Save infants’ lives by promoting breastfeeding
We live in strange times, when a simple, natural act like breastfeeding is under attack by big business, and requires organized, courageous action to defend it.

THE ISSUE

Vested corporate interests, in order to increase sales of processed baby foods, falsely facts and spread propaganda to make it seem that every baby needs these man-made foods. They denigrate breastmilk, exalt their own products as essential, and do not even care that their products lead to obesity, heart disease, diabetes, hypertension, cancers and other health issues in children.

In response to this war on our children’s health, the Breastfeeding Promotion Network of India (BPNI) was founded on 3rd December, 1991 at Wardha, Maharashtra. A registered, independent, non-profit national organization, we work towards protecting, promoting and supporting breastfeeding and appropriate complementary feeding of infants & young children.

BPNI is a part of a global network of organizations called International Baby Food Action Network (IBFAN). It serves as the Regional Coordinating Office of Asia to protect and promote optimal infant and young child nutrition in over 25 countries.

IBFAN is a Right Livelihood Laureate, the award received in 1998, which is popularly known as the Alternative Nobel Prize.
WHY PROMOTE BREASTFEEDING?

Breastfeeding saves children’s lives
If all women begin breastfeeding within the first hour of birth, 22% newborn babies could be saved; about 1 million babies saved per year globally. Breastfeeding can save more than 30% of diarrhea and pneumonia deaths during the first six months of life of baby if universalized. It also prevents Undernutrition and Obesity.

Breastfeeding boosts IQ and Income
New evidence has emerged that breastfeeding has a direct impact on adult intelligence, educational attainment and income.

Breastfeeding reduces non communicable disease (NCDs)
Breastfeeding has been shown to reduce diabetes, hypertension, heart diseases and cancers.

Risks of formula feeding
Several scientific studies have proven the risks of formula feeding and processed baby foods, which includes childhood obesity, anemia, diabetes, hypertension, heart disease and many cancers. Infants are dying daily at the altar of greed, and we are fighting tooth and nail to stop this colossal crime.

Yet, not more than 40% of the world’s children are breastfed optimally.

THE THREATS TO BREASTFEEDING

According to WHO, mothers’ milk is all that a baby needs during the first six months. Then after six months till about 2 years and beyond, the baby needs the mother’s milk plus solid, home made foods. This natural process, however, is being attacked by a campaign of misinformation and shaming.

CORPORATE INFLUENCE ON MOTHERS

Large corporates aggressively market their product, in the absence of a strong government policy for protecting and supporting women for breastfeeding. They push breastmilk substitutes (processed baby foods) and create disinformation campaigns to mislead mothers and deprive infants of the limitless benefits of breastmilk. Also, they push bottle-feeding as the “modern” method of feeding, targeting working women, rather than creating support systems for women where women’s work and breastfeeding could be combined. They advertise directly to the public and also influence health professionals to prescribe their products.

LACK OF HEALTHCARE & SOCIAL SUPPORT

At the same time women do not receive adequate support from health care system and lack of family support and social support at work.
HOW WE ARE WORKING TO SOLVE THIS PROBLEM

1) Educating policy makers and advocating for effective policies and programs such as revision of Maternity Benefit Act, support to women in unorganized sectors etc.


3) On-ground training and capacity building of health workers and care providers to support mothers in the field.

4) Exposing the unethical and illegal promotion of baby food products through alternative media and press conferences.

5) Promoting a breastfeeding culture through social mobilization to have a world where women fearlessly breastfeed their babies without guilt, shame or blame. Promoting World Breastfeeding Week in India.

6) Advocating that nutrition policies for children be free from conflict of interest.

ACHIEVEMENTS SO FAR

We have ensured six months maternity leave for all central government employees, and several state governments as well. Have secured financial incentives for poor women in the National Food Security Act. Have acted at several government levels to sensitize policy makers. Have conducted training courses with state governments and courses for specialist counsellors in health. Have conducted regular media briefings and advanced the cause through publications. Have initiated campaigns during World Breastfeeding Week each year. We work towards exclusion of processed and packaged food in government programmes.

WHERE DO WE GET OUR FUNDS?

We have a strict ethical policy of not getting commercial funding from private sources where there is any conflict of interest. Currently, we are getting funds from donors belonging to governments like Sweden and Norway. That’s why we are also turning to individuals to help us become sustainable.

HOW CAN YOU HELP?

GlobalGiving

You can donate to us through the Global Giving platform. Global Giving is a US based charity website to raise funds. In December 2014, BPMI participated in the Global Giving Open Challenge with a project to raise $5,000 USD in 30 days from 40 unique donors to acquire a permanent spot on Global Giving for future fundraising.

BPMI successfully won the Open Challenge by raising $15,873 USD from 52 unique donors within 30 days. BPMI has now secured a permanent spot on Global Giving. To support us through Global Giving you can find our project with the name “Save Infants lives by Promoting Breastfeeding” on www.globalgiving.org.

The Global Giving Foundation is a US 501(c) 3 registered non-profit. As a 501(c) 3 charity, donations are tax-deductible to the full extent of US law. Their federal tax ID is 94-3013863.

You can donate monthly or annually.

To donate, please log on to www.bpmi.org

Even a dollar from you will save lives.

Thank you.