

BPNI/2018/105

June 18, 2018

**Shri Rakesh Srivastava**  
Secretary  
Ministry of Women and Child Development,  
Government of India,  
Shastri Bhavan,  
A- Wing (6th Floor),  
Delhi- 110001

**Subject: - Implementation of the IMS Act – activities undertaken by Breastfeeding Promotion Network of India (BPNI) during 2017-18**

Dear Sir,

Breastfeeding Promotion Network of India (BPNI) is authorized by the Government of India as a child welfare voluntary organisation under the section 21(1) of the Infant Milk Substitutes Feeding Bottles and Infant Foods (Regulation of Production, Supply & Distribution) Act 1992 and Amendment Act 2003 (IMS Act) through a Gazette notification to monitor the Act and initiate legal action if the Act is violated. BPNI is compiling and submitting activities undertaken to monitor and implement the IMS Act to the Ministry of Women and Child Development on regular basis every year. Herewith, we are submitting the annual report for the period of April 2017 to March 2018.

With kind regards,

  
**Dr. JP Dadhich MD (Paediatrics)**  
Technical Director, BPNI

**Enclosed: Report of activities along with annexure**



**Annual Report of activities by the Breastfeeding Promotion Network of India (BPNI) for implementation of the Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply & Distribution) Act 1992, and Amendment Act 2003 (IMS Act)**

**1. Monitoring the violation of the IMS Act and taking appropriate action:**

BPNI has a team of trained experts for monitoring of the implementation of the IMS Act. The team keeps close watch on violation of the IMS Act by the baby food companies by doing in-depth analysis of labels of baby food products, promotional activities in the E-marketing websites, advertisements published in magazines and scientific journals, misuse of hospitals and health professionals for promotional activities. Stringent and appropriate actions are taken instantly on receipt of information from members / other sources on possible violation of the IMS Act across India. Whenever required legal actions are taken. BPNI's monitoring activities last year is summarised below.

BPNI detected violation of several sections of IMS Act by a baby food manufactures and E-Marketing company in 2018. The violations were analysed by the legal advisor of BPNI and a complaint was filed in the court of law in Delhi. The case is being pursued by BPNI. During the year 2017-18 BPNI attended four hearing in the court.

**2. Reporting to authorities in the Government of India and state governments:**

BPNI regularly advocates with the authorities for effective implementation of the IMS Act. In this regard, following communications were sent.

2.1 BPNI sent a letter to Shri, Rakesh Srivastava, Secretary, Ministry of Women and Child Development, Government of India to initiate appropriate action against E-marketing Company [www.firstcry.com](http://www.firstcry.com) and a baby food company M/s PZ Cussons Australia Pty Ltd on 13th February, 2018. <http://www.bpni.org/IMS-ACT/Shri-Rakesh-Srivastava-Secretary-MoWCD-letter-no-23.pdf> (**Annexure-1**)

2.2 BPNI sent a letter to Shri, Rakesh Srivastava, Secretary, Ministry of Women and Child Development, Government of India to initiate appropriate action against E-marketing Company [www.snapdeal.com](http://www.snapdeal.com) and a baby food company Ella's Kitchen 3th February, 2018. <http://www.bpni.org/IMS-ACT/Shri-Rakesh-Srivastava-Secretary-MoWCD-letter-no-22.pdf> (**Annexure- 2**)

2.3 BPNI sent a letter to Shri Pawan Kumar Agarwal Chief Executive Officer (CEO), Food Safety Standards Authority of India (FSSAI), regarding FSSAI & IYNCCI partnership "Diet4Life" posing threat to the health of millions of babies by undermining IMS Act on 31<sup>st</sup> January, 2018. <http://bpni.org/IMS-ACT/Shri-Pawan-Kumar-Agarwal.pdf> (**Annexure-3**)



- 2.4 BPNI sent a letter to Dr. Rajiv Kumar, Vice Chairman, Niti Aayog, Chairperson, National Council on India's Nutrition Challenges, Government of India regarding *Key Nutrition Policy for Children under-2 is under threat by action of FSSAI, Needs High Level Intervention to Stop* on 17<sup>th</sup> January 2018. <http://bpni.org/IMS-ACT/Dr-Rajiv-Kumar-Vice-chairman-NITI-Aayog.pdf> (Annexure-4)
- 2.5 BPNI sent a letter to Shri Rakesh Srivastava, Secretary, Ministry of Women and Child Development, Government of India regarding violation done by medela by sponsoring a CME organized by Delhi Gynaecological forum on 30<sup>th</sup> November 2017 in Delhi. <http://www.bpni.org/IMS-ACT/Shri-Rakesh-Srivastava-Secretary-MoWCD.pdf> (Annexure-5)
3. BPNI advocacy led to a letter issued by Additional Secretary, Department of Health and Family welfare to State Health Secretary for effective implementation of the IMS Act, 5<sup>th</sup> June, 2017. <http://bpni.org/IMS-ACT/Letter-to-all-Health-Secretaries.pdf> (Annexure- 6)