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at the forefront  
of social change

**Breastfeeding  
Promotion Network of India**

(Registered Under Societies Registration  
Act XXI of 1860, Delhi R.No. 5-23144)

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June 1, 2015

**Shri Satyendar Jain**  
**Health Minister**  
**Government of NCT of Delhi,**  
**Health and Family Welfare Department**  
**9th Level, A-Wing, IP Extension,**  
**Delhi Secretariat,**  
**Delhi - 110002**

**Subject:** Request to initiate action against Nestle India Limited for violation of the Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply & Distribution) Act 1992, Amendment Act 2003 (IMS Act)

Dear Shri Jain,

This is an established fact that breastfeeding is an unequalled way of providing optimum food and nutrition for the healthy growth and development of an infant. Breastfeeding saves lives and prevent malnutrition in children. Breastfeeding also has a direct impact on adult intelligence, educational attainment and income. Breastfeeding has been shown to reduce diabetes, hypertension, heart diseases and cancers. Breastfeeding also have several health benefits for the mother including birth spacing and prevention of breast and ovarian malignancies.

I wish to bring to your notice that to protect breastfeeding from commercial influence of formula companies India has a law, named, The Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply & Distribution) Act 1992, and Amendment Act 2003 (IMS Act) which prohibits all kind of direct or indirect promotion of infant milk and infant food products. The Act also prohibits providing sponsorship, gifts, fellowship and any pecuniary benefits to health care providers and their association. However, infant formula manufacturing companies are violating the IMS Act with impunity in our country.

Recently Nestle India Limited violated the IMS Act when its' sales representative supplied printed material / pamphlet of infant food product **Cerelac** to the nursing staff of Guru Gobind Singh Hospital, Raghbir Nagar, a Government of NCT Delhi hospital. He gave an instruction to the nursing staff to distribute the pamphlets to mothers in maternity ward and those who are visiting for regular check-up in the OPD.

This is a serious violation of section 3 (a), section 5 (b) and section 8 (1) of IMS Act, which says:

Section 3 (a). No person shall- "advertise, or take part in the publication of any advertisement, for the distribution, sale or supply of infant milk substitutes, feeding bottles or infant foods".

