

# Violation of the IMS Act is if any Infant Food Company

1. Promote any food by whatever name for children up to two years.
2. Promote use of infant foods before the age of six months.
3. Advertise by any means--television, newspapers, magazines, journals, through SMS, emails, radio, pamphlets etc.
4. Distribute the product or samples to any person.
5. Contact pregnant or lactating mothers using any person.
6. Give any kind of inducements like free gifts, tied sales, to any one.
7. Distribute information and educational material to mothers, families etc. (They can give educational material to health professionals like doctors, nurses etc provided it has information prescribed in clause 7 of the IMS Act, 2003. The education material should have only factual information and should not promote the products of the company).
8. Give tins, cartons, accompanied leaflets of these products having picture of mothers or babies, cartoons or any other such images.
9. Display placards, posters in a hospital, nursing home, chemist shop etc for promoting these products.
10. Make payments to doctors, nurses for promoting these products.
11. Demonstrate to mothers or their family members how to feed these products. However, a doctor can demonstrate this to the mother.
12. Give gifts to doctors, nurses for promoting these products.
13. Give benefits to doctors, nurses or associations like IAP, IMA, NNF etc, for example, funds for organizing seminars, meeting, conferences, contest, fee of educational course, sponsoring for projects, research work or tours.
14. Fix commission of employees on the basis of volume of sales of these products.

*Issued in public interest by*



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