

Report of Silver Jubilee Celebration of BPNI

“Market forces impacting breastfeeding how to ensure protection in coming years



The inaugural session was started by Dr. Arun Gupta where he narrated the journey of 25 years, how BPNI was formed and the long way it has come since. He further elaborated on the way forward.

Guest of honour Mr. Harald Sandberg, Swedish Ambassador to India, congratulating BPNI appreciated the undaunted perseverance, dedicated efforts and visionary for providing support to women and recommended policy amendments. He expressed that he has known BPNI for a long time and have been impressed with the work nationally and internationally in protecting, promoting and supporting breastfeeding. He emphasised that ‘Breastfeeding’ is the single most effective intervention. (<https://youtu.be/zk4wTnwAZbl>)

Guest of Honour Sh. Arun Kumar Panda, Additional Secretary & MD Health and Family Welfare, congratulated BPNI said that the journey is very long and challenges too many and we have to still go miles. Talking about the possible challenges said that despite 80% institutional deliveries there is only 45% initiation. This gap needs to be addressed. There are too many barriers that exist we should break the barriers and give information at the field level. MAA programme was launched as GOI’s commitment towards breastfeeding. Implementation of IMS act needs to be done more efficiently and becomes a huge challenge. Thus we need to go at the panchayat level and inform and bring all stake holders from the bottom including media to address the challenges. (<https://youtu.be/dBy5QDPoruw>)

Guest of honour Sh. A.V.Swamy, Member Parliament Rajya Sabha, congratulated BPNI and mentioned BPNIs commitment and perseverance in making and passing the IMS act. Further he talked about his personal experiences and practices in relation to breastfeeding. He said that so much indigenous knowledge and good practices exist in our community which are many times forgotten or ignored. Likewise the good practices of feeding have been forgotten. (<https://youtu.be/pTFxTKCbCs>)

The Chief guest for the event Mr. Jual Oram, Hon'ble Minister of Tribal Affairs felt it surprising that breastfeeding which is so common since ages, needs to be promoted. He specially mentioned tribal areas where breastfeeding is a norm. Accepting that advertising is a very strong medium to influence behaviours, even in the most interior parts of the country for example these soft drinks are available in those parts. Thus the efforts put in by BPNI are much appreciated.(<https://youtu.be/bE9GiqyaZeg>)

After this the honourable minister launched BPNI mobile application "Stanpan Surakhsha" and also the 25 years report of BPNI.

Panel Discussion

A Dialogue on "Market Forces Impacting Breastfeeding: How to ensure protection in coming years

The Panel discussion was moderated by Dr.Arun Gupta and the eminent panelist were:

Dr.Ajay Khara-Deputy Commisioner, MOHFW

Dr. Angela De Silva-Regional Adviser, Nutrition for Health and Development

Prof.(Dr). Neelam Kler, Padma Bhushan 2014, Department of Neonatology, Institute of Child Health, Sir Ganga Ram Hospital, New Delhi

Dr. Ankita Singh, Obstetrician, Max Hospital Shalimar Bagh Delhi

Dr. Anupam Sachdev President Elect IAP

Prof. Praveen Kumar,Department of Paediatrics, LHMC, New Delhi

Mr. Ajay Kumar, Supreme Court Lawyer

Adhunika Prakash, Founder- Breastfeeding Support for Indian Mothers (BSIM)

Ms. Biraj Swain, Member, Feminist Task Force New York

The panel discussion began with a presentation on "current status of promotion of baby foods" by Dr.JP Dadhich to apprise the audience and panelist (<http://bpni.org/presentation/promotion-of-baby-foods.pptx>).

Recommendations from Panel Discussion

1. Every hospital must have at least one lactation counsellor. Counselling of parents on the feeding choice to be done at the time of conception.
2. Dedicated CESS for providing maternity entitlement to all mothers including women working in informal sector and also provision of creches. We can build supportive ecosystem for women to breastfeed and be a part of the workforce as well.
3. Develop a database of health professionals and a regulatory mechanism to keep check on any conflict of interest.

4. Informed consent in health facility should be discussed upon. There could be standard developed of quality care in health setting.
5. Breastfeeding practices in health care facility should not have one time accreditation, but it should be a time based process of reassessment .
6. Develop a mechanism to keep a vigil on doctors doing unethical practice.
7. All healthcare workers throughout the health facility should be trained on the basics of breastfeeding.
8. To enforce implementation of the IMS Act in its full spirit and strictly monitored for any violations
9. More IEC material should be developed that is government approved like pamphlets should be given to PHCs and private hospitals, elaborating on the facts and myths of breastfeeding, and risks of formula feeding, the golden hour and skin to skin to be emphasized
10. We should have a policy and guideline for protection of breastfeeding in public as it is a women's right.
11. Convergence of the key ministries of WCD & MOHFW for better implementation of IMS Act and protection of breastfeeding. Awareness generation on IMS Act to all health care providers to be conducted.
12. Vigilance on breastmilk banks should be there so that it does not become a commercial activity