



# Breastfeeding Promotion Network of India

(Registered Under Societies Registration Act XXI of 1860, Delhi R.No. S-23144)

## Central Coordination Committee

### Chief Coordinator

Dr. K.P. Kushwaha  
Gorakhpur, UP

### Central Coordinator

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Delhi

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Ranchi, Jharkhand

### BPNI works in

- Advocacy
- Education & Training
- Infant Feeding in Difficult Circumstances (HIV, emergencies)
- IMS Act
- World Breastfeeding Week & Social Mobilization
- Research

### BPNI is

- Regional Coordinating Office - IBFAN Asia
- WABA's Regional Focal Point - South Asia
- Member: Steering Group Right to Food Campaign
- Member: National Coordination Committee of Jan Swasthya Abhiyan
- Gazeetted NGO under section 21(1) C of the "Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992, as Amended in 2003" (The IMS Act)

BPNI/2012/404

**Dr. Shreerajan**  
**Joint Secretary**  
**Ministry of Women & Child Development**  
**Government of India**  
**Room NO- 605, A- Wing**  
**Shastri Bhavan**  
**New Delhi -110001**

October 30, 2012

**National Coordinator**

Dr. J.P. Dadhich

Subject: Violation of IMS Act by online shopping website [www.flipkart.com](http://www.flipkart.com).

Respected Dr. Shreerajan,

I wish to bring to your notice the violation of **The Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992 and Amended in 2003 (IMS Act)**. by online shopping website [www.flipkart.com](http://www.flipkart.com).

On this website, infant feeding bottles are being advertised and promoted to general public. This is violation of IMS Act (Section 3(a) and 4(a)). The shopping portal is also offering discounts on stated price on purchase of Infant feeding bottles, which is again a violation of IMS Act (Section 4(c)). Breastfeeding Promotion Network of India (BPNI) wrote a letter to the CEO of Flipkart more than two months ago in this regard. There is no response from the Company. The violation of IMS Act by Flipkart is still on as evident from the attached webpage of the portal.

I request you to Kindly take necessary action in this regard.

Enclosed:

1. Letter sent by BPNI to Flipkart on August 14, 2012
2. Printout of webpage from [www.flipkart.com](http://www.flipkart.com) dated 30<sup>th</sup> October 2012

Yours sincerely

Dr J P Dadhich, MD, FNNF, PGD-DN  
National Coordinator, BPNI

All communications should be addressed to the National Coordinator, BPNI

National Secretariat, BPNI, BP-33, PITAMPURA, DELHI - 110 034 (INDIA)

Tel.: 91-11-27343608  
91-11-42683059

Tel/Fax: 91-11-27343606

E-Mail: [bpni.india@gmail.com](mailto:bpni.india@gmail.com) Website: [www.bpni.org](http://www.bpni.org)  
[bpni@bpni.org](mailto:bpni@bpni.org)

Join the ONE MILLION CAMPAIGN: Support Women to Breastfeed ([www.onemillioncampaign.org](http://www.onemillioncampaign.org))