



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. 5-23144)

BP-33, Pitampura, Delhi-110 034

Tel: (91) 011-27343608, 42683059

Tel/Fax: (91) 011-27343606

Email: [bpni@bpni.org](mailto:bpni@bpni.org)

Website: [www.bpni.org](http://www.bpni.org)

BPNI/2014/86

March 10, 2014

To,  
Dr. Jayshreeben Mehta,  
President,  
Medical Council of India,  
Pocket- 14, Sector - 8,  
Dwarka Phase -1  
New Delhi - 110077

**Subject-** Decision of the Executive Committee of MCI regarding Regulation 6.8

Respected Dr. Mehta,

In MCI executive committee meeting held on 18<sup>th</sup> February 2014 in New Delhi, the committee has taken some decisions regarding 'Violation of MCI's code of ethics by the Indian Academy of Pediatrics (IAP)-Reg.' and made some far-reaching observations. I, on behalf of Breastfeeding Promotion Network of India (BPNI), wish to make following submission in this regard.

1. I hope you are aware that there is an important social legislation in our country that is meant to control unethical marketing practices of baby food companies, and includes regulating health care systems in this regard. This is the *Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992, and the Amendment Act 2003. (The IMS Act)*
2. The IMS Act takes under its purview "**health care system** (means an institution or organisation engaged, either directly or indirectly, in health care for mothers, infants or pregnant women, and includes a health worker in private practice, a pharmacy, drug store and any association of health workers) as well as **health worker** (means a person engaged in health care for mothers, infants or pregnant women)."
3. Section 9 of the **IMS Act** provides:
  - (1) No person who produces, supplies, distributes or sells infant milk substitutes or feeding bottles or infant foods shall offer or give, directly or indirectly, any financial inducements or gifts to a health worker or to any member of his family for the purpose of promoting the use of such substitutes or bottles or foods.
  - (2) No producer, supplier or distributor referred to in sub-section (1), shall offer or give any contribution or pecuniary benefit to a health worker or **any association of health workers**, including funding of seminar, meeting, conferences, educational course, contest, fellowship, research work or sponsorship.
4. Violations of the IMS Act are cognizable and punishable.
5. The Government of India, using the powers conferred by clause (c) of Sub-Section (1) of Section 21 of the IMS Act, has appointed BPNI through a gazette notification to make complaint regarding the violation the IMS Act in the court of law. Breastfeeding Promotion Network of India (BPNI) is a non-profit voluntary organization registered under Societies Registration Act 1860.

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.

