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Raids to stop sale of milk substitute products for infants in Haryana

Deependar Deswal, TNN Jul 14, 2012, 09:13PM IST

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ROHTAK: Cracking down on promotion of sale of substitute milk products for infants, Haryana's food and drug administration department raided the premises of a wholesale distributor of a multi national company in Rohtak and took samples for testing.

The FDA team found labeling on the products which is aimed at promoting its consumption for the infants up to the age of two years. The team seized some samples of the products meant for supply to the retailers in the district.

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Commissioner, Food and Drug Administration, Haryana, Rakesh Gupta informed that the manufacturer and the seller of such products would be booked under various sections of the Infant Milk Substitute Feeding Bottle and Infant Food (Regulation of Production, Supply and Distribution) Act- 1992, which prevents the deliberate advertisement and promotion of such products in the market.

A joint team of the officials including the Civil Surgeon, District Health Officer (DHO), Food Safety Officer, Senior Medical Officer and the Senior Drug Inspector raided the sale-cum-godown office of the wholesale agent of a leading brand at local Anaj Mandi on Saturday and took samples of the food supplement for kids.

The Rohtak drug inspector Manmohan Taneja informed that the containers of the food supplements had been labelled in the manner which promoted the use and consumption of such foods for babies upto the age of two years. He said the accused dealer identified as Sat Narayan and Company has been working as a wholesaler dealer of such products. He said that some of the products recovered by the team include 'PreNan and NanPro (Lactogen-1). While the retail price of NanPro has been Rs 370 per unit, the Lactogen has been priced at Rs 210 per pack.

The manufacturer and supplier of the products which is a MNC, could face the action as state government has already notified to proceed against the companies or dealers promoting such products under the provisions of the Act, claimed Dr G.L Singhal, the Director General of the Food and Drug Administration (FDA). He informed they could register a case under section 3 and 6 of the Act for such a violation.

He however added that the case would be booked after confirmation of the charges regarding the supply of products labelled in the current form. The company has its manufacturing unit at Samalkha in Panipat and in the Netherlands of Europe.

Gupta said, "The Act discourages the judicious use and promotion of milk substitutes as an alternate to mother's milk. The Act prohibits the propagation of any advertisement or participation in any kind of promotion for the distribution, sale or supply of infant milk

substitutes, feeding bottles or infant foods. In no way should an impression or belief be created on anyone that feeding of infant milk substitutes or infant foods are equivalent or better than mother's milk. Further, the Act prohibits any person from supplying, donating except to an orphanage or distributing samples, educational materials and gifts to promote the use or sale of infant milk substitutes, feeding bottles or infant foods. The Act clearly states that on every container of the infant milk substitute or infant foods an important notice, "mother's milk is best for your baby" must be mentioned in bold letters.

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He said that babies not provided with adequate breastfeeds are at the risk of various infections, malnutrition and delayed development.

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15 Jul, 2012 09:08 AM

Such products being promoted by the manufacturer companies through TV advertisements are developing bad food habits among children. In one of such ads, children were told that Rani Laxmi Bai, Akbar and other great warriors too used to abhor drinking milk and it can be consumed only with their product. SHOCKING TO SEE SUCH ADVERTISEMENT. Is nobody taking note?

T.P. viswanathan (Mumbai)

14 Jul, 2012 10:34 PM

This movement calls for unstinting support of people at large, so that the menace can be put to an end soonest.

typing4joshi (Kolkata)

14 Jul, 2012 10:10 PM

The work done by Haryana police is really commendable and it shows how multinational companies keeps on breaking the rules in the country and the Indian government has constantly failed to take any action against them. Its time that tough laws should be imposed for adultery and any such attempts in which the companies try to fool the public with their products.

kpcrao (Hyderabad)

14 Jul, 2012 10:01 PM

Capital punishment is our society's recognition of the sanctity of human life.