempt in Kenya in 2012.
3. Britannia's ex CEO Vinita Bali is now heading GAIN.
4. Ms. Veena Rao ex officer in GOI has been on board of 'Britannia Foundation and recommended repeal of IMS Act through BMJ.
5. There have been informal voices that IMS Act should be repealed.

Therefore we would like to request you that U.P. should not allow SUN business network to be a partner in its multi stakeholder platform as advised by SUN. Gambia has set such an example. Of course, UP government can meet the business people but not include them in decision-making process. At the same time UP should develop a mechanism to prevent and manage conflict of interests.

As a policy, BPNI does not accept funds of any kind from the companies manufacturing baby foods, feeding bottles etc. and organization/industry having conflict of interest.



Related to this are Breastfeeding issues and IMS Act

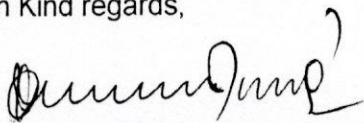
1. India enacted *Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992, and Amendment Act 2003* that bans promotion of all kinds of baby milks and baby foods for children under the age 2.
2. This has resulted in restricting the sales of baby milks in India. From 2008 to 2012, sales grew from 24,428 to 27,783 Tonnes. During the same period, in China, where the law is not that stringent, sales went up from 294,800 to 560,000 Tonnes only. Twenty times higher sales in China is a reflection of future health issues in terms of diabetes and obesity, which is huge health gain to our population.
3. There are voices, which call for dilution of this law because of commercial interests.
4. Breastfeeding rates are low in UP. To increase these to about 80 % there actions can be taken
 - To replicate Lalitpur model in each district of U.P.
 - To post dedicate counsellors in health facilities for skilled support of breastfeeding
 - Enforcement of the IMS Act and appoint nodal person in state/district to monitor the violations and report annually and lead awareness of the IMS Act.

With this we would like to thank you for your time and interaction and look forward to hearing from you action taken in this regard,

We would be happy to work together with the Government of UP in case there is interest as BPNI is pioneer agency in the field of capacity building and communications on breastfeeding issues.

Sincerely yours,

With Kind regards,



**Dr. Arun Gupta MD FIAP
Central Coordinator BPNI,
Regional Coordinator- IBFAN Asia,
Member-Prime Minister's Council on India's Nutrition Challenges.**