



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)

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BPNI/2015/266

July 23, 2015

Sh. Satyender Jain
Hon'ble Minister of Health
Govt. of NCT of Delhi,
Health and Family Welfare Department
9th Level, A-Wing, IP Extension,
Delhi Secretariat, Delhi - 110002

Sub: *Implementation of the Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992, and Amendment Act 2003 and Promotion of breastfeeding practices in Delhi general.*

Dear Sh. Satyender Jain Ji,

I wish to draw your attention to a central Act, *Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992, and Amendment Act 2003* for protection and promotion of breastfeeding in India which was enacted to ensure proper feeding of infants and young children to save them from malnutrition.

The Government of India and WHO recommend all babies to be breastfed within an hour of birth. According to the recent data from RSOC, in Delhi only 40% women begin breastfeeding within an hour while 83% deliver in institutions. At the same time 76% babies are weighted at birth. There is a gap when it comes to assisting women for breastfeeding.

This is an area that needs your immediate & kind attention.

Action includes in 3 areas:

Firstly Implementing the IMS Act by curbing promotion of baby foods and bottles like at chemists shops, sponsorships of meetings of doctors by the baby food companies, etc. Secondly, within health facilities mothers need to be assisted by a skilled counsellor; at time of birth and later for breastfeeding. And thirdly advocacy for better maternity protection for all women particularly in unorganized sector, like universalization of Maternity Entitlements as part of the National Food Security Act. Under the NFSA there is a provision for cash benefit of Rs 1000 for six months for mothers.

This year's theme the World Breastfeeding Week is "Breastfeeding and Work: Lets make it Work". It could be an opportune time to kick start activity around breastfeeding support.

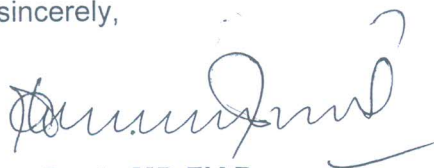
The Breastfeeding Promotion Network of India (BPNI) is 24-year-old recognized organization working in this field, and notified under the gazette of India under G.S.R. No. 540 (E), dated the 27th June, 1994.

We would like to come and meet you to discuss these action areas and seek your advise on possible way forward.

With best regards,

With regards and look forward to a positive response,

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Arun Gupta', with a horizontal line underneath.

Dr. Arun Gupta MD FIAP
Central Coordinator, BPNI
Regional Coordinator- IBFAN Asia,
Co-Chair- IBFAN Global Council