



putting child nutrition
at the forefront
of social change

**Breastfeeding
Promotion Network of India**

(Registered Under Societies Registration
Act XXI of 1860, Delhi R.No. S-23144)
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July 21, 2014

Smt. Maneka Gandhi
Hon'ble Minister
Ministry of Women and Child Development
Government of India
Shastri Bhawan, A - Wing,
Dr. Rajendra Prasad Road,
New Delhi, 110001

Dear Smt. Maneka Gandhi Ji,

Greetings from BPNI/IBFAN Asia

We would like your attention to the very important legislation, "*Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992 and Amendment Act 2003*" (IMS Act).

The Act was enacted to protect women and children from commercial practices of the baby food companies. Sh. Ram Naik, senior BJP leader and now Governor of U.P., spearheaded this.

This came as adoption of the *International Code of Marketing of Breast-milk Substitutes* through WHA resolution 34.22 by the World Health Assembly (WHA) in May 1981. It was an historical milestone in efforts to protect breastfeeding from the aggressive and unethical marketing practices that had been taking place around the world, and contribute to the protection, promotion and support of appropriate infant and young child feeding practices.

Further, in 2003 Shri Murli Manohar Joshi led the Amendment Bill, to strengthen this Act. The Amendment Bill was passed in June 2003 by the Parliament and came to force from 1st January 2004.

The IMS Act in short bans any kind of promotion of baby foods for children under the age two, and prohibits all kinds of sponsorship of doctors.

We would also like your attention to observations of the Committee on the Rights of the Child (CRC Committee) in this regard.... "...ensure the effective implementation of, and compliance with, the *International Code of Marketing of Breast-milk Substitutes*, and establishment of a monitoring and reporting system...to identify violations of the Code, as well as of stringent measures...."

Attached are the post session report of the 66th session of the Committee on the Rights of the Child (CRC Committee) related to the infant and young child feeding issues as well as the Objects and reasons of the Amendment Bill introduced in 2003.

Even despite the law, violations continue to happen, which undermine the mother's confidence to breastfeed.


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.

We represent Breastfeeding Promotion Network of India (BPNI) that is notified under the Gazette of India under section 21(1(c) to take legal action under this law.

We request for your appointment for the BPNI delegation to seek your cooperation in implementing the Act more effectively and guidance in moving this agenda forward.

With my best regards,

Sincerely yours,



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