Strengthening Infant and Young Child Feeding in India

Breastfeeding Promotion Network of India (BPNI)
Strengthening Infant and Young Child Feeding in India

2003-2007

A Report

Project Cooperation Agreement (PCA)
UNICEF & BPNI

Breastfeeding Promotion Network of India
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Acknowledgements

The Project Cooperation Agreement (PCA) signed between UNICEF and BPNI would not have been possible without UNICEF’s valuable contribution in all respects, be it planning and technical support or financial support. We are particularly thankful to the CDN section of UNICEF India. This well accomplished task received overwhelming support from the Ministry of Women and Child Development, Government of India. We deeply appreciate the role of the Government of India in taking breastfeeding forward through support to the PCA and its involvement in several related actions.

Partnerships are a key word in any national or global programming, more as Public Private Partnerships; in the PCA partnerships with professional bodies and civil societies organisations and networks played a major role. BPNI thanks all its partners who helped us to play our key catalytic role better and made us successful. They include All India Drug Action Network (AIDAN), Association for Consumer’s Action on Safety and Health (ACASH), Breastfeeding Promotion Network of India (BPNI), Centre for Women’s Development Studies (CWDS), Christian Medical Association of India (CMAI), Federation of Obstetric and Gynaecological Societies of India (FOGSI), Indian Academy of Pediatrics (IAP), Indian Association of Preventive and Social Medicine (IAPSM), Indian Medical Association (IMA), Indian Public Health Association (IPHA), Jan Swasthya Abhiyan (JSA), National Neonatology Forum (NNF), Navdanya, Right to Food Campaign, Samayak Foundation, and Trained Nurses’ Association of India (TNAI). Key achievement of the partnership in this period was development of “Joint Statement on infant and young child feeding” which provided a strong and legitimate advocacy on breastfeeding at all fronts. We are indebted to all our partners who stood by breastfeeding in difficult times and took serious positions to support breastfeeding movement and especially make it possible to save the IMS Act from being repealed.

We profusely thank NIPCCD, for its efforts to develop ‘National Plan of Action on infant and young child feeding’ in partnership with BPNI and several others, demonstrating yet another landmark achievement in the history of breastfeeding movement.

Another national institution, the National Commission for Protection of Child Rights (NCPCR) chose BPNI for its first meeting to discuss infant’s rights to nutrition and took on ‘breastfeeding’ as a key area for its work. BPNI specifically acknowledges the work of the Commission to support breastfeeding.

BPNI wishes to place on record its appreciation of its advisers, members and the coordination committee for the ongoing support to national secretariat in implementing the PCA in the right spirit and well in time.

We also like to thank our printers who have been meeting the deadlines of documentation; their contribution to the timing and quality of work is very much appreciated.

Finally, the support staff of BPNI deserves a special pat on its back! They have been the pillars on which the success of the PCA is built, on which the movement rests and will rest in its future. Hats off to them all!

Arun Gupta
The Breastfeeding Promotion Network of India (BPNI)
Introduction

This is the report of the Project Cooperation Agreement (PCA) that was drawn between UNICEF and BPNI in 2003 for a period of 4 years. The report is basically a summary of the quarterly reports of the PCA. The PCA, “Strengthening Infant and Young Child Feeding in India” was developed as a part of ongoing partnerships between UNICEF, Government of India and BPNI with the objective to support the Government of India and state governments initiatives to protect, promote and support breastfeeding and optimal infant and young child feeding practices. The report provides at a quick glance, the key outcomes and impact of this 4-year partnership.

Needless to say, the PCA has been critical in moving forward the breastfeeding agenda in the country as policy advocacy, the mainstay of our work, led to the recognition of much needed support at a very high level. Meetings with Dr Manmohan Singh, Hon’ble Prime Minister of India and Mr. Montek Singh Ahluwalia and his team in the Planning Commission, were particularly very useful. These meetings have resulted and the development of budgetary support for maternity protection for assisting poor women to practice exclusive breastfeeding during the first six months.

The report in its 6 chapters briefly describes the activity and results depicting the achievement of the PCA. It also incorporates few of the key presentations and notes that we developed over the course of our work towards these achievements.

The 4-year period has also seen the development and strengthening of partnerships with the other movements like ‘Peoples Health Movement and ‘Right to Food Campaign’, as well as health professional’s associations. The strong partnership led to the development of several advocacy documents including “Strategies for Children Under Six” and publication of key articles in the Economic and Political Weekly of India. Push to recognise breastfeeding, as major intervention in the upcoming 11th plan was the highlight of the period. These partnerships were also successful in mobilising community through world breastfeeding week.

The unique “3 in 1” skills training course for health workers is the star outcome of the partnership. Not only does it combine the 3 training courses provided by WHO and UNICEF on breastfeeding, complementary feeding and Infant Feeding & HIV, it also is an updated version of all and is constantly being revised and updated based on inputs from science and the field. The training programme has also evolved an innovative tier to develop ‘mid level trainers’ who are enabled to take on a large load of training of family level workers in the country. We have been able to take it to many states for implementing breastfeeding action.

In the area of protection of breastfeeding, a major victory was recorded during this period against the forces that undermine breastfeeding in The Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992 as amended in 2003, was about to be repealed in 2005 as the Food Processing Ministry decided to come up with an integrated Food Standards Bill. It took more than three months of campaign by a strong partnership among peoples’ movements to successfully save the IMS Act from being repealed.

The PCA completion gives us a sense of fulfillment on what can be achieved and leveraged in such a short period of time. It also gave us many useful lessons to move forward at all levels, translating policy to practices, and is thus a strong case for strengthening such partnerships for future work in this area.

Arun Gupta
National Coordinator
The Breastfeeding Promotion Network of India
July 2007
BPNI in Retrospect

The Breastfeeding Promotion Network of India (BPNI) was established on 3rd December 1991, when the participants at the Human Lactation Management Workshop at Wardha, Sewagram, recommended the setting up of an organisation to protect, promote and support breastfeeding.

Since the early 70s, paediatricians, NGOs, health activists, childcare workers and others had been working to reduce infant and childhood mortality and morbidity. Malnutrition was implicated for the very high number of infant and young child deaths across the globe. A critical reason for the development of this level of malnutrition was that babies were being weaned off breastmilk earlier and earlier, and often not being given breastmilk at all. The rise in artificial feeding was being scientifically linked to the rise in not just malnutrition, but in infant and young children’s diseases, particularly diarrhoea. Research was also pointing to the significant role that breastmilk played in maintaining and enhancing infant and child health, nutrition and development.

In 1981, the World Health Assembly adopted an International Code for protecting breastfeeding and preventing the unethical marketing of breastmilk substitutes by the baby food industry. At that time it was thought to implement this code nationally.

BPNI was set up with the idea of having an organisation dedicated to protecting, promoting and supporting breastfeeding. Today, it is India’s largest network of this kind, with over 3,510 individual members and 54 organisational members ranging from NGOs, health and legal institutions and professionals to consumer groups and volunteers committed to child survival. BPNI is present in every state in the country, and is now setting up organisational framework at the district level. BPNI has a state branch in every state and 56 functioning district branches. Our members are spread over 318 districts. BPNI also initiated a study of infant feeding practices and implementation of the IMS Act in 49 districts all over India. This study has not only generated information, it will also strengthen the network by building capacity at the district level and strengthening local networking with individuals as well as organisations and government agencies.

MEMBERSHIP
BPNI added 1,818 new members in the year 2003 – 2007, including seven organisational members. The total membership now stands at 3,510 and 54 organisational members.

BPNI works closely with other NGOs, ministries and government departments, and international organisations like UNICEF and WHO to further its goals.

Two major challenges that face the organisation today are the low rates of exclusive breastfeeding for the first six months of the infant’s life, and the spread of HIV/AIDS. While breastfeeding itself is widely practised in India, exclusive breastfeeding for the first six months is not. Exclusive breastfeeding means that the baby is given only breastmilk and nothing else – not even water. This is the surest way to enhance the baby’s physical growth, protect it from the majority of common infant diseases, and stimulate positive mental and social growth.

Breastfeeding is practical and economically efficient; it needs little investment and gives invaluable returns to the family, to the employer and to the nation. Defining the Challenge

Breastfeeding is the most critical intervention in saving infant lives. Breastfeeding contributes 13% in preventing deaths in children under five; appropriate and adequate complementary feeding contributes to 6% reduction in deaths. This is higher than any other intervention – clean delivery, water, sanitation and hygiene. It is also higher than the contribution of vitamin A prophylaxis and immunisation against measles and tetanus.
MILLENNIUM DEVELOPMENT GOAL NO. 4: REDUCE CHILD MORTALITY

TARGET No. 5: Reduce the under-five mortality rate by two thirds, between 1990 and 2015

Today, one of the most important challenges to the promotion of exclusive breastfeeding is the fact that breastfeeding has been implicated in Mother-to-Child transmission (MTCT), or more aptly, Parent-to-child transmission (PTCT) of HIV/AIDS. Such transmission can occur during pregnancy, at the time of delivery, and after birth through breastfeeding. BPNI recognises the importance of helping HIV positive mothers to make truly informed choices regarding the feeding for their infants.

GLOBAL STRATEGY FOR INFANT AND YOUNG CHILD FEEDING

Promoting appropriate feeding for infants and young children

10. Breastfeeding is an unequalled way of providing ideal food for the healthy growth and development of infants; it is also an integral part of the reproductive process with important implications for the health of mothers. As a global public health recommendation, infants should be exclusively breastfed for the first six months of life to achieve optimal growth, development and health. Thereafter, to meet their evolving nutritional requirements, infants should receive nutritionally adequate and safe complementary foods while breastfeeding continues for up to two years of age or beyond.

Breastfeeding Today’s Infant

The scientific literature shows that breastfeeding can save more infant lives and prevent more morbidity than any other intervention strategy. Breastfeeding currently saves 6 million infant lives each year by preventing diarrhoea and acute respiratory infections alone, and is alone responsible for 1/4th – 1/3rd of the observed fertility suppression, and further can provide high-quality nutrition at a fraction of the cost of high-risk substitutes. Breastfeeding is a natural resource that is too valuable to lose as it reduces mortality, suffering, personal and national economic stress.

The Trend

In India, although most babies are breastfed, more and more are being breastfed in a manner that fails to provide the maximum benefits of breastmilk. For instance, when early initiation and duration of exclusive breastfeeding are considered, it is seen that sub-optimal practices are prevalent. The prominent areas of concern include delayed initiation of breastfeeding, non-exclusive breastfeeding in the first six months of life, unnecessary utilisation of commercial infant milk foods and animal milks, early termination of breastfeeding and premature or delayed introduction of semi solids. These infant feeding practices, directly or indirectly, contribute substantially to infectious illnesses, malnutrition and mortality in infants.

According to the National Family Health Survey (NFHS)-2 (1998-99), breastfeeding within one hour was initiated in only 15.8% of infants in India; the figure rose to 37.1% when the period was extended to the first 24 hours. Only 55.2% of children of 0-3 months and 27.3% of 4-6 months were exclusively breastfed. According to the Multiple Indicator Cluster Survey (MICS) 2000, conducted by UNICEF India, the percentage of ‘true’ exclusively breastfed babies between 0-3 months is even lower (15.6%). BPNI conducted a study in 49 districts in 2003, which revealed that only 40% of infants were exclusively breastfed during the first six months and 28% started breastfeeding within 1 hour of birth. About half (49.2%) of these children were also exposed to pre-lacteal feeds.

After the age of six months, introduction of complementary feeding is critical for meeting the protein, energy, and micronutrient needs of the rapidly growing children. However, according to NFHS-2, only 33.5% of Indian children (6-9 months old) who are breastfed consume solid or mushy foods.

Child Survival and Optimal IYCF

Most deaths of children under five years of age actually occur during first year of life, and many of these occur during first month. There has been very little improvement in statistics related to this age group. Nutrition is intricately linked to infant survival and the vast number of deaths in infancy is enough of a reason to focus on infant nutrition and thus survival.

Experts have several times called upon the world to focus on infant and young child feeding practices if solutions
to malnutrition in children were to be truly found. Economists and public health experts have argued for higher allocation of resources for breastfeeding if nations were to achieve optimal health and development of its infants, at least, as much as is being spent on immunisation programmes.

The World Bank launched a global report “Repositioning Nutrition as Central to Development: A Strategy for Large-Scale Action” in 2006. The report clearly recognises that interventions to tackle child malnutrition must happen before the child is 24 months old, and promoting exclusive breastfeeding for the first six months is the fundamental first step toward achieving proper human development and poverty reduction.

UNICEF’s Report Card on Progress on Nutrition in 2006 states that undernutrition contributes to 5.6 million under-five deaths and calls for swift action towards three proven strategies. ‘Promotion of breastfeeding’ is one of them.

Most deaths of children under five years of age occur during first year of life, and many of these occur during first month.

World Health Organisation (WHO), in its World Health Report 2005 has placed much emphasis on improving care of mothers and newborns, focusing on interventions around birth, including early and exclusive breastfeeding. The WHO has also put up ‘scaling up services for mothers and babies during delivery and after birth’ as a key aim of its programme between now and 2015. In many World Health Assembly (WHA) resolutions, call is given to countries for action on IYCF.

The recent World Health Assembly (WHA) resolution adopted on May 27, 2006, calls upon Member States to formulate policies and programmes to implement World Health Assembly (WHA) resolutions and multilateral and bilateral donor arrangements and international financial institutions to direct financial resources for Member States to carry out these efforts The Importance of Early Initiation and Exclusive Breastfeeding

The importance of exclusive breastfeeding was highlighted by a carefully controlled study which illustrated that, compared with infants who were exclusively breastfed, those who were given breastmilk and formula had a 4.2 times greater risk of death from diarrhoea and 1.6 times greater risk of death from respiratory infections.

‘Child survival series’ (The Lancet, 2003) shows that at least one proven and practical intervention is available for preventing or treating each main cause of death among children younger than five years. If all these interventions were universally available, then something like 63% of child deaths would be prevented. According to this analysis, ‘breastfeeding’ (defined as exclusive breastfeeding for the first six months and continued breastfeeding for the next six months) was identified as the single most effective preventive intervention, which could prevent 13% of all childhood deaths. Adequate complementary feeding between six months to 24 months could prevent an additional 6% of all such deaths. Extending the coverage of these two optimal infant and young child feeding practices to 90% could cut 19% of all deaths among children under five.

Exclusive breastfeeding for the first six months of life and continued breastfeeding for the next six month is the single most preventive intervention for child survival. Exclusive breastfeeding could prevent 13% of all under-five deaths. Adequate complementary feeding between 6 and 24 months of age would prevent an additional 6% of all such deaths. – Lancet, 2003

More recent data from rural Ghana (Karen et al, Paediatrics, 2006) shows that breastfeeding initiation within one-hour helps to reduce 22% neonatal deaths. This is compelling reason to enhance India’s early breastfeeding initiation rates. In another study from Bangladesh, remarkable reduction (32%) in infant mortality was found with the increase in exclusive breastfeeding rates from 39% to 70%. New evidence also indicates that risk of transmission from a HIV positive mother to her baby is about 3 times higher if she practises mixed-feeding rather than exclusive breastfeeding.

Child spacing effect of exclusive breastfeeding also needs to be stressed. Before the baby is 6 months old, less
than 2% of mothers who breastfeed exclusively are likely to conceive before they menstruate.

In economic terms, the value of mother’s milk amounts to Rs. 6500 crores, value for diarrhoea protection by breastfeeding comes to Rs. 176 crores and value for fertility control amounts to Rs. 495 crores. Breastfeeding amounts to an annual national saving of Rs. 7171 crores.

Our Vision
Optimal infant and young child feeding is established as a societal norm in all communities, in the best interest of the child and to ensure the best possible start of life to every child as foundation for fulfilment of every child’s right to survival, growth, development, protection and participation without discrimination. By the end of 2007, technical breastfeeding support is available in at least 200 districts, and BPNI is established as a leader in this movement across the nation and its membership exists in all 600 districts up from 282 districts.

Our Mission
To empower all women to exclusively breastfeed their children for the first six months of age, and continue breastfeeding for at least two years, along with adequate and appropriate complementary feeding, starting at six months.

Our Objective
BPNI seeks enhanced nutrition, health and development of infants and young children through programmes designed to increase national and state commitments, education of public and health care workers, countering commercial influences, decentralised capacity development, providing technical support and training to enhance skills of community workers, and social mobilisation, to improve optimal infant and young child feeding practices.

Legal Status
BPNI is registered as a society under the Societies Registration Act XXI of 1860, S-23144. It is also registered under FCRA (FCRA No. 231650680).

National Status
BPNI is Member of
- The National Breastfeeding Committee,
- The National Technical Committee on Child Health,
- The National Nutrition Mission,
- The National Task Force of Baby Friendly Hospital Initiative.

Since 1994, BPNI is also one of the four official monitoring agencies under the IMS Act authorised as such through a gazette notification.

International Status
BPNI serves the Regional Coordinating Office of International Baby Food Action Network (IBFAN) for Asia Pacific, which is a network of groups working to promote optimal infant and young child nutrition in over 43 countries. BPNI is also the Regional Focal Point, South Asia for World Alliance for Breastfeeding Action (WABA) for the celebration of the first week of August as the World Breastfeeding Week. It is also a member of the UNICEF NGO Committee.

BPNI Administration
BPNI headquarter operates from a rented office in Delhi for its day-to-day assignments on various activities, which are listed above. It has a total of six full time staff and four part-time staff. Other than these staff members BPNI is linked with various professionals to produce technical material and for training. A training cell functions in Gorakhpur, Uttar Pradesh, under the guidance of Dr. K.P. Kushwaha.

A Central Coordination Committee manages BPNI and advises on how to achieve its goals and objectives. This committee consists of a Chief Coordinator, National Coordinator, Financial Coordinator and five executive members; BPNI members select them on the basis of an election for a period of three years.

Funding Policy
BPNI follows clear ethical and funding policies that avoid any conflicts of interests. We do not accept funds or sponsorship of any kind from companies producing infant milk substitutes, feeding bottles, related equipment, or infant foods (cereal foods) and companies and associations connected with them in any way.
Impact of Project Cooperation Agreement (PCA)

1. Advocacy
   Continued advocacy at the central and state levels in these last 4 years has resulted in:
   a. The Ministry of WCD has officially accepted the National Plan of Action developed by BPNI, together with NIPCCD and other Breastfeeding Partners.
   c. Inclusion of breastfeeding as a major strategy in FOCUS report.
   e. Inclusion of data on timely initiation and exclusive breastfeeding in NFHS 3.
   f. Strengthening of breastfeeding indicators in ICDS MIS system.
   g. Interest in breastfeeding as a major intervention for child survival, optimal growth and development, has increased in all sectors of policy making, media, and the commission for protection of child rights.
   h. Inclusion of breastfeeding as a major strategy in planning and implementation in the states of Uttarakhand and Haryana etc.
   i. Inclusion of demand for budget head on breastfeeding in Strategies for Children Under 6.
   j. Members of Parliament are more aware of issues related to IYCF as a result of letters and briefings by BPNI.
   k. Generating debate and discussion on need for support to women (maternity entitlements, crèches, etc.).
   l. BPNI is part of working group on malnutrition in children under 6, of Right to Food (the largest civil society movement on food rights) and Jan Swasthya Abhiyan (the largest civil society movement on right to health).

2. Advocacy at the international level
   a. BPNI has been participating in the South Asia Breastfeeding Partnership Forum organized by IBFAN during last 3 years held at Dacca in Bangladesh, Kathmandu in Nepal and Kabul in Afghanistan. These forums focus at different aspects of breastfeeding issue every year.
   b. It will be held in New Delhi in Dec 2007. It was held in New Delhi in Dec. 2007.

3. IMS Act
   b. BPNI organised a campaign-'Save the IMS Act'-to fight its repeal by the Indian government and achieved success as government dropped the idea.
   c. 4 issues of 'Breaking the Law' (BTL) series were published highlighting the serious acts of violations of the IMS Act by the Indian Baby Food manufacturers.
   d. "Justice Lanes - the story of the case against NESTLE" by Arun Gupta is scheduled to appear in Combat Law, a newsletter that reaches judiciary in the country.

4. Training
   a. Development of ’3 in 1 course' by joining three courses into one.
   b. Training Courses for different level of workers are available to prepare National Trainer, Middle Level Trainer and Front Line Worker.
   c. Training material for all these courses is regularly updated at BPNI.
   d. Training courses were held all over India to prepare National Trainers and Middle Level Trainers and two International Trainings were held in New Delhi.
   e. 75 national trainers, 484 middle level trainers, 230 IYCF Counseling Specialists, 85 counselors
on Infant Feeding and HIV and score of frontline workers were trained during this period.

5. WBW and Networking
   a. World Breastfeeding Week is celebrated every year all over India by BPNI branches, BPNI members, general public, NGOs, Rotary club, Inner Wheel club, Central and State Government departments, etc.
   b. Number of participants in WBW celebration is increasing every year suggestive of increasing awareness and interest of the people and healthcare workers.
   c. Newspaper coverage of breastfeeding and other issues related to optimal feeding has increased tremendously in the last few years at national, state, district levels. This has resulted in centrestaging the issue of feeding.
   d. Networking with other groups and NGOs working in the field of optimal feeding has resulted in taking these issues to grass root workers.
   e. Networking with NGOs at the policy level (e.g. Strategies for Children under Six)
   f. Joint statement - result of networking with organizations,
   g. More than 100 rallies were organized during WBW 2007 all over India with very good participation of students, teachers, nurses, doctors and general public.
Activities
IYCF interventions to be mainstreamed in health and development programmes

National Action Plan for IYCF accepted by Ministry of Women and Child Development

Efforts by BPNI and UNICEF over the past half a decade to mainstream the National Guidelines for Optimal Infant and Young Child Feeding in national health and development programmes have finally borne fruit. The MoWCD accepted and distributed the National Plan of Action developed by NIPCCD and BPNI, with inputs from partner organisations such as Indian Academy of Pediatrics, Indian Medical Association, National Neonatology Forum, Trained Nurses Association of India, Christian Medical Association of India, Jan Swasthya Abhiyan, and others, to Chief Secretaries of various states in February 2007. Several states have shown keen interest in the Plan.

The National Action Plan for IYCF is the response to the challenges spelt out in the *National Plan of Action for children, 2005*. Recognising the vital role played by optimal IYCF, especially breastfeeding in reducing infant mortality and malnutrition in children, and ensuring that their rights and entitlements are met, the NPAC's strategies for meeting the nutrition goal include translating National Guidelines on Infant and Young Child Feeding into action at state and district levels.

The Action Plan identifies 10 areas of concern that need planning and programming, and lays out the road map for universalising optimal IYCF practices. The 10 areas are:

1. Strengthening National policy, Programme and Co-ordination
2. Strengthening hospital practices on IYCF
3. Strengthening and implementing IMS Act
4. Ensuring Maternity Protection
5. Health and nutrition Sector: Capacity building in IYCF
6. Ensuring community outreach for appropriate IYCF practices
7. Ensuring information support for appropriate IYCF practices
8. Ensuring appropriate IYCF practices in context of HIV
9. Ensuring appropriate IYCF practices in context to disasters and emergencies
10. Ensuring appropriate monitoring and evaluation of IYCF practices
Advocacy and Networking

BPNI continued its advocacy for exclusive breastfeeding for the first six months after birth, followed by continued breastfeeding along with introduction of adequate and appropriate complementary feeding till two years and beyond.

Advocacy with the Ministry of Women and Child Development and the Ministry of Human Resources Development. Dr. Arun Gupta, National Coordinator of BPNI, Dr. Jagdish Sobti, Ms. Jessy George and the other staff of the organisation have played an important role in advocacy with the Ministry of Women and Child Development and Human Resource Development Ministry for implementing the Global Strategy for Infant and Young Child Feeding. The 10th Plan goals for improving breastfeeding practices were used to bring special focus on exclusive breastfeeding for the first six months of life, and appropriate complementary feeding along with continued breastfeeding thereafter.

National Nutrition Mission. The Government of India set up a National Nutrition Mission to be headed by the Prime Minister to give policy direction and coordinate nutrition programmes. The NNM will function under the HRD Ministry, and will be revising the national nutrition policy 1993, and the National Plan of Action on Nutrition 1995. BPNI’s National Coordinator, in his capacity as member of the NNM, has been informing members of the Mission on the importance of IYCF to ensure each child a healthy future.

Technical review meetings with UNICEF. A comprehensive meeting with UNICEF coordinator Mrs. Deepika Srivastava is planned every three months in which quarterly assessment is done and planning for the next quarter is undertaken.

Participation in the World Social Forum, 2004. BPNI participated in the World Social Forum held in Mumbai from 14-24 January 2004, as a partner of the People’s Health Assembly. About 75,000 delegates from over 500 national and international organisations from more than 100 countries participated in the event. Jessy George represented our organisation, BPNI.

Besides distribution of material including the Delhi Declaration and guidelines on breastfeeding and complementary feeding, the organisation took up a stall to display its material, including material on the World Breastfeeding Week 2004. Thousands of people visited the stall and were interested to know more about breastfeeding, BPNI, the organisation and its activities. BPNI also organised a role-play on breastfeeding at an open stage venue, as well as a rally, with the theme, “Breastfeeding is the right of the mother and the child.”

The World Social Forum gave BPNI a unique opportunity to participate in the People’s Health Assembly (14-15 January 2004) and the working group meeting of Jan Swasthya Abhiyan. Over 700 participants from 50 countries attended the People’s Health Assembly, where activists and representatives of international health organisations like WHO met and discussed ways of centrestaging health in the political process. The BPNI annual report and a message from the National Coordinator were distributed at the working group meeting of the Jan Swasthya Abhiyan. BPNI is a member of the National Coordination Committee of the JSA. With this participation we have got the benefit of linking with various social movements, sensitization of a large number of persons on the issue of Infant and Young Child Feeding (IYCF) and WBW 2004 announcement was popularized.

Extending support to government. On 21st January 2004, BPNI National Coordinator presented the MOHFW with a Strategy note on Strengthening optimal infant and young child feeding in RCH II. The note stressed the main components of this:

- Strengthening the BFHI initiative
- Training and capacity development
- Communication for changing care/feeding behavior
- Community action for baby friendly communities
- Monitoring, research and evaluation.

National conference of IAP, 2004. Through the efforts of senior BPNI member Dr. S. Jayam, the IAP provided a complementary stall to BPNI for three days at the PEDICON- 2004, to exhibit its material and conduct advocacy. Members of the Tamil Nadu branch of BPNI assisted in the effort. About 700 doctors visited the stall and appreciated the work done by the organisation.

Management Committee Meeting. A Management Committee Meeting held on 29th February 2004 following the National Convention. Dr. K.P. Kushwaha and Dr. J.P. Dadhich were special invitees. The meeting followed the points raised at the National Convention. BPNI has entered into a special partnership with UNICEF, and the National Coordinator presented the operational plan. The Committee confirmed the selection of Gorakhpur as the coordinating centre for training, and looked into the possibility of starting a certificate course in IYCF. The Management Committee recommended the setting up of a Task Force on HIV and Infant Feeding, which was subsequently done, with Dr. M.M.A. Faridi as the coordinator. The Committee also confirmed that an annual BPNI event of 2½ days will be held to include BPNI Foundation Day – 3rd December – at different venues across the country to enable the members to meet and dialogue with one another at least once a year.

Prioritizing Action for Protecting, Promoting and Supporting Breastfeeding. As a follow up of the APCON, a Planning meeting of nine infant feeding Experts was held on 12-14 March 2004 at Mussoorie to brainstorm and evolve key actions on infant and young child feeding. The experts, who represented partner organisations such as NNF, NIPCCD, UNICEF, discussed the recommendations of the APCON as well as the National Planning Meeting on Infant and Young Child Feeding, and five regional planning meetings on IYCF implemented by the BPNI in partnership with Food and Nutrition Board (FNB), Ministry of Women and Child Development (MWCD), Government of India in collaboration with UNICEF and several professional and other partners at state level. The passage of The Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Amendment Act 2003” was considered a great step forward and a key instrument in India to protect, promote and support breastfeeding. The expert group took note of the draft “National guidelines on infant and young child feeding” emerged as an outcome of the above project, and being finalized by MWCD. This action has led to harmonization of national guidelines with the Global Strategy for Infant and Young Child Feeding. The group made urgent and specific recommendations related to advocacy, capacity building and training, implementation of the IMS Act, strengthening of the health care system, and monitoring, research and interventions. These include, among others,

- Documenting best practices,
- Establishing centres of excellence amongst “baby friendly” hospitals and health centres that have managed to create baby friendly communities,
- Rejuvenating BPNI’s project on “strengthening pre-service education”.
- Developing and publishing a core set of training material for all levels of core competency with a focus on skills in counseling IYCF,
- Establishing a process for giving inputs into RCH II, including preparing a Strategy Note, and
- Establishing working groups to produce a policy paper on maternity protection.
Inputs provided for improving RCH programme of Ministry of Health and Family Welfare. Dr. Arun Gupta attended a meeting at the MOHFW chaired by the Secretary, Department of Family Welfare. The meeting followed an extensive consultation Dr. Gupta had with communication experts on ways to promote the Global Strategy on Infant and Young Child Feeding.

Inputs into RCH-II for strengthening IYCF component. BPNI analyzed the draft RCH document called PIP and sought involvement of state coordinators for input into state PIPs. Inputs into a key Government of India-MOHFW meeting RCH –II and Child Health Strategy in India: Effectively Addressing Child Mortality and Malnutrition in India. The National Coordinator presented a paper entitled ‘Achieving High Rates of Exclusive Breastfeeding in India’. He also took part in the working group on IYCF and helped in finalizing recommendations. Several advocacy documents on child survival including data from Lancet, were developed for this meeting and shared with all the participants.

Inputs provided for finalization of National Guidelines on Infant and Young Child Feeding. Draft guidelines of the MWCD, MOHRD were shared with key national partners including IMA, IAP, FOGSI, NNF, TNAI, and FORCES for comments. Several meetings were held with the officials of MWCD to provide our comments. The MWCD launched this guideline during the World Breastfeeding Week.

Participation in NGOs Consultation for Care of Under Three Children. On 27th-28th April 2004, MP VHA and UNICEF organised NGOs Consultation for Care of Under Three Children at Indore. Representing BPNI, Dr. Arun Gupta expanded on the role that grassroots NGOs can play to initiate early breastfeeding, establish exclusive breastfeeding, and ensure continued breastfeeding with adequate and appropriate complementary feeding from six months onwards till two years and beyond.

Facilitation of release of National Guidelines on Infant and Young Child Feeding. On 6th August 2004 during the World Breastfeeding Week (WBW) celebrations, the National Guidelines on Infant and Young Child Feeding was released to the nation. This is one of the activities where India has taken a lead in harmonizing the Global Strategy for Infant and Young Child Feeding recommendations. Ms Kanti Singh, the then Minister of State, HRD was present along with Secretary, MWCD, Joint Secretary, MWCD and MOHFW. Other departments and most of the media attended the release function.

Release of National Report on “Status of Infant and Young Child Feeding in 49 Districts (98 Blocks) of India 2003”. BPNI released its National Report on “ at Hotel Claridges, New Delhi on 1st September 2004. This report is based on interviews of about 9000 mothers, reveals a very low rate of starting breastfeed within one hour and exclusive breastfeeding for the first six months. This study was conducted from two blocks each of 49 districts across 25 states and 3 union territories of India. The report emphasizes that promotion of optimal infant and young child feeding practice, including exclusive breastfeeding for the first six months and continued breastfeeding for two years or beyond along with appropriate and adequate complementary feeding starting after six months, is crucial for the prevention of malnutrition. The report was released by Shri Jairam Ramesh, Member of Parliament and member of the National Advisory Council, who pointed out that malnutrition was high not only in poorer states but also in certain pockets of progressive states. He also said that if we continue in the present way, it would take 40 years to effectively reduce child malnutrition. Thus, infant and young
child feeding provides a great window of opportunity towards lowering infant and young child malnutrition. Smt. Reva Nayyar, Secretary, Ministry of Women and Child Development (MWCD), Ms. Erma Manoncourt, Dy. Director, Programs, UNICEF India, WHO, various NGOs and professional bodies participated in the report release function.

The importance of the report is evident from the fact that it has been quoted in World Bank Report, World Health Report 2005 and Economic and Political Weekly.


**Government calls a meeting of experts on Infant and Young Child Feeding.** On 8th November 2004 a meeting of experts and the key government departments concerned with infant and young child feeding was held under the chairpersonship of Smt. Reva Nayyar, Secretary, MWCD in New Delhi. The objective of this meeting was to brainstorm the issue of promoting optimal IYCF practices in the country so that the same could be reflected suitably in the agenda for the first meeting of the National Nutrition Mission likely to be held shortly under the chairpersonship of Hon'ble Prime Minister. BPNI was invited to provide inputs about this issue. The MWCD has shared the minutes of the meeting with all state level WCD authorities; these reflect clearly the action required for IYCF to achieve 10th Five Year Plan goals, and slowly Government of India is moving towards implementing the global strategy on IYCF.

**Participation in the WABA’s International Gender Training Workshop, Penang.** Dr. J.P. Dadhich, from BPNI participated in the WABA Gender Training Workshop held on 29 November to 1 December 2004, at Penang, Malaysia. The objective of the Workshop was to introduce gender as an issue and strategy framework for improving breastfeeding advocacy and program. Applying a gender perspective to breastfeeding programmes will help us analyze how gender identities shape the health and other social conditions of women and men and identify possibilities for action for a more gender equal society. It must take into account the different needs of women and men based on their biology, and also the broader socio-economic and cultural context of different groups of people in different regions of the world. Dr. Dadhich has submitted a report of the meeting to the national coordinator for incorporating suggestions for mainstreaming of the gender in the BPNI activities and functioning. The report has been shared with the managing committee members for their valuable comments.

**National Sharing Workshop for district coordinators of BPNI.** A two-day programme was conducted in Delhi. Twenty district coordinators who had conducted a study on Status of Infant and Young Child Feeding in their district participated. Dr. Arun Gupta, National Coordinator made a presentation on IYCF action at district level. Dr. R.K. Anand in his address emphasized to make use of government’s positive information, and made a plea to increase membership of BPNI, make use of BPNI’s training on IYCF and at any cost make efforts for unity. His vision also included the expansion of district branches of BPNI. Dr. Tarsem Jindal made an appeal to reach people at the family level with the message of breastfeeding.

**Participation in National Human Rights Commission and Jan Swasthya Abhiyan’s National Public Hearing on Child Health.** Part of an ongoing series of regional public hearings on Right to Health Care, a national hearing was organised by National Human Rights Commission in collaboration with the Jan Swasthya Abhiyan on 16th and 17th December 2004 in Delhi. BPNI was one of the members of drafting group for ‘Child Health Recommendations’. Dr. Arun Gupta made a presentation along with Dr.
Vandana Prasad and Devika Singh. Recommendations were shared with all the participants.

**Participation in Conference of Society of Midwives (SOM).** BPNI participated in the 3rd National Conference of the Society of Midwives held at Jamia Hamdard University, New Delhi. Dr. J.P. Dadhich spoke on *Relevance of appropriate feeding practices in reducing neonatal mortality.* Approximately 60 persons from across the country attended the meeting. Useful interaction took place and BPNI and SOM would now be able to collaborate more closely in future work.

**Participation in Workshop on Universalisation with Quality: An Agenda for the ICDS.** The Centre for Rural Studies, Mussoorie and Centre for Equity Studies, New Delhi organised a workshop, *Universalisation with Quality: An Agenda for the ICDS* on 29-30 December 2004. Upon invitation National Coordinator of BPNI made a presentation on *Infant and Young Child Feeding Counseling: Services to Sustain* as a means to improve quality of services in ICDS. Participants included representatives of the governments, other agencies involved in ICDS, researchers and key persons from National Advisory Council. Outputs of the workshop will be sent as a report to the National Advisory Council. A paper was shared with all the participants. Papers presented at the conference are likely to be included in a special publication of *Economic and Political Weekly.*

**PowerPoint presentation on exclusive breastfeeding and other related issues.** A PowerPoint presentation *Promoting Exclusive Breastfeeding For the first Six Months: How to be successful* has been prepared. This consists on information on exclusive breastfeeding and guidelines for practicing exclusive breastfeeding for the first six months in simple language. This will be used disseminating information on the issue to general public and all concerned individuals. It will be disseminated to BPNI district coordinators, UNICEF Offices, concerned non-government organisations and IBFAN national focal points in the region.

‘National Partners Planning Meeting’ held in June 2005. The second National Partners’ Planning Meeting was held in Mussoorie from 23 to 24 June 2005. It was organised by BPNI in consultation with Ministry of Women & Child Development (MWCD), Ministry of Human Resource Development and in collaboration with UNICEF, India. This meeting was a follow up of a similar meeting titled ‘*Promoting Breastfeeding: The Way Forward*’ which was organised in Mussoorie in November 2002. The conduct of November 2002 meeting resulted in the development of a ‘Draft Action Plan for India’ submitted to the Secretary-WCD. It facilitated several important and useful actions for the country though much remains to be done.

In the month of April 2005, the National Breastfeeding Committee meeting was chaired by the
Joint Secretary WCD, Sh. Chaman Kumar; the Chairman of the Committee. It was decided that a National Action Plan on Breastfeeding be evolved by NIPCCD, in consultation with BPNI. In this regard, BPNI had initial discussions with NIPCCD and organised a National Partners’ Planning Meeting at Mussoorie from 23-24 June 2005.

The objectives of the meeting included holding extensive discussions on infant and young child feeding issues for promoting optimal breastfeeding practices and complementary feeding practices among all populations and counseling on infant feeding options to HIV positive women. The key partners at the meeting included ACASH, IAP, IMA, NNE, NIN, NIPCCD, and UNICEF; Min of Health and Family Welfare, FOGSI, NIHFW, TNAI, JSA.

Recommendations to Strengthen IYCF:
Following recommendations were arrived at the meeting, which finalized after sharing the text with the key partners.

Recommendations for Policy on IYCF:
- IYCF counseling should be included as one of the “services” in the ICDS program.
- Evolve norms for standards of Baby Friendly Hospital Initiative and Community Initiative for certification from village level to health facility level and include these norms in the Indian Public Health Standards.
- Ensure adequate support for the working mothers of Maternity Benefit Act and provisions of supportive child care services.
- Advocate formulation of state action plans for implementation of national guidelines on IYCF; Maternity Benefit Act and provisions of supportive child care services.
- Allocate specific budget lines for IYCF in RCH and ICDS programmes.
- Strengthen the role of National Breastfeeding Committee to coordinate and review half-yearly actions for achieving 10th Plan Goals for IYCF.
- Introduce three key indicators on IYCF in the Monthly Progress Reports (MPRs) as well as regular monitoring and evaluation process at block, district, state and national levels, both in the RCH and ICDS sectors.
- Incorporate topics on IYCF, consistent with PPTCT training modules both in the RCH II and ICDS, based on the 3 in 1 training course.
- Encourage states to adopt models of training currently in operation in three states (Bihar, Rajasthan and Madhya Pradesh) for training of trainers and frontline workers.

Recommendations for Programmes on IYCF:
Assessment of training needs and training load should be carried out for state specific interventions on IYCF. Develop an inventory of trainers’ resources at national and state levels for training in IYCF; using the 3 in 1 integrated course on IYCF counseling. Training in monitoring effective implementation of IMS Act should be carried out and budgetary allocation ensured for its’ enforcement mechanisms.

Recommendations for IEC on IYCF:
Formulate and implement a comprehensive national IEC strategy on IYCF and devise and implement a national IEC campaign to improve IYCF using media-mix approach with the help of experts and media professionals.

Recommendations for Research on IYCF:
Carry out operational research on feasibility of improving appropriate IYCF practices at district level and examine the impact of achieving the “10 steps to successful breastfeeding” in hospitals settings.

Recommendations for Community outreach on IYCF:
Encourage culturally and traditionally acceptable and appropriate quality foods and feeding behaviors, based on local formative research, and incorporate in the programme for improving IYCF practices.

A Report was distributed to all the participants. The report contains useful information regarding recommendations and various important topics covered during the meeting.

Participation in National Consultation on ICDS organised by government departments. The Ministry of HRD and the Ministry of Women and Child Development organised a National Consultation on ICDS: Universalisation with Quality, with UNICEF’s cooperation from 6-7 July 2005 at the
Parliament House Annexes, New Delhi. It was an endeavor to collectively renew Govt of India's commitment to their shared vision of child friendly villages with healthy, well-nourished children, who are active learners. Dr. Arun Gupta represented BPNI.

**Participation in Regional Consultation on Nutrition in Orissa.** Dr. Arun Gupta, national coordinator, Dr. Parbati Sen Gupta, Dr. Sunita Katyayan and Dr. R. Satpathy, BPNI coordinators from West Bengal, Jharkhand and Orissa, participated at the Regional Consultation on Nutrition, held at Bhubaneswar, Orissa, on 18-19 July 2005. It included important session on malnutrition and infant and young child nutrition, caring practices, micronutrients, and food fortification. Dr. Arun Gupta made a presentation on the impact of breastfeeding on child health, development and survival and addressed significant issues to focus on skills of workers and need of support to women. He emphasized that more resources need to be allocated. During deliberations several questions were asked and clarifications sought.

**Participation in meeting to fight for the rights’ of the mother.** A meeting was organised by the Jan Swasthya Abhiyan on 20 July 2005 with a few partners to discuss the threat to withdraw the National Maternity Benefit Scheme and replace it with Janani Suraksha Yojna. The issue of Maternity Entitlements brings together women's rights in the situation of maternity, her rights as a worker as well as her need for support for care of the newborn. Maternity and the first few months of life of the newborn is thus a situation during which the rights of the child cannot be separated from the rights of the mother. Dr. Jagdish C. Sobti from BPNI participated in this meeting.

**BPNI meets Govt. of Maharashtra and UNICEF to find ways to strengthen the Organisation.** Dr. Arun Gupta and Dr. Tarsem Jindal from BPNI headquarters visited Maharashtra from 23-24 July 2005 for a meeting with BPNI Maharashtra to hold discussions on various key issues. They met officials from the Government of Maharashtra, Mr. Chandrasen Turkar (Dept. of Women and Child Development) and Dr. B. Kishore (UNICEF Mumbai State Office), along with members from BPNI Maharashtra including - Dr. N.B. Kumta, Dr. Vasant Khatav, Dr. Charu Suraiya, Dr. Satish Tiwari, Dr. Alka Kuthe, Dr. Prashant Gangal, Ms. Priya Deo, Mr. Sanjay Prabhu, J. Vagha and from ACASH – Dr. R.K. Anand and Dr. Pawan Surekha. The meeting was held at Rambhau Mhagali Prabhodini, Bhayender on 23 July 2005. The meeting resulted in useful discussions and highlighted several issues and identified targets in order to strengthen BPNI Maharashtra in close collaboration with UNICEF State Office and the concerned authorities of the Government of Maharashtra. It was decided to get involved into more activities for organization's growth and achieve its aims and targets.

**Meeting between BPNI and various government departments to discuss the agenda of next session of Codex Committee.** A Meeting of Shadow Committee on Nutrition and Biotechnology was conducted by the Ministry of HRD, Ministry of Women and Child Development, Food and Nutrition Board in New Delhi on 27 July 2005 for the discussions on agenda items of 27th session of Codex Committee on Nutrition and Foods for Special Dietary Uses (CCNFSDU) scheduled for 21-25 November 2005 at Bonn, Germany. Dr. Arun Gupta represented BPNI at the meeting.

**Participation in Evaluation of WHO India Activities** A meeting was organised by the WHO India titled Evaluation of the WHO India Activities on 2 August 2005. Objective of the discussions with BPNI was to discuss its activities and role. Dr. JC Sobti of BPNI informed the house about the activities of BPNI and recommended that NGOs should be involved with WHO to collaborate in the activities carried out from time to time.

**BPNI Bulletin** BPNI is publishing a bulletin giving latest information about infant and young child feeding, violations of the IMS Act, activities in the headquarter and different state and district branches of BPNI. Over these four years 8 bulletins were published from No. 23 to 30 covering following topics:

- Bulletins No 23-October 2003: Wide coverage was given to the amendment of the IMS Act and WHAT is PROHIBITED and WHAT is NOT in the
Amended IMS Act.

- **Bulletin No 24-April 2004:** It covered the Asia Pacific Conference on Breastfeeding and National Convention of BPNI, Infant Feeding and HIV-A Regional Colloquium for the Asia Pacific and World Breastfeeding Week 2003.
- **Bulletin No 25-July 2004:** Full coverage was given to forthcoming World Breastfeeding Week 2004 and articles on breastmilk importance.
- **Bulletin No 27-June 2005:** It describes how the IMS Act was stopped from repeal by Government of India, and carried an article on Public Health Risk of Enterobacter sakazakii and other micro organisms in Powdered Infant Formula.
- **Bulletin No 28-February 2006:** It highlighted World Breastfeeding Week 2005 activities all over India, World Breastfeeding Week Awards in different categories and Elections and National Convention of BPNI.
- **Bulletin No 29-March 2007:** The Bulletin highlighted the advocacy work for infant and young child feeding in the 11th plan particularly the meeting that BPNI and other partners had with the planning commission.
- **Bulletin No 30-July 2007:** The Bulletin highlighted the importance of Children’s Rights Commission will raise public awareness on child issues, 2nd international training course course, status of infant feeding practices in Uttarakhand.

**Disseminating National Plan of Action for Children 2005 to various professional organisations:** A meeting to discuss National Plan of Action was organised at the India International Centre on 30 August 2005, which was represented by Dr. JC Sobti from BPNI. The role of BPNI was to to contact Professional Organisations and National Partners for dissemination of National Plan of Action.

**Improving the counseling skills of frontline workers in Tamil Nadu.** During September 2005, BPNI has submitted a 3-Year Project Proposal - 2006-2008 on Strengthening Infant and Young Child Feeding Counseling Skills of women frontline workers in Tamil Nadu, India, for funding to UNICEF NATCOM, Luxembourg through UNICEF India, Delhi.

**Participated in Workshop on Neonatal and Infant Morbidity and Mortality at PGI, Chandigarh.** Dr. J.P. Dadhich, Coordinator, BPNI, participated at the Workshop on Neonatal and Infant Morbidity and Mortality: Contributors, Biology and Intervention Strategies held at PGI, Chandigarh from 28-29 September 2005. It was organised under the aegis of the Indo-US collaboration on Maternal and Child Health and Human Development Research for identifying priority research issues, potential research investigators and help in the development of appropriate research proposals in this area. BPNI provided important inputs about optimal IYCF practices. One of the ideas was to utilise this Indo-US platform to invite eminent research scientists from both United States and India together during the workshop.

**Rapid Assessment of the Status of Global Strategy for IYCF in South Asia Countries:** As a part of the south Asia plan of action of IBFAN Asia, BPNI facilitated a Rapid Assessment of the Status of Global Strategy for Infant and Young Child Feeding (IYCF) practices at the National Level—Finding Gaps has been carried out in eight South Asia Countries viz. Afghanistan, Bangladesh, Bhutan, India, Maldives,
Nepal, Pakistan and Sri Lanka. All South Asian countries reports were presented along with country specific plan of action, at the South Asia Breastfeeding Partners’ Forum–2 at Kathmandu in October 2005.

In India, this assessment was carried out by BPNI, NNF and AIIMS along with Government of India and UNICEF, WHO and several state representatives. The Indian report was published as India Report and circulated among all the stakeholders. It is hoped that the same process will be followed in the year 2007/2008 so as to reassess the progress and contribute to trends. [http://bpni.org/Report/india.pdf](http://bpni.org/Report/india.pdf)

**Participation in Meeting of the National Committee on Infant and Young Child Feeding.** Dr. Arun Gupta, National Coordinator, BPNI, was invited to participate at the Meeting of the National Committee on Infant and Young Child Feeding (IYCF) on 4 October 2005 at Shastri Bhawan, New Delhi. India Report on the assessment of the state of IYCF in India was flagged and shared with all the participants. A decision was taken that BPNI will coordinate with NIPCCD to form 10 subgroups to prepare detailed concept note on each indicator suggesting required action.

**Participation in review of NIPCCD training in relevance to IYCF.** Dr. Arun Gupta and Dr. Jagdish C. Sobti from BPNI met with NIPCCD Director, Dr. Arun Kumar Gopal, on 18 October 2005 to welcome Dr. Gopal, and discuss BPNI’s role and its activities in collaboration with NIPCCD. Dr. Gopal assured continued support to strengthen breastfeeding and IYCF issues by NIPCCD on a regular basis. He also assured enhanced participation as well as closer collaboration for better results and output.

Meanwhile, NIPCCD has made IYCF a part of its training programme of middle level functionaries.

**Participation in Preparatory meeting for 27th Session of Codex Committee on Nutrition and Foods for Special Dietary Uses (CCNFSDU).** Dr. J.C. Sobti attended a meeting of Shadow Committee on Nutrition and Biotechnology on 24th October 2005, for discussions on agenda items of 27th session of CCNFSDU scheduled for 21-25 Nov 2005 at Bonn, Germany. Food and Nutrition Board, Dept of Women and Child Development, Ministry of Human Resource Development, GOI, organised the meeting.

**Participation in South Asia Breastfeeding Partners’ Forum 2 in Nepal: Ensure Exclusive Breastfeeding: Save Newborn Lives.** South Asia Breastfeeding Partners’ Forum 2 was held at Kathmandu, from 26-28 October 2005. It was convened by IBFAN/UNICEF Rosa, and hosted by NEBPROF, Nepal. BPNI sent its representatives Dr. C.R. Banapurmath, Dr. Sanjay Prabhu, Dr. J.C. Sobti and Dr. J.P. Dadhich. The meeting resulted in the adoption of action recommendations to contribute towards achieving the UN’s Millennium Development Goals. It called upon the governments of South Asian countries, UNICEF, WHO, UNAIDS, and other international organisations, health professionals, and NGOs, including media to work in partnership with each other on this issue. The following 10 recommendations were adopted:

1. Universalize neonatal care, by adopting in principle the “Neonatal integrated package” which includes ‘breastfeeding education’, as
recommended in the MDG Report to the Secretary General, 2005”.

2. Ensure that there is a budget line to enhance early and exclusive breastfeeding.

3. Make all efforts to enhance the practice of early and exclusive breastfeeding for the first six months and continued breastfeeding along with adequate and appropriate complementary feeding for two years or beyond.

4. Revitalize Baby Friendly Hospital Initiative (BFHI) and expand it to family/community level calling it BFHI-CI.

5. Review the communication strategies of breastfeeding movement and link with other groups proactively and productively.

6. Strategically link with media professionals, providing them with up to date, accurate and timely information, and organise structured education programmes for media.

7. Issue/revise guidelines on HIV and infant feeding on a regular basis, as an integral part of training.

8. Ensure the International Code for Marketing of Breastmilk Substitutes and subsequent relevant WHA resolutions are legislated and implemented effectively, specially the ‘sponsorship’ clause from WHA 2005.

9. Develop clear operational guidelines for handling infant feeding during emergencies.

10. Build national/institutional capacities for training of workers in breastfeeding, complementary feeding and HIV infant feeding counseling; Code implementation and monitoring; management and other related issues.

**Participation at Concluding Mid-Term Review of the Government of India-UNICEF, Country Programme 2003-2007 at Delhi.** The Concluding Session of the Mid-Term Review of the Government of India-UNICEF Country Programme 2003-2007 was held at Hotel Le Meridien, Delhi, on 10 November 2005, organised jointly by the MWCD, GOI and UNICEF India. The purpose of the meeting was to review the present programme, to identify the gaps and difficult areas to recommend amendments for future plan for the remaining period of the Master Plan of Operations (MPO). UNICEF is carrying out implementation of programmes as per the agreement signed for the period 2003-07. Dr. Arun Gupta from BPNI represented in the meeting.

**Participation in National Consultative Meeting on Child Survival and Development of Urban Poor Population at Maulana Azad Medical College (MAMC), New Delhi.** A National Consultative Meeting on Child Survival and Development of Urban Poor Population was held from 19-20 November 2005 at MAMC, Delhi. The objectives were: In-depth discussion on Child Survival and Development Concerns of Urban Poor and Migratory Populations in light of Government of India’s RCH II Programme/NRHM; to identify specific areas in which IAP and its chapters can work in partnership with the government and other agencies concerned at national, state and city levels to improve child health.
among the urban poor; to recommend feasible strategies for improving child health among this hitherto neglected group and to develop outlines for Child Survival and Development plans in 1 large and 1 medium sized city of India. Participants included IAP members, members from academic institutions, GOI, state governments, WHO, UNICEF, USAID, NGOs, public health, media, etc. Dr. J.C. Sobti represented BPNI at the meeting.

**Discussions with Jan Swasthya Abhiyan.** Dr. Arun Gupta had detailed discussions with Dr. Vandana Prasad of Jan Swasthya Abhiyan on 22 November 2005 concerning child health and development related issues and how to mainstream breastfeeding and child survival issue.


**Inputs into National Policy.** Dr. Arun Gupta held discussions with Dr. Vinod Paul from Department of Pediatrics, AIIMS, on 26 Nov 2005 concerning IYCF related issues. The objective of the meeting was to provide inputs for National Policy.

**National Convention of BPNI in New Delhi on 9th and 10th Dec 2005.** National Convention of BPNI was held at India Habitat Centre, New Delhi on 9th and 10th Dec 2005. This convention had participants representing all parts of India. There were BPNI members, members from NGO’s, Government departments, and other institutions. There were health professionals and participants from other walks of life also.

Renowned pediatrician Dr. Shanti Ghosh inaugurated the Opening Session on the first day and Dr. Prema Ramachandran, Director; Nutrition Foundation of India gave inaugural address. It was followed by *Sharing of district level action on IYCF with presentations from BPNI district coordinators from different parts of India. The second session was on *HIV and Infant Feeding* with Prof. A.P. Dubey from MAMC, Delhi as Chairperson and speakers were Dr. Indra Prakash, Jt. Director (Training), NACO, Ms. Vidya Ganesh, UNICEF Prof. M.M.A. Faridi, UCMS, Delhi and Dr. Rajesh Gopal, SACS, Gujarat. Then there were presentations from different stakeholders about infant feeding in the context of HIV. It was followed by group work on strengthening of infant feeding: policy and programme facilitated by Dr. M.M.A. Faridi (Group a) and Dr. J.P. Dadhich (Group b).

The second day of the convention was devoted to *Infant and Young Child Feeding in Emergency Situations*. Dr. K.K. Agarwal, Vice Chancellor, Indraprastha University, Delhi chaired this session and inaugural address was given by Mr. Vinod Menon, Member, National Disaster
Management Authority. Dr. Shashi Prabha Gupta, Technical Advisor, MWCD, GOI chaired the next session on Sharing technical information and field data. Dr. Sangeeta Saxena, ACCH, MOHFW gave introduction to the problem. Then Dr. Anchita Patil, WHO (India) presented the WHO Guidelines on Infant Feeding in Emergencies. This was followed by reports from the states of Mumbai, Tamil Nadu, Pondicherry and Jammu and Kashmir where surveys were done on Status of Infant feeding in Emergencies recently faced by these states.

Next was a panel discussion on Mainstreaming with current disaster preparedness moderated by Mr. N.M. Prusty, from SPHERE and with participation by Ms. Deepika Nayar, CARE India, Dr. Sangeeta Yadav, IAP, Brig. (Dr.) B.K. Khanna, NDMA, and Dr. J. Ganthimathi, Indian Red Cross Society.

Dr. Shanti Ghosh chaired the closing ceremony and final recommendations were presented by Dr. J.P. Dadhich (for HIV and Infant Feeding) and Dr. Arun Gupta (for Infant Feeding in Emergency Situations) after getting inputs from the delegates. And finally convention came to an end after distribution of World Breastfeeding Week Awards to state and district branches, NGOs and government institutions.

Proceedings of this convention have been compiled in the form of two reports, one on Infant Feeding and HIV and second on Infant Feeding in Emergency Situations and have been shared with all stakeholders and others.

Regional Consultation on Nutrition held at Chandigarh. A team of BPNI members attended Regional Consultation on Nutrition at Chandigarh, convened by the Department of Women & Child Development (DWCD), for all the northern states viz. J & K, Himachal Pradesh, Punjab, Haryana, Delhi, Uttaranchal on the topic ‘Infant and Young Child Feeding’ (IYCF) on 9th and 10th Jan 2006. Dr Arun Gupta made a presentation on behalf of BPNI on “Child Survival, Development and Health”. During discussions with the Secretary and other government officials, it was emphasized that in future IYCF related issues/proposals would be discussed and taken up with BPNI in order to enhance breastfeeding rate in the State, which would be helpful in reducing mortality and morbidity. It was also recommended that 3 day – IYCF training should be introduced on ‘IYCF Counseling’ in the preservice training of the Anganwadi workers of the ICDS.

Dr Arun Gupta, Mr P K Sudhir & Dr Chander Kant from BPNI attended this meeting in Chandigarh.

Participation in a Seminar arranged by Dept. of Social Welfare, Govt of NCT of Delhi. Dr. Chander Kant, Central Coordination Committee member attended a seminar organized by Dept. of Social Welfare at Talkatora Stadium, Delhi on 16 March 2006. It was inaugurated by Chief Minster of Delhi, Ms Sheila Dixit, and attended by Secretary, Social Welfare, Smt. Reva Nayyar, Secretary, MWCD, Jt Secretary Sh Chaman Lal, other dignitaries, CDPOs, ACDPOs, supervisors and Anganwadi workers. The BPNI CD ‘Maa ka Pyaar: Shishu Ahar’ was displayed. Publicity material from BPNI HQ was also distributed. Dr Chander Kant gave a lecture on ‘Breastfeeding and Complementary Feeding’

Preparatory meeting at Mobile Crèches for Workshop on Maternity entitlements to be held in Hyderabad Convention. For the Hyderabad Convention to be held on 7th to 9th April 2006, BPNI is selected to organize “Maternity Entitlements: Theory and Practice” workshop. A meeting was held on 13th March at Mobile Crèches office and following issues were discussed:

- All workshop Coordinators reviewed the theme of the workshop in detail
- Suggestions on how to deal the issue and who should be the resource person
- Fund raising was discussed and BPNI promised to contribute to that.
- Cultural programs and other publicity material

Meeting with Secretary, Uttarakhand on 20th Feb, 2006. There was a meeting with Ms Radha Raturi (Secretary) and, Ms Hemlata Daundiyal (Director ICDS) Uttarakhand on 20th February. In this meeting the findings and progress of the project entitled “Assessment of Status of Infant and Young Child feeding and Development of State specific Action Plan for the State of Uttarakhand” was shared and presented.
Dr JP Dadhich, Mr PK Sudhir and Dr. Deeksha Sharma represented BPNI in this meeting.

At the outset, Dr Dadhich gave some briefs of the project and then Dr Deeksha made the presentation of the project describing the methodology, data collection, analysis and findings of the project.

Mr Sudhir presented some material regarding training and advocacy to Director, ICDS. Secretary was quite satisfied with the presentation and agreed for the release of remaining funds of the project. A state level Consultation will be done shortly where state and district specific action plans will be developed keeping in mind the findings of the project.

**Participation at MOH meeting for Finalization of Reading Material for ASHA.** Upon invitation from the ministry of health for input into making of reading materials for health workers, Dr Arun Gupta, National Coordinator, BPNI participated for 2 days on 10th and 11th March 2006. Following objectives were achieved:

1. Our comments to keep breastfeeding and complementary feeding as central to child health were well recognized in the plenary and were accepted
2. Working group was constituted to comment on child health component
3. Newborn care chapter was moved to child health and initiation of breastfeeding within one hour and Exclusive breastfeeding for the first six months was included as key inputs in this chapter.
4. Counseling on breastfeeding and complementary feeding was included as a separate chapter in the Book 2 for ASHA. The chapter was further divided in three parts, 0-6 months: Exclusive breastfeeding, 6-12 months: Breastfeeding and Complementary feeding and 12-24 months: Family Foods plus Breastfeeding. Input were provided and well received.
5. To be consistent with the National Guidelines on Infant and Young Child Feeding and Book 1 for ASHA was accepted as a principle
6. Finally it was agreed at the plenary presentation.

**Progress Review in Uttaranchal.** In Uttaranchal after completion of the survey, a consultation meeting is proposed and for this a draft agenda was shared with the Dept of WCD, Uttaranchal and another meeting was held with Secretary, Uttaranchal at Uttaranchal Niwas on 20th Feb 2006. The proposed date for Uttaranchal Consultation is 16th June 2006. In this state level consultation, report on IYCF status in Uttaranchal will be shared and state and district specific action plans will be developed.

**Convention on the Children’s Right to Food from April 7-9, 2006 at Hyderabad (AP).** National movement on Right to Food organized a national convention on Children's Right to Food at Hyderabad with a special focus on ICDS & Child Nutrition. BPNI participated actively in the convention. We supported the movement and made presentation on Maternity Protection to bring in Right to Food of Young Infants into the mainstream agenda of the campaign and hope that it will be mainstreamed in the ICDS also. A team of 5 persons participated in it.

BPNI participates in a meeting organized by Indian Alliance for Child Right on 26th April 2006 at India Habitat Center, New Delhi. The meeting was citizen consultation meet focused on child rights in 11th Five-year plan. Many groups were present: Center for Women Development Studies, Human Rights Law Network, Butterflies, Haq, Unicef, Indian Alliance for Child Right (Delhi, Bangalore, Chandigarh-branches) and many others. There was a discussion to make this consultation wider to look beyond 11th plan and provide a name to the same as well.

Groups were made to deal with specific issues and Nutrition part was given to BPNI.

BPNI provides inputs on Child’s Nutrition at a Meeting organized by Citizen’s Initiative for Securing Child’s Rights in the 11th Plan. Citizen’s Initiative for Securing Child’s Rights in 11th Plan held a meeting on 10th May, 2006 at India International Centre, New Delhi as a follow up of early meeting. Many organizations took part to express their concerns about children right for health, nutrition, education, protection, participation, early childhood care and habitat. They presented their point of views regarding the main strategies and ways to address healthy child development in 11th Plan of India.

Dr Rajeev Seth from IAP presented his views on Child Health and then Dr Deeksha Sharma from BPNI presented the Child Nutrition aspects. Following points emerged after the discussion: needs of older children, gender bias, anemia, taboos, customs role in nutrition security and children in disaster.

BPNI facilitates Punjab State Level Workshop on Implementation of National Guidelines on IYCF. Dr Arun Gupta, Dr JP Dadhich and Mr PK Sudhir from BPNI went to Chandigarh to attend a Punjab State Level Workshop on Implementation of the National Guidelines on Infant and Young Child Feeding held on Monday, 29th May 2006 in Chandigarh, Punjab.

This workshop was inaugurated by Smt. Gurkanwal Kaur, Minister, Department of Social Security, Women and Child Development, Govt. of Punjab and was attended by Principal Secretary, Shri R L. Kalsia and Director, Shri Jaspal Singh, Dept. of Social Security, Women and Child Development, along with all the District Programme Officers of ICDS and District Programme Health Officers of Department of Health. The State Coordinator, BPNI-Punjab and District Coordinator, BPNI-Ludhiana along with Course Director and National Trainers attended the Workshop.

Dr. Arun Gupta gave a presentation titled “Breastfeeding and its role in Child Survival in Health and Development”. He mentioned the current rates of initiation, exclusive breastfeeding and complimentary feeding in the state of Punjab and targets assigned to the Government of Punjab, in the 10th Five Year Plan. He expressed the need for a baseline survey on IYCF practices of all the districts of Punjab so that a district specific plan of action could be drawn on that basis.

Dr. Rajinder Gulati, District Coordinator, BPNI-Ludhiana gave a presentation on National Guidelines on IYCF and its status in Punjab states. He also presented the data on IYCF practices for the district of Ludhiana.

Dr. J P Dadhich from BPNI New Headquarter gave a presentation on Infant and Young Child Practices and how to achieve the optimal for the state of Punjab. Dr. Paramjit Kaur, Associate Professor in Community Medicine, Government Medical College, Patiala, made a presentation on “IMS Act- Its Importance and Various Provisions”.

Then the house was divided into 4 groups, which formulated the action and recommendations on Capacity building for skilled training, Baby Friendly Hospital Initiative, Communication strategies and Advocacy and these were handed over to the Director, Social Security and Women and Child Development Department.

Shri R.L. Kalsia, Principal Secretary, Social Security, Women and Child Development, requested BPNI to come to Chandigarh for discussions for follow up action on the final recommendations of this workshop and for drawing a suitable state action plan.

All State Secretaries of Ministry of Women and Child Development Sensitized on Infant Feeding Issues. Dr Arun Gupta from BPNI was invited to make a presentation to the State Secretaries on “Breastfeeding for child survival, health and development” in a meeting on 24th April, with a view to bring this focus in ICDS. It was a PowerPoint
presentation based on most updated scientific evidence on Breastfeeding for child survival with a focus on newborn survival. It was widely appreciated and Mrs. Reva Nayyar, Secretary, MWCD, made wonderful remarks about BPNI and asked the state governments to work in collaboration with BPNI, which is a national level organization and doing excellent work. Some State Secretaries showed keen interest in BPNI materials that were distributed during the meeting.

Mrs. Reva Nayyar also released the ‘State of Worlds Breastfeeding: India Report Card 2005’, developed by BPNI. She described it to be an honest appraisal of Breastfeeding programmes in India.

BPNI and UP Government meet to find ways to implement National Guidelines on IYCF in Uttar Pradesh. A meeting to discuss the implementation of the national guidelines on infant and young child feeding was held in the office of the Secretary, DWCD, Government of Uttar Pradesh, at Lucknow on 11th July 2006. Sh Balwinder Kumar, Secretary, DWCD, Dr Arun Gupta, National Coordinator of BPNI, Prof KP Kushwaha and Prof. MMA Faridi, from BPNI attended it. Discussions were held on several areas like training and capacity building, IEC, sensitization, and survey in the state.

- DWCD, UP will organize 15 training courses of 6 day duration on IYCF Counseling, 5 courses in each of 3 medical colleges at Aligarh, Gorakhpur, and Varanasi. This will build the state’s capacity by developing 450 middle level trainers of IYCF Counseling, who will in turn train Anganwadi workers with the help of training materials developed by BPNI. BPNI will provide technical support, National Trainers for training, and submit a proposal for supply of training materials. Training will be organized and financially supported by DWCD and DPO will be the nodal person at local level who will coordinate with the National Trainers in the medical colleges.
  - In order to sustain state’s capacity, DWCD, UP will organize 3 Master Training Courses in IYCF Counseling at Meerut, Jhansi and Lucknow medical colleges. Proposal for the same will be given by BPNI. DWCD, UP will write to the Ministry of Health to depute faculty from these medical colleges to get 13 days training in IYCF Counseling.
  - DWCD, UP will organize district level seminars in every district for sensitization of key persons on National Guidelines on IYCF and the IMS Act. Persons from DWCD as well as from Health will be invited to these seminars. BPNI will provide technical support and resource persons.
  - DWCD is interested in a baseline survey of IYCF practices in all districts of UP. BPNI will submit a proposal on 3 different sample scenarios as desired by the Secretary, DWCD, UP.
  - DWCD will need at least 50,000 communication guides and manuals on IYCF for Anganwadi workers as developed by BPNI. BPNI will submit a proposal for their printing and supply. DWCD, UP will provide logo, and foreword for these guides and manuals.
  - Ms. Amita Jain was made Nodal person in DWCD to coordinate the IYCF Counseling and IEC activities.

Meeting with Mr. Amarjeet Sinha, MOH in New Delhi on 28 Aug 2006. Dr Arun Gupta met with Mr Amarjeet Sinha, MOH, and discussed ways to promote IYCF at village level. Mr. Sinha asked to provide him with an action plan for implementation within the framework on NRHM as well as comments on Indian Public Health Standards, which were provided to him.
**BPNI facilitates 1st regional workshop on promoting child survival, nutrition and health.** First Regional Workshop on promoting child survival, nutrition and health by achieving optimal IYCF practices was organized by Ministry of Women & Child Development, Government of India at India Habitat Centre, New Delhi on 5th June 2006 for northern states of U.P., Delhi, Chandigarh, Rajasthan, H.P., J&K, Punjab, Uttarakhand, Haryana in collaboration with Breastfeeding Promotion Network of India & Unicef.

Chief Secretaries of all the nine northern states, Unicef, representatives of professional organizations (IMA, IAP, FOGSI, NNE, TNAL, NIN), NGOs, Public health groups, Child right groups were invited by the Ministry to participate and share their experiences. BPNI invited all its members from Delhi, state coordinators of nine northern states and from Karnataka, West Bengal and Maharashtra where three other proposed workshops are to be held. In addition 105 Delegates were registered for this workshop.

Smt. Reva Nayyar, Secretary, Ministry of Women and Child Development, Government of India inaugurated the opening session of the workshop. She advocated a strong need for creating awareness on Optimal Infant and Young Child Feeding that can be achieved by daily or weekly advertisements in newspapers and adding lines on optimal infant feeding in polio campaign advocacy material or any other government material having wide circulation. Media Campaign on Infant survival & IYCF were also proposed by her.

Shri Chaman Kumar, Joint Secretary, Ministry of Women and Child Development welcomed all the participants to this regional workshop and then highlighted the objectives of this regional workshop on “Promoting child survival, nutrition and health by achieving optimal IYCF practices”. He enumerated the objectives of this workshop:

- To sensitize various stakeholders on the importance of achieving optimal IYCF.
- Sharing state level models of capacity building on IYCF (MP, Uttarakhand, and Haryana).
- To plan achieve high rates of optimal IYCF practices at all levels.

BPNI made a presentation on “Optimal Breastfeeding for Child Nutrition and Survival” to sensitize the participants about the facts and figures in relation to IYCF & Child survival in India. He stressed the need for all the states to draw State Specific Plan of Action on IYCF practices keeping in view the revised national guidelines on IYCF. He advised to recognize skills counseling on IYCF as “service delivery”, to introduce ‘Minimum essential package’ of providing nutrition support to lactating mothers for 1 year, incentive to workers to educate, support and help initiate breastfeeding within one hour, on providing IYCF counseling skills to families at village level and provide warmth and hygiene to newborns. He stressed on establishment of IYCF/breastfeeding support centers, create a Budget line for IYCF in 11th plans and to establish clear coordinating mechanisms at national and state level to address ICDS and RCHII and NRHM.

Mr. Cecilio Adorna, Country Representative, UNICEF appreciated the efforts of MWCD for organizing the 1st Regional Workshop. He emphasized the need for accreditation system for each Anganwadi center of the ICDS scheme.

Smt. Shashi P. Gupta, Technical Advisor, FNB, gave a presentation on revised National Guidelines on IYCF and mentioned that these guidelines should form an integral part of nationwide ICDS and the RCH Programme. Shri Dalip Singh, Principal Secretary, Social Justice and Empowerment, Govt. of Haryana made a presentation regarding the scheme titled “Improving Infant and Young Child feeding in Haryana He also mentioned that in Haryana ICDS centers are now working as counseling centers.

Shri R. L. Kalsia, Principal Secretary, Social Security and Women Empowerment, Government of Punjab mentioned the recent consultation meet held at Chandigarh on 29th May, 2006 regarding improving the breastfeeding status in the state of Punjab. He mentioned that mother needs nutritional support and encouragement by health professionals to breastfeed successfully.

Shri A.K. Angurana, Principal Sec, Jammu & Kashmir in his presentation mentioned that breastfeeding varies from region to region and is not initiated within half an hour of birth, as the mother is tired after delivery. Traditional cultural practices and beliefs are still prevalent.
Smt. Rashmi Singh, Social Welfare Dept., Govt. of NCT, Dr. Satya Narain Methi, DWCD, Rajasthan, Mr. Balvinder Kumar, Secretary, MWCD, UP, Smt. Sangeeta Saxena, Assistant Commissioner, Min of H &FW, Smt. Mary Mallick, Secretary, TNAL, Dr. P K Shah, FOGSI, Dr. M. M.A. Faridi, President IAP Delhi, Prof. (Dr.) A T Kannan, Dep of PSM, UCMS, Dr Panna Choudhury, Member, IAP, and Dr. C R Banapurmath, Chairman, IAP, Breastfeeding and Lactation Management Committee were the other speakers.

In the second session all the participants were divided into 6 state specific groups and following key recommendations emerged after the discussions in these groups:

**Key Action Recommendations**

**For Government of India**

1. Adequate financial resources should be allocated for improving optimal IYCF practices to prevent and reduce child malnutrition.
2. National policy should recognize skilled counseling on IYCF as “service delivery component”, in the ICDS.
3. Sensitize MPs on the issues of infant nutrition and survival.

**For State Governments**

4. Establish State level Core Groups on IYCF for effective coordination to improve child survival, growth and development.
5. Sensitize MLAs, PRIs, on the issues of infant nutrition and survival.
6. Establishment of IYCF/breastfeeding support centers in all private health facilities run by trained women and in public services for every population of 5000.
7. Strengthen the health professionals’ curriculum on IYCF.
8. Revive BFHI for all health facilities, link this
with community workers and make skilled training as pre -requisite, trained in IYCF including ANM, ASHA, AWW and TBA.


Principal Secretary N Vijayraghwan from Ministry of Women and Child Development, Tamil Nadu visits BPNI. Principal Secretary NVijayraghwan from Min of WCD, Tamil Nadu, came to BPNI to discuss ways of promoting breastfeeding in Tamil Nadu. Meeting lasted for 3&1/2 hours during which lots of issues came up, including women undergoing caesarian sections in urban area and dealing with poverty in rural area.

We shared our views and BPNI’s possible inputs for any programme that TN would take up and also the requirement for training material was shared. He left with a very positive and open mind. We hope to make this partnership stronger and to work with them on breastfeeding issues.

Regional Meet on Nutrition at Bhopal from June 9-10, 2006. Dr Arun Gupta was invited in the Regional Consultation on Nutrition in Chandigarh in January 2006 and made a presentation on IYCF which resulted in keen interest on promoting optimal breastfeeding. With the same objective he was invited to participate in the Regional Meet on Nutrition at Bhopal held from June 9-10, 2006 for four central states of Madhya Pradesh, Chattisgarh, Uttar Pradesh and Rajasthan in collaboration with DWCD.

This provided a good opportunity to promote optimal feeding among young children in central states of India.

Participation in a Symposium on “Nutrition in late infancy and early childhood” at India International Center, New Delhi on 5th & 6th July, 2006. Nutrition Foundation of India organized two days symposium on “Nutrition in late infancy and early childhood (6-24 months)” with participation from Government of India, World Bank, UNICEF and ICDDR-B.

On first day Dr MK Bhan gave inaugural address and then Dr Vinodini and Dr Brahmam from National Institute of Nutrition, presented the New Growth Assessment Charts of WHO. Presentation were made on the factors associated with undernutrition, what appropriate feeding means for 6-24 months old children, low cost complementary feeding, the effect of diarrhea on nutritional status and the effects of Vit A and Zinc.

On 6th July the subjects discussed were interventions to improve nutritional status of children, Dr Shanti Ghosh shared the experience of Karnataka. World Bank presented the assessment of ICDS in some states and the experiences of other states were also shared.

Participated in a meeting in Planning Commission on ICDS and Nutrition. Participated in the process of developing the report of sub group on ICDS & Nutrition for 11th five year plan (Min of Women and Child Development & Planning Commission) on July 13, 2006 and again on Aug 17, 2006 at Hotel Janpath, New Delhi. Dr Arun Gupta represented BPNI.

BPN I participates in a Sub group meeting on Community Awareness on Nutrition in Planning Commission. The first meeting of the Working Group on Integrating Nutrition with Health for the eleventh Five-Year Plan (2007-2012) was held on 14th July 2006 at New Delhi. Four Subgroups were made to enable concrete suggestions on important issues.

1) Subgroup-I: Assessing the magnitude of problems and suggesting institutional mechanism for nutrition monitoring, mapping and surveillance, legislation required for improving nutrition status.
2) Subgroup-II: Reviewing the progress achieved as a result of intervention strategies
3) Subgroup-III: Food and Nutrition Security including micronutrients
4) Subgroup-IV: Community Awareness on Nutrition

The discussion of this meeting was on criticality of Nutrition in our life and the awareness factors for this. The lifestyle changes and the effect on nutrition were also discussed. The need to sensitize doctors and making nutrition strong component of school education curriculum was also proposed.

Participated in development of National Plan of Action on IYCF Aug 4, 7 & 18, 2006. BPNI coordinated & participated in the meeting of the expert group for
developing national plan of action on IYCF with Min of Women and Child Development & NIPCCD on Aug 4, 7 & 18, 2006 at New Delhi. Dr JP Dadhich represented BPNI.

Dr. Abdul Kalam, President of India briefed on IYCF issues in a meeting with BPNI. A team of BPNI comprising Dr Arun Gupta, National Coordinator, Dr JC Sobti, Dr Rita Gupta and Dr Deeksha Sharma met with His Excellency, the President of India, Dr. APJ Abdul Kalam, to brief him on infants’ nutrition and survival issues on 4th August during the World Breastfeeding Week 2006. He gave us good half an hour to discuss issues about enhancing infant survival in India. He had many questions for us, and examined how infant mortality could be further reduced, apart from settlement of larger issues like women's education with which Kerala has moved so forward. When we shared with him the new evidence that neonatal (first 28 days of life) mortality can be reduced by 22% if all women started breastfeeding within one hour, he said, “Such a solid evidence should make headlines”.

He appreciated the work being done by BPNI and said, “It is a good mission you have taken up. Tell me how you people got involved, what was the inspiration”. Earlier, when we shared the Child Survival and Development Report Cards with him, he had sent us an appreciation message. The President promised that he would use this information in his future speeches and dialogue with key people. He also shared that his family is all for breastfeeding. The visit was full of inspiration and encouragement!

Expert consultation visit to Maldives for Protecting, Promoting and Supporting Breastfeeding. Dr Arun Gupta, Regional Coordinator, IBFAN-Asia Pacific, was invited for an expert consultation on protecting, promoting and supporting optimal breastfeeding and infant and young child feeding in the Maldives from 8th to 17th Aug 06. Its aim was to bring up a Regulation for protection, promotion and support of breastfeeding. The objective was to facilitate a workshop and sensitize stakeholders, and identifying key issues on implementation of the policy document. Few of the Recommendations were:

- **Policy:** Extend Maternity leaves to 6 months in government and private sector, not to give night duties for feeding mothers, to increase the time to go out for breastfeeding, workplace nursery with trained breastfeeding counselors and nurse, to provide support facilities during disaster (community support group), quality assurance and regulating labels on complementary foods, IYCF education in secondary level education curriculum, creating awareness among families/communities and have breastfeeding support centers in islands.

- **Health care workers:** Promoting IYCF by involving professional bodies, home visits for mothers by breastfeeding counselors, emphasizing breastfeeding and expressed breastmilk at child care centers, facilitating community participation in policy making, forming community support groups to support breastfeeding and provide information on appropriate complementary foods.

- **Monitoring and evaluation:** Monitoring Baby Friendly Hospitals by talking to staff and monitoring Code and including EBF as an indicator in child health surveillance system

- **BCC strategy for families and community:** BCC educational programmes on IYCF at secondary school level, family members and community and health education of Ped/ObsGyn's doctors on EBF.

- **Communication strategy for Media:** To educate policy makers and promote EBF use famous personalities for media campaign and stop advertisement of powdered/ complementary feeds.
Participation in Bangladesh’s National Conference on Breastfeeding and Complementary Feeding.

More than five hundred people participated in a national conference on breastfeeding and complementary feeding in Dhaka on 19-20 August 2006. BBF, the Bangladesh Breastfeeding Foundation, the national group organized this conference on IYCF. Government of Bangladesh, UNICEF, WHO, Plan International, Save the children, and many more partners were there. Dr Arun Gupta was invited to address at this conference on IYCF strategy, challenges and opportunities, State of the Code in South Asia and also to participate in a BBF staff development session. Ms. Juliana from WABA spoke on Global movement and Mr. Joo Kean from ICDC spoke on Code at international level. The Minister of Food and Disaster Management, Mr. Chowdhary Kamal Ibne Yusuf, Member of Parliament, inaugurated the conference. More than 16 symposium sessions and more than 60 papers in parallel sessions led to heightened interest in protection, promotion and support of breastfeeding. Many questions relating to the movement came up, e.g. how to move policy into practice, role of men in Breastfeeding, how to motivate mothers, how to link hospital work to community, how India is doing, stopping imports of formula, mother support groups, establishing Breastfeeding support centers, and preventing ill effects of industry.

Meeting with Jean Dreze at Delhi University. Dr Arun Gupta met Jean Dreze on 30 August 06 and discussed with him 11th Plan Steering Committee on Nutrition

Meeting with Smt. Sushma Swaraj. Dr Arun Gupta from BPNI met Mrs. Sushma Swaraj of BJP (a National political party) on 31 Aug 06 to discuss how the forum on Member of Parliament and intellectuals could be constituted to centrestaging the issue of infant survival in the Parliament.

Participation in curriculum development for ASHA. BPNI, as a core group member, participated in the process of developing training curriculum on IYCF for ASHA, an Indo Norwegian project of Min of Health & Family Welfare and ICMR on Aug 31, 2006.

Participation in Workshop on preparation of prototype kit for Nutrition and Health Education for Anganwadi Workers. Dr Deeksha Sharma from BPNI participated in a workshop to finalize the prototype kit for Nutrition and Education for Anganwadi workers. Dr Gopal and Dr Dinesh Paul attended this workshop from NIPCCD and CDPOs and supervisors from 20 states. Dr Deeksha was made in charge of immunization, childhood illness and feeding during illness. The working group on antenatal and postnatal cares and IYCF issue appreciated BPNI’s counseling guide.

Meeting with Ms Malabika Roy at ICMR. Dr Arun Gupta with the team from BPNI met ICMR on 21 Sept 06 to provide inputs for a project on home based newborn care in collaboration with Norway. It was highlighted that district level models should be taken up for integration of infant and young child feeding in Government of India programmes. The ICMR agreed in principle.
Meeting with Dr. Vinod Paul from AIIMS. Dr Arun Gupta from BPNI met Dr Vinod Paul from AIIMS on 26 Sept 06 to discuss how to scale up breastfeeding action in the country. They dwelled on many issues and ways to promote breastfeeding in India.

Meeting with Planning Commission on IYCF. Dr Arun Gupta, from BPNI met Dr. Pronab Sen of Planning Commission on Sept 28, 2006 to discuss the issue of IYCF in the forthcoming 11th Plan.

First HIV sensitization meeting of doctors facilitated by BPNI in Delhi. BPNI national secretariat networked with IAP & developed a program for sensitization of Pediatricians from Delhi & other neighboring states in the first of five Regional meetings held at Tirath Ram Hospital on Sept 28, 2006.

BPNI talks to NACO on the issue of IYCF. Dr Arun Gupta, Dr MMA Faridi and Dr JP Dadhich from BPNI met NACO Director, Mrs. Sujata Rao on Sept 28, 2006 to mainstreaming of Infant and Young Child Feeding in the PPTCT program.

Participated in India Social Forum held in Jawaharlal Nehru Stadium, New Delhi. BPNI participated in India Social Forum held at Jawaharlal Nehru Stadium, New Delhi from 9th to 13th Nov 2006. One session from 9 AM to 12 Noon on 11th Nov was devoted to child survival and addressed by Dr Arun Gupta, Dr Kuldip Khanna, and Mrs. Radha Holla. A stall was booked for full 5 days displaying the BPNI material and it was distributed to the visiting delegates. The forum attracted about 50,000 delegates from all walks of life and from all over the world.

Participated in South Asia Breastfeeding Partners Forum - 3 at Kabul, Afghanistan. Dr Arun Gupta, National Coordinator, BPNI, Dr MMA Faridi, Mrs. Radha Holla and Mr Rahul Dev represented BPNI at South Asia Breastfeeding Partners Forum – 3 held at Afghanistan, Kabul from 18th to 23rd Nov 2006.

Participated in a meeting of Right to Food Campaign. BPNI was invited to attend a meeting of Right to Food Campaign held at Constitution Club Lawns, New Delhi on 19th Nov 2006. It was titled 'Bal Vikas Samvad' (A Wake-up Call for ‘Children Under Six’). Dr Arun Gupta, Dr Sunita Katyayan, Mrs. Radha Holla and Mr Subrata Dutta from BPNI attended the meeting.

The National Family Health Survey (2005 to 2006) gives us a very good idea in the context of the state of health of children of India today. In Spite of having a good growth of the economy it is very sad to know that we fail to carry a healthy population of children into our future to enjoy the benefits of the very economic policy that we follow.

To this end, the right to food campaign organized a convention of like-minded non-governmental organizations and people to put their heads together and think of ways and means of ensuring this very right for children, especially in the zero to six ages.

Groups like Peoples Health Assembly, Grams Swaraj Abhiyan, Gram Swasthya Abhiyan, CARE, and groups of ICDS functionaries from different parts of India attended the meeting. There were luminaries like Nobel Laureate Amartya Sen, Activist Shabana Azmi, chairman of the planning commission Mr. Montek Singh Ahluwalia, chairman of the UGC, as well as many activists from all over the country.

The main concern of malnutrition of the zero to six-year-old child was brought into focus by report
Focus’ published after a survey and very well highlighted by Mr. Jean Dreize. The following points were highlighted in this meeting:

- That Universalisation of ICDS or over the country with quality.
- Protection of maternity rights and endowments in the form of six months leave.
- Ensuring proper birth weight of our children
- Adequate appropriate complimentary feeds for children
- The necessity for looking into the reasons why the ICDS services work so well in certain parts of the country and not in others
- The right to food is part of human rights and has to be seen in the human perspective and one must be totally uncompromising in carrying out the activity to reach these goals and thus make children's lives more bearable
- The chairman of the planning commission emphasized the need to care for children from zero to two years of age as this is the time that malnutrition starts and maximum mental and physical development of children takes place. If malnutrition is prevented at this time it will never be able to set in. At the same time once malnutrition has started the effects of this malnutrition can never be reversed. He discussed the need to reorganize ICDS services and asked for suggestions for this.
- BPNI presented its case as an organisation that has worked for the ‘the right to food’ of children zero to six months of age – breast feeding- as a right to life more than anything else. Following that the right to food in the 6 month to 2 years the time when children's foundations are made, BPNI has worked for appropriate and adequate complimentary feeding by training ICDS functionaries in delivering quality health services, by training them in breast-feeding and complimentary feeding counseling.
- Monitoring “the Infant milk substitutes, feeding bottles, Infant milk food act (regulation of production supply, and distribution) 1992. This act prevents infant milk substitutes companies from creating an environment of doubt and making mothers lose confidence in their ability to breast-feed.
- Nurturing breast-feeding by working for women's rights especially maternity protection rights so that they may get six months of maternity leave to ensure exclusive breastfeeding for their children for six months
- Protecting, supporting and promoting breastfeeding.

BPNI mobilised a partnership to develop a Joint Statement on infant and young child feeding for submission to the Prime Minister. In the month of September and October of 2006, BPNI led the mobilization of 16 partners to develop a joint statement through a consultative and participatory process.

Background
The Joint Statement seeks to place infant nutrition at the center of any infant and child nutrition and survival strategy, and calls upon the Prime Minister, as the Chairman of the Planning Commission, to:

- Recognise achieving optimal Infant and young child feeding (IYCF) practices within national food security plans for first 2 years
- Recognise that optimal Infant and young child feeding is a Poverty Reduction strategy
- Declare ‘breastfeeding’ as a national asset and priority for ensuring nutrition security of infants to lower INFANT MORTALITY RATE (IMR) rapidly in 11th plan
- Recognise breastfeeding as infant’s right to food, (beginning with in first hour of birth, and exclusive breastfeeding for the first six months) to make it a core intervention, central to both health and nutrition sectors

Following 5 actions were suggested:
1. Ensure adequate budgets are earmarked for protecting, promoting and supporting breastfeeding in 11th plan; to implement National Guidelines on IYCF and kick start work of the National Breastfeeding Committee established in 1997; and under NRHM to provide incentives to ASHA for ensuring breastfeeding within one hour, equal to what she gets for immunization. (Through cash coupons held by the PRIs/ mothers)
2. Create specific coordination for optimizing infant nutrition under the National Nutrition
Mission like creating a commission or authority.
3. Establish accountability mechanisms in MOH and MWCD and direct them to make plans of action to enhance optimal breastfeeding rates and review on a yearly basis.
4. Provide legislative support to all women to enable them to begin breastfeeding within one hour of birth, holding it health workers’ obligation, and maternity entitlements for at least BPL women in unorganised sector giving cash benefit of Rs 1000 per month for six months (Tamil Nadu Childbirth Assistance Scheme model).
5. Put “breastfeeding education” as a ‘service delivery’ equal to ‘immunization’ both health sector and nutrition sector. This could be the most important and basic essential public services that will help achieve the targets of infant survival and development. It should be a mandatory programme response.

BPNI along with Breastfeeding Partners meet Shri Montek Singh Ahluwalia, Deputy Chairman, Planning Commission. As a follow up to our work in adopting the “Joint Statement on Infant and Young Child Feeding”, we were asked to make a presentation to the Deputy Chairman of Planning Commission, Government of India on 29th December at 10.30 am. We took the opportunity to develop an accompanying paper for submission that provided details of the action points and also suggested a tentative budget required for suggested activities. We also seized the opportunity of analyzing the new (November 2006) version of the approach paper of 11th plan and provided comments on this document to focus attention to infant nutrition. This is brief report of the meeting.

A PowerPoint presentation was made in the presence of members of the Commission, experts, government officials, and partners to the “Joint Statement on Infant and Young Child Feeding”.

Following points were highlighted:

a. There is huge potential of saving babies if breastfeeding begins within one hour, and continued exclusively for first six months.
b. And there is huge potential of optimal development of babies who survive.
c. Babies go malnourished as early as first few months of life (within 0-6 and 6-12 months), essentially due to wrong or faulty feeding practices such as giving other milks or other foods even before breastfeeding is started. This has vital implications for infant health, survival and development. It makes them vulnerable to poor health. Some have obesity, which damages adult health through fat cells that remain in place for the entire life. Babies also loose the potential

Delegates present the ‘Joint Statement on IYCF’ Shri Montek Singh Ahluwalia, Deputy Chairman, Planning Commission (Government of India) and his team
brain development. Poverty here contributes to under nutrition because of over dilution and displacement of breastmilk.

d. People may be able to tackle undernutrition or hunger to be more specific, by giving nutrition inputs later, but the effects of wrong nutrition cannot be managed later as it causes irreversible changes.

e. It was clearly highlighted that, if we want to lower the child malnutrition rates, action must start before six months or may be 12 months, as interventions of food supplementation later cannot reduce the earlier gaps and their impact. The infant malnutrition has to be reduced to half of the present at six months of age, to be able to maintain this fall right through the 1st and 2nd year of life, after which one cannot do anything to change this curve. Unless we tackle early, 37% of underweight at 1 year will be hard to reduce.

The presentation was followed by questions and clarifications that were raised by the members and the Deputy Chairman of the planning commission. Following are the significant points that emerged in this meeting and call for follow up action as well as those that were agreed.

1. Recognizing the importance of timely initiation of breastfeeding within the first hour and exclusive breastfeeding for six months to save infant lives, reduce poverty and improve brain development, Sh. Ahluwalia assured the organizations that not only would IYCF be given the highest priority, it would also be allocated adequate budget, especially “as the money needed is miniscule” compared to the budget for other child survival interventions. He also promised that “Breastfeeding education” would get the high level attention.

2. The Deputy Chairman asked BPNI to work out the ways to oversee the effective implementation of IYCF, especially in the form of breastfeeding support and informed counseling to women. He said, “Give me an organizational plan. Tell me what ministry you want to be restructured to implement this effectively. Sit with our adviser health and come with a plan, I am willing to sit with you again for half an hour”

3. Sh. Ahluwalia stressed the need for high publicity through a sustained campaign on IYCF, especially timely initiation and exclusive breastfeeding. He promised to ensure that both he and the Prime Minister would highlight IYCF in their public speeches. He added that existing organizations would have to take a leading part, and material already produced, for example, training manuals and FAQ booklets by BPNI, would need to be widely distributed and translated in various languages.

4. When asked, how it should be made universal intervention, several suggestions came forward including, involving PRIs, education department, having it turned into a peoples movement, launching breastfeeding or IYCF support centers for every 5000 people.

5. Sh. Ahluwalia also suggested that every Member of Parliament should be involved and informed.

6. He also asked us to keep the National Advisory Council informed.

7. He advised us to contact Mr. NC Saxena and Mr. Harsh Mander, Commissioners of the Right to Food attached to the Supreme Court and update them on the vital importance of breastfeeding and its value in infant nutrition, survival and development so that these issues are reflected in their reports.

After meeting Mr. Montek Singh Ahluwalia, Deputy Chairman, Planning Commission, BPNI representatives made a presentation on the status of IYCF and discussed with journalists and senior correspondents on this issue at a press briefing organized at Press Club, New Delhi. Around 30 journalists from various national news agencies, national print and electronic media came to cover this event. This news was covered in almost all nation and regional newspapers.

Participated in a Symposium on Infant Nutrition and Child Growth and Development. Dr JP Dadhich from BPNI attended National Conference of Nutritional Society of India held at Kolkata from 4th to 6th Nov 2006. BPNI was invited to participate in this symposium and deliver a lecture on ‘Early and
Exclusive Breastfeeding and Child Growth and Development.

**BPNI attends the National Health Assembly-2 workshop held at Bhopal 4-6th January 2007.** This National Health Assembly-2 workshop was part of the preparation for the National Health Assembly – 2, being organized by the Jan Swasthya Abhiyan (JSA), the Indian circle of the People's Health Movement, a coalition consisting of over 20 networks, 1000 organizations and a large number of individuals. NHA –2 seeks to focus on the health status of India's people, as well as the health care system, and look for ways in which to ensure that all the people of the country have equitable access to an efficient and affordable health system. The NSA –2 workshop was held at the office of the Madhya Pradesh Bharat Gyan Vigyan Samiti. Mrs. Radha Holla from BPNI attended this workshop.

Maternity benefits as cash were not the only answer; Crèches at the workplace were equally necessary, especially in villages where agriculture is the main occupation, and for women who live in urban slums, and who go out to work, especially domestic work.

Some noteworthy developments:
- JSA as a whole has agreed to be a partner in the Campaign for Infant Survival, but made it clear that BPNI would have to motivate the state groups to hold workshops to mobilize people on this issue.
- Many of the participants are interested in holding workshops in their areas on the importance of IYCF.

**BPNI called for discussion on Food Bill by Joint Secretary, Ministry of Food Processing.** Dr. Arun Gupta, National Coordinator, BPNI and Dr JP Dadhich were called by Mr Ajit Kumar, Joint Secretary at Ministry of Food Processing on Jan 5, 2007 for discussion on Food Bill, IMS Act and Food Safety issues like E. sakazakii contamination of baby foods. In this meeting BPNI was asked to develop rules on Food Bill related with IMS Act.

**BPNI meets Professor NK Sethi of Planning Commission.** Dr. Arun Gupta from BPNI met Prof NK Sethi of Planning Commission at Yojana Bhavan on 10th January 2007 regarding follow-up of the meeting and discussion held with Shri Montek Singh Ahluwalia in the past.

**BPNI released the Study Report on ‘Status of Infant and Young Children Feeding’ in Uttarakhand on Jan 18 2007.** Dr. Arun Gupta National coordinator of BPNI made a presentation highlighting the need of universalization of timely initiation of breastfeeding. He presented the findings of the survey conducted in 13 districts of Uttarakhand in a function organized at Dehradun on Jan 18 2007, a research programme, the first of its kind on infants initiated in the state.

A sharp focus on infant nutrition inputs, action plans for universalization of early initiation, ORS and breastfeeding would rapidly bring down infant morality and improve infant nutrition status in the state, suggested Dr. Gupta.

A state action plan will be shortly developed incorporating early initiation of breastfeeding, exclusive breastfeeding for six months and complementary feeding for two years or more. Emphasizing its genuine needs and importance, Mr. S. K. Das, chief secretary of Uttarakhand, articulated that “breastfeeding” as core of child health programme should be given top priority keeping in State Level Consultation on IYCF (Uttarakhand) in progress

**State Level Consultation on Infant and Young Child Feeding in Uttarakhand**

16th January 2007
Hotel Pacific, Dalhousie
view the high rate of IMR and the fertility rate in the state. The IMR rate has gone up and the fertility rate has become stagnant in the state.

He further said that the information on “NHFS-3” and “breastfeeding initiation within one hour” as well as “exclusive breastfeeding” should be widely disseminated in the state referring its high urgency and importance to deal with the current trends of IMR and fertility rates. He, however, has also emphasized to involve PRIs and other public utility services for this purpose.

Smt. Vibha Puri Das, principal secretary of Forest and Rural Development of Uttarakhand urged to double the rate of early initiation of breastfeeding from its current level, within a year. She said that the indicators measured by BPNI should be closely monitored, assuring a comprehensive action programme and mechanisms drawn for monitoring and evaluation.

Before this, Smt Radha Raturi, secretary of WCD of Uttarakhand, appreciated the findings of the study conducted by BPNI and suggested a suitable action plan to showcase improvements in the status of infants and young children and the impact of the work should reflect in the evaluation in another 3 to 4 years down the line.

Mrs. Hemlata Dhaundiyal, director of WCD shared the status of health and nutrition of children of Uttarakhand with the participants and gave her valuable insights for an appropriate action plan. Dr J. P. Dadhich of BPNI in his presentation suggested three major areas of intervention, at policy, health service and community level.

BPNI organized a National Consultation for Developing a Plan of Action on Infant and Young Child Feeding on 19th and 20th Jan 2007 at Dehradun. NIPCCD and BPNI in association with UNICEF took lead to develop, through a consultative process, an Action Plan to improve IYCF. This meeting was a part of the consultative process, and was held to develop policy interventions to be recommended to the Planning Commission for inclusion in the 11th Plan, as well as identify essential actions needed to achieve the projected results.

This Consultation brought together various stakeholders in the cause of infant and child survival. The partner organizations included professional bodies such as IMA, IAP, NNF, TNAI, associations and reputed individuals working on public health issues such as AIDAN, Jan Swasthya Abhiyan,

Dr. Neelam Bhatia, NIPCCD, reviewed the steps that the consultative process had taken to reach its current status, and what needed to be done. Dr. Arun Gupta stressed the need to create a network of stakeholders in reducing IMR at the district levels to make a dent. The recent identification of initiation of breastfeeding within the first hour is a good mobilization point, especially as this has been chosen as the theme for the World Breastfeeding Week 2007. He informed the group about the recent letter of the Prime Minister to the chief ministers of all states and union territories, stressing the need for ensuring quality in the universalization of ICDS and reminded the Chief Ministers that presently, 11 crore out of 16 crore children between 0-6 years are not receiving services and support.

Ms. Deepika Shrivastava, project officer, UNICEF, applauded the spirit of partnership underlying the uphill struggle to centre-staging IYCF in infant survival strategies. The moment was opportune for affecting a difference. Numerous opportunities were available – the preparation of the 11th plan and the universalization of ICDS and centre-staging IYCF in ICDS IV
Experts representing various organizations participated in the consultative meet. They were Dr. R.P. Aggarwal, President, IAP; Dr. Susan Passah, CMAI; Dr. Mira Shiva, AIDAN; Mrs. Evelyn P. Kannan, General Secretary, TNAI; Dr. Vikas K. Desai, Addl. Director (FW), DFW, Govt of Gujarat, Dr. P. Subramaniyam, Director, CDRT; Mrs. Radha Holla, BPNI; Dr. Dinesh Khosla, BPNI Haryana; Dr. Parbati Sengupta, BPNI West Bengal; Prof. K.P. Kushwaha, BPNI Uttar Pradesh; Dr. C.R. Banapurmath, BPNI Karnataka; Dr. K. Kesavulu, BPNI Andhra Pradesh and Dr. J.P. Dadhich, BPNI.

Some important suggestions were: growth monitoring should start from birth; IYCF should be centrestaged as core intervention, up scaling of targets to achieve 90% of early initiation of breastfeeding and exclusive breastfeeding. Midterm goal should be 70%, setting up of IYCF Resource Centers at National, state and district levels, to allocate Rs. 2/- per child (as per Supreme Court decision) should be made available for breastfeeding education and implementation of support for mothers, need to set up mother support groups (in the context of BFHI), a BFHI task force should be set up at national and state level and right to food should be included in National Commission for the protection of child rights.

Recommendations

1. Create an Apex body /mechanism in the Planning Commission to monitor IYCF indicators at the highest level and institute accountability. IYCF indicators become outcome budget indicators for NRHM, RCH and ICDS.
2. List state specific disaggregated goals for the three IYCF indicators. These should be reflected in the NRHM, Indian Public Health Standards, and any other accreditation system.
3. Give a context of health, nutrition, development and survival to growth monitoring with a special focus on infants.
4. Provide high priority to IYCF as core intervention for infant survival, growth and development, shifting the focus from curative to a preventive and promotional approach.
5. Provide adequate budget allocation for Breastfeeding support in 11th plan. Sources for funds: RCH/NRHM, ICDS, HIV programme, disaster management, and Right To Food money of Rs. 2 for every child of 0-6 months as per Supreme courts order, HIV PPTCT money
6. Allocate funds for maternity protection benefits.
7. Create a strategic network of IYCF resource centers at the national, state and district level.

BPNI meets Dr (Ms.) Syeda Hameed of Planning Commission. Dr Arun Gupta, Dr JP Dadhich and Ms. Radha Holla from BPNI met Dr (Ms.) Syeda Hameed, Member (Health), Planning Commission at Yojana Bhavan, New Delhi on 31st Jan 2007 to develop some plan for institutionalizing and creating a high level mechanism to oversee nutrition inputs during infancy.


BPNI attends “National Workshop on Adoption of New WHO Child Growth Standards” Dr Arun Gupta from BPNI attended “National Workshop on Adoption of New WHO Child Growth Standards” held at India Habitat Center in New Delhi on 8th and 9th February 2007. He shared his valuable experience on ‘Infant and Young Child Feeding for Enhancing Child’s Growth and Development This workshop was held in collaboration with UNICEF.

BPNI attends SCN meeting at Rome held on 26th

BPNI attends a meeting of Working Group of JSA for NHA-2 on 8th Feb 2007 at BGVS office at Saket. Jan Swasthya Abhiyan organized a meeting with its partners including BPNI to finalise speakers for the various sessions of NHA-2. It was decided that Dr. Arun Gupta, National coordinator, BPNI, would be attending and speaking at the opening plenary session of the meet.

BPNI attends SCN meeting at Rome held on 26th
February 2007. Dr Arun Gupta, National Coordinator, BPNI went to Rome to attend 34th Session of the Standing Committee on Nutrition and attended the symposium: ‘Working Together to Achieve Freedom from Child Hunger and Undernutrition’ held at FAO Headquarters from 26th Feb to 1st March 2007.

BPNI meets a representative of Program for Women’s Economic, Social and Cultural Rights (PWESCR). Further to the discussion with Commissioner of National Commission for the Protection of Child Rights (NCPCR), and the Food Commissioner on 28th February, BPNI is supposed to organise a brainstorming session for Shantha Sinha on taking breastfeeding issues forward in the NCPCR and it will bring together representatives of women’s groups and mobile crèches, along with a few others of our choice. Priti Dharooka of PWESCR, a consortium of 14 groups of the unorganised sector working on the issue of women’s labour rights in the unorganised sector was contacted. One of their demands is for maternity benefits that are designed in a way to really reach the women of this sector, including women engaged in subsistence labour. A decision was taken that Priti will represent both women’s and unorganised labour groups at the brainstorming session. She will be introduced to the joint statement to get their endorsement and later, to the suggestions put forward at the brainstorming session.

BPNI briefs Ms. Shantha Sinha, Chairman of National Commission for Protection of Child Rights in New Delhi on Mar 15 2007. Three BPNI members Dr. Arun Gupta, National Coordinator, Radha Holla and Subrata Dutta met Ms. Shantha Sinha, Chairman of National Commission for Protection of Child Rights, to discuss the protection of infant and young child rights, promotion of breastfeeding and to curb the violation of IMS Act in India. BPNI members asked her to take stern steps and a proactive action in the matters that impede the rights of the infants. She was also informed about the newly emerging trends in India that the mothers, knowingly or unknowingly, are not breastfeeding.

Dr Gupta briefed her about the history of BPNI, its works and involvement for protections of infants and child rights and discussed the three major elements: protection and promotion of breastfeeding, strengthening the IMS Act and executive control on companies manufacturing infant milk substitutes.

BPNI meets TNAI at their New Delhi office on 19th March 2007. Ms. Shiela Seda and Ms. Nanthini Subbiah from TNAI and Dr. Arun Gupta, Dr. JP Dadhich, Radha Holla from BPNI met in New Delhi at TNAI’s office on Mar 19 2007. The following key points and agreements emerged from the meeting:

1. World Breastfeeding Week: BPNI will give 5000 calendars to TNAI to distribute. TNAI will give the names and addresses of Schools of Nursing and ANM training schools, to which BPNI will distribute action folders. TNAI will organise rally/meeting in Delhi on a selected day during the week, and invite Minister Renuka Chowdhary to address the gathering.

2. Campaign “To initiate breastfeeding within one hour of birth, followed by exclusive
breastfeeding for six months”: BPNI will make a note on this issue, focusing particularly on why and what to do to help mothers and give it to TNAI for dissemination. BPNI will design a pledge for nurses /ANMs focussing on giving one hour a week to support mothers initiate early breastfeeding/one hour to educate community/family on importance of starting breastfeeding within one hour.

3. Manual for Nurses: A draft prepared by TNAI and BPNI in collaboration with LINKAGES will now be updated and used to prepare a handbook for nurses and ANMs.

4. Research: Studies on trends in breastfeeding will be carried out jointly by TNAI and BPNI. TNAI members will collect district level data starting with Delhi as a pilot project. BPNI will formulate questionnaires and train nurses/ANMs on how to collect data.

5. Training: TNAI will build a proposal for capacity building for state and district levels, with assistance from BPNI. TNAI will try to raise funds including government funds for the same. TNAI and BPNI will jointly meet with WCD Minister Renuka Chowdhary on the issue. Training will focus primarily on paediatric/nursery and Ob Gynae nurses and ANMs. Pediatric/Ob Gynae teachers at Nursing Schools/ANM training schools will also be trained to ensure that breastfeeding training enters the preservice training too.

6. A pilot 3-in-1 training workshop will be held at Delhi by BPNI, with teachers from Delhi schools of nursing and ANM training schools participating.

**Positive Outcomes**

1. BPNI met Bharat Gyan Vigyan Samiti, a grassroots education organisation, to introduce them to the Campaign on Introduction of breastfeeding within 1 hour and exclusive breastfeeding. They expressed their wish to be involved.

2. The women activists of the Bhopal Gas Peedit Mahila Samiti showed keen interest in the campaign and want to be involved in it.

3. BPNI has strengthened its linkage with Dr. Sundararaman, creator of the Chattisgarh model, and will shortly join the National Health Resources Center at Delhi, and is keen to work with BPNI in developing replicable district level models in states.

4. 1000 copies each of English and Hindi versions of the Action Sheet on WBW 2007 were distributed.

5. BPNI has been invited to participate in the Right to Food Convention at Bodh Gaya in early April.

BPNI participates in National Health Assembly 2 – ‘Defending People’s Right to Health in the Era of Globalization’ at Bhopal from 23rd to 25th March 2007. Dr. Arun Gupta and Mrs. Radha Holla attended National Health Assembly along with over 2000 activists and representatives of different organizations from 23rd to 25th March at Bhopal. The meeting gave BPNI an opportunity to interact with activists from various sectors that affect women's ability to breastfeed.

On 25th, BPNI jointly with Right to Food Campaign and Action Aid organised a workshop on children's right to food, attended by almost 200 people. Dr. Gupta focused on early initiation of breastfeeding, exclusive breastfeeding and complementary feeding. He took the Joint Statement forward that was vastly supported by the participants. Sh. Amarjeet Sinha, Jt. Secy. Min. of Health pointed out Dr. Gupta's and BPNI's work and the importance of breastfeeding in the 'Dialogue with Policymakers', a plenary session attended by the entire crowd. This was reiterated by Sh. Upadhyay, Health Secretary, Madhya Pradesh.

**BPNI meets Mr. Rajeshwar Rao, Director (ICDS) at**
Shastri Bhavan, New Delhi. Dr Arun Gupta, National Coordinator, BPNI meets Dr Rajeshwar Rao, Director (ICDS) at Ministry of Women and Child Development on 29th March 2007 to discuss various issues involving IYCF.

Participation in Right to Food Convention held at Bodhgaya from 6th to 8th April 2007. Radha Holla and Subrata Dutta represented BPNI at Right to Food Convention held at Bodh Gaya. There were over 700 participants from all over India. Jean Dreze took up the issue of Rs. 2 allocation for breastfeeding through the Supreme Court order of 13th December, and it was very well received. In the evening Colin Gonsalves and Biraj Patnaik focused on hunger deaths.

BPNI distributed 250 Campaign calendars, Joint Statement and BPNI bulletin. Campaign on infant and young child nutrition and maternal benefits were included in their Resolution that also included a demand that under NREGA, breastfeeding breaks should not be counted as breaks, but as part of the work and thus no money should be cut.

BPNI meets Sh. Gopalakrishnan, Joint Secretary, Prime Minister’s Office on 10th April 2007. Jean Dreze, Vandana Prasad, Dipa Sinha, Devika Singh and Radha Holla (from BPNI) met Sh. Gopalakrishnan, Jt. Secy, PMO’s Office. This was to take the matter of ICDS forward. Dr. Jean Dreze explained the context. Dr. Prasad and Holla stressed on the importance of breastfeeding. Devika Singh stressed the need for creating accountability throughout the implementation system for convergence.

Mr. Gopal was given to understand the need for an apex body that would oversee all this, and that needed to fast track interventions, as infant deaths were a national emergency. He has promised to report back within a week's time.

Developed and published NFHS-3 report for advocacy. Three thousand copies of NFHS-3 report were developed and published by BPNI and were circulated for advocacy purposes to national and international NGO's working in the field of breastfeeding.

Food and Nutrition Board, MoWCD, GOI organized a Regional Workshop on Promoting Child Survival, Nutrition and Health by Achieving Optimal IYCF Practices in collaboration with BPNI and UNICEF on 11th April 2007. A regional workshop was held for southern states on the above theme. A total of 124 participants from 6 states (Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Pondicherry) took part, comprising of state government officials from health and WCD, ICDS, and NGOs, doctors, nutritionists, nurses, Judicial and legal services. Dr Arun Gupta, National Coordinator, BPNI attended the meeting.

The workshop began with the welcome note given by Sri Chaman Kumar, Jt. Secretary, MWCD and lightening of the lamp, by the Chief Guest Smt Asha Murty, Special Chief Secretary, Government of AP and other dignitaries on the dais (Dr. Arun Gupta, Smt Shashi Prabha Gupta and Smt YV Anuradha).

Shri. Chaman Kumar welcomed the participants and began with the objective of this workshop that was to identify future course of action to boost the condition of nutrition in this country with focus on IYCF. He stressed the need of integrating IYCF within ICDS and RCH Programmes run by the government of India, to improve the nutritional status of children. He pointed out that 46% children under the age of 3 years are underweight in this country.

Dr. Arun Gupta pointed out that BPNI advocates for sound policies and our priority is training. We have for the first time developed a 3-in-1 training course, integrating breastfeeding, complementary feeding and HIV issues. He said that, the period of infancy is most crucial because maximum number of deaths occur within the 1st year of life. The commitment to the National Guidelines on IYCF, IMS Act and the Global Strategy adopted in 2002, clearly shows that the Government of India is aware of the need for action to improve child health in the country. He urged to set up IYCF goals for 11th and 12th Plan matched by physical, administrative and financial mechanisms and to make an allocation of at least Rs. 2 per child per day for 0-6 months babies, to adopt the National Plan of Action on IYCF having a budget line. To provide IYCF counseling and support as key component of ICDS services at family level.

Smt. Shashi Prabha Gupta, Technical Advisor, FNB, MWCD, GOI, said Infant and Young Child
nutrition is the most important area not only for the proper physical and cognitive development and health of children but also for good health throughout life. She said that achieving high targets are challenging tasks and require rigorous efforts.

Smt Asha Murty, In-charge of Women Welfare and Child Development inaugurated the workshop. Sharing her personal experiences she said that she was under the impression that mothers, especially in rural India, breastfeed their babies, but was shocked to know that these rates are so low. She expressed that she herself was not aware of the benefits of colostrum till lately. She felt that there is lack of awareness about the importance of breastfeeding, even among highly educated people leave aside the illiterate masses. There was therefore an urgent need for appropriate counseling at all levels.

Smt. Y V Anuradha, Director, WCD, Govt. of AP gave vote of thanks to all the speakers for their valuable inputs to the discussion on infant and child health and nutritional issues.

Mr. N S Palanippan, Secretary, Social Welfare, Govt of Tamil Nadu commenced the 1st Technical Session. In this session Dr. J P Dadhich presented the Uttarakhand Project on IYCF. It was followed by the presentation on New Developments in the field of IYCF by Smt. Laxmi Bhavani from UNICEF, Hyderabad.

In Technical Session 2 under the Chairpersonship of Ms. Rajini Sreekumar, Principal Secretary, DWCD, Government of Karnataka, State specific presentations on the current level of practices and implementation of national guidelines on IYCF were made. The participating states were Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Pondicherry.

In the group work session, the participants were divided into groups representing one state to figure out concrete action plan for implementing IYCF (National guidelines and IMS Act) including RCH, ICDS, NRHM and other partners.

In the concluding session each State group presented the State specific plan of action on IYCF. The session was concluded by a short capitulation speech by Shri Chaman Kumar and the final vote of thanks by Smt Shashi Prabha Gupta.

BPNI participates in Citizen’s Initiative on Rights of Children Under Six meet on 16th April 2007 at Rights to Food Office, Delhi. Dr. Vandana Prasad from JSA; Deepa Sinha, Biraj Patnaik from Commissioner's Office; Devika Singh from Mobile
Crèches; Spurthi Reddy from Right to Food; Radha Holla from BPNI and Lakshmi Menon from WABA attended this meet. The meeting highlighted the additions and lacunae in the report. The report included BPNI’s recommendations on the need for an authority to provide scientific inputs to the government, but had ignored many of the recommendations by members of the steering committee – Jean Dreze and Vandana Prasad. All participants were asked to independently critique the report and send it.

Mrs. Shantha Sinha, Chairperson, Children’s Rights Commission visits BPNI Headquarters at Delhi. Mrs. Sinha visited BPNI office on April 17 to attend a meeting on children’s right to nutrition. She asked the members of the NGOs to bring only those issues, which are concerned to the rights of the children. In the consultation meet, the members of the NGOs discussed on legal framework and public awareness of child rights, revitalization of IMS Act, child and women’s nutrition, maternity entitlements, prevention of maternal, neonatal, infant and under-5 mortality and morbidity rate and technical protocols for childbirth.

In the consultation meet, Dr. Arun Gupta, National Coordinator of BPNI, raised the issue of protocol needs for childbirth and its legal framework. “Women should get the technical support during birth period. The important issue here is to provide education to women”, opined Dr. Gupta.

The existing welfare schemes of the country don’t support infants within the age group 0-6 months. There is a special requirement emphasized to recognize the needs of the infants, especially their rights on nutrition. The right to survival, growth and development should be the first right of the infants and a legal protection of this right would actually lead to the fulfillment of nutritional needs of the children.

In the meet, Commission’s member secretary Mrs. Shalini Prasad and its member Mrs. Sandhya Bajaj were also present. The other dignitaries attended the meeting were Mrs. Mridula Bajaj and Mrs. Devika Singh from Mobile Crèches; Dr. Mira Shiva from AIDAN/ISA; Mrs. Lakshmi Menon from WABA Gender Programme; Mrs. Radha Holla and Mr. Subrata Datta from BPNI.

Participation in a meeting with Commissioner of Food on 16th April 2007. In a meeting attended by Harsh Mander, Deepa Sinha, Biraj Patnaik, Dr Arun Gupta (BPNI) and Mrs Radha Holla (BPNI), the participants discussed various aspects, including the right to food of infants in view of the Supreme Court Order, how to promote breastfeeding, convergence between ICDS and NRHM, the need for crèches, etc.

BPNI meets Dr. Vikas K Desai, Additional Director, Family Welfare, Govt. of Gujarat on 23rd April 2007 at Ahmedabad. This meeting was a follow-up of a process of engagement with the Govt. of Gujarat for last 3 months. Dr. Vikas K Desai attended the workshop on the national plan of action for IYCF at Dehradun on 19-20th January 2007. She expressed her eagerness to improve the status of infant nutrition in the state of Gujarat and her willingness to explore the possibilities to work with BPNI for this purpose. For this purpose Dr JP Dadhich met her at Ahmedabad office.

The issue of improving IYCF involving health infrastructure in the state of Gujarat was discussed in detail.

Following interventions were identified for immediate consideration and BPNI was asked to prepare project proposals along with budget for the same.

a. A district intervention project for the district of Bharuch, (inline with Datia and Trichy)

b. A project for strengthening of IYCF component in the IMNCI training of frontline workers, including training of middle level trainers. It should include a workshop for integration of
training material on IYCF into the IMNCI training module.

c. A state level district wise survey of IYCF practices in 30 clusters across the state in rural as well as urban population. It should involve medical colleges of the state.

This was decided that after receiving the proposals from BPNI, another meeting would be arranged at Ahmedabad to discuss the proposals with the additional director and the commissioner – Health, Govt. of Gujarat.

**BPNI meets Dr. Rajesh Gopal, Additional Project Director, GSACS, Ahmedabad.** In view of the recent evidence emerging out of Africa, establishing the role of exclusive breastfeeding in prevention of HIV transmission to the child from the parents, and the dismal state of counseling on infant feeding, Dr JP Dadhich from BPNI met Dr. Rajesh Gopal, Additional Project Director, GSACS, on 23rd April 2007. Various issues related with Infant feeding counseling were discussed. BPNI’s experience in the states of Delhi and Jharkhand was discussed in detail.

It was decided to develop a project proposal for the training of existing PPTCT counselors (60 in number all across the state of Gujarat) with a joint ownership by GSACS and BPNI, which may be submitted to a funding agency. The project proposal will also include sensitization workshops for the health functionaries at all levels to ensure a consistent message on the issue.

**BPNI invited at a meeting with the Prime Minister of India on 2nd May 2007.** BPNI was invited to a meeting called by Hon’ble Prime Minister Shri Manmohan Singh at 7, Race Course Road, New Delhi on 2nd May 2007. Dr Tarsem Jindal (Chief Coordinator), Dr Arun Gupta (National Coordinator, BPNI), Dr Vinod Paul (Prof of Pediatrics, AIIMS), Dr Dharam Prakash (Hony. Joint Secretary, Indian Medical Association), Dr Vandana Prasad (Joint Convener, Jan Swasthya Abhiyan), Dr JP Dadhich (BPNI) and Mr Rahul Dev (Samyak Communication) were called for the meeting.

The Prime Minister met the delegation upon a request made for intervention and action on the recommendation of the Joint statement. Explaining the needs of the young babies, they asked the Prime Minister to establish a high level Authority to coordinate the action on infant nutrition and survival and also submitted a proposal to set up “Prime Minister’s or National Authority on Infant Nutrition for Survival and Development”. The Prime Minister quite agreed to the importance of the role breastfeeding plays in the prevention and control of disease, brain development and ensuring highest level of child survival.

The group explained to the Prime Minister how both ICDS and NRHM have a role to play and emphasized the need of ‘family’ level intervention in addition to earlier ongoing interventions in the ICDS and NRHM. The group asked for equal priority to breastfeeding issues when it comes to allocation of resources giving examples of incentives for ASHA to provide infant feeding counseling and support and other needs of young babies like help needed to ensure maternity protection for mothers to stay close to babies, including maternity entitlements and crèches were also demanded. The group demanded a clear budget line for infant feeding on all child related programmes.

The Prime Minister promised to take action saying, “Budget is no problem, but we need solutions which are good for our babies”.

**BPNI attends National Coordination Committee meeting of JSA at Mumbai.** Dr Satish Tiwari from BPNI attended National Coordination Committee meeting of JSA in Mumbai on 18th and 19th May 2007. Dr Tiwari highlighted various activities undertaken by BPNI to improve breastfeeding rates in India.

**BPNI meets CCF at BPNI Headquarters on 29th May 2007.** Dr J.P. Dadhich, Mrs. Radha Holla and Mr. Subrata Dutta from BPNI and Dr. Reeta Mohan from CCF India met at BPNI headquarters on 29th May 2007. The objectives of the meeting were to design and develop a project proposal for collaboration, identification of states and districts and discussion on possible collaborative programmes.

Dr. Reeta Mohan told CCF health programme in India and its component on breastfeeding promotion, its wish to involve BPNI as a technical resource agency for CCF programme in India and to develop a project by using variety of communication tools and methods that could give a tangible impact.
Dr. J.P. Dadhich shared various activities of BPNI in different states of India. He stressed on the
need to share more information among the members of CCF and BPNI to understand each other. He
advised to involve CCF NGO-partners to celebrate World Breastfeeding Week. Mrs. Radha Holla
discussed the importance of training on IYCF and counseling skills on breastfeeding, training of all
stakeholders at various levels and the need for a campaign for promoting optimal IYCF practices.

It was decided to organize a district level assessment workshop by using BPNI tools in CCF
working area (Udaipur/Uttarakhand/M.P), participation of CCF in World Breastfeeding Week
(WBW) campaign, undertake research oriented projects/activities and training of CCF-NGO
partners.

Gunilla explained that new government is committed to 1% GDP fund and breastfeeding is likely to be
continued for funding, but dealing with few recipients only. She said it would be unlikely to have
4 recipients for breastfeeding support by Sida from one area even if the same level of support continues.
She was very happy to see all the evidence based things in the PowerPoint presentation. She asked
many questions, which were more to understand the issue. She was happy that HIV and breastfeeding data
is now clearer for child survival and transmission.

BPNI meets NIPI representative Ms. Bernadette N. Kumar on June 05 2007 at Oslo, Norway. Dr Arun
Gupta, National Coordinator, BPNI met NIPI representative in Oslo. Ms Bernadette gave a brief
about NIPI project and she informed about its focus in 5 states of UP, MP, Bihar, Rajasthan and Orissa. Dr.
P K Hota has taken over the charge as its Director in India. A Joint Steering Committee has been
established with UNICEF, WHO, NORAD and Dr. Bhan, Additional Secretary, Ministry of Health, as its
members. All decisions, about spending of money are taken by this Committee, which meets 4 times in
a year. It will have a flexible budget. The next meeting will be held on 11th July 2007. Funds will be routed
through UN OPS. WHO and UNICEF will also be

National Coordinator attends a Meeting at NORAD on June 12, 2007. The participants were Dr Arun
Gupta (National Coordinator, BPNI), Anne Liv Evensen (Global Health and Aids Department),
Svanhild Nedregaard (Civil Society Department), Liv- Unni Hersvik (Global Health and Aids Department),
Sverre Olaf Lie (MDG-4 Consultant), Britt Lande (Directorate of Health and Social Affairs), Anne Berug,
and Bernadette Kumar (Directorate of Health and Social Affairs, University of Oslo).

Dr Sverre Lie gave a brief overview of the political commitment on MDG-4 and 5 and informed
that by 2015 Norway would have contributed US $ 1 Billion to vaccines. He also touched how 4 countries
are focused at the Prime Minister level. Ms Bernadette Kumar explained how the India project
NIPI is evolving and also told about areas where BPNI could cooperate in the work on MDG-4, e.g. research,
strengthening and mainstreaming breastfeeding in existing interventions like IMNCI or Home based
newborn care. It was followed by Dr Arun Gupta's power point presentation. Several questions came up
which included what are the barriers at all levels and how breastfeeding rates can be enhanced?

Svanhild Nedregaard of Civil Society Department gave detailed information that currently
NORAD supports 33 international networks and NGOs. Dr Arun Gupta handed over the summary
appeal that she was very happy to receive and said it
would be worth trying in October.

**BPNi invited to Shimla, Himachal Pradesh for advocacy on Breastfeeding.** Dr JC Sobti from BPNI was invited to Shimla, Himachal Pradesh for consultation on various issues of breastfeeding pertaining to that state. He had discussions with Dr Avinash Sood, Associate Professor of Pediatrics, Shimla and others from July 3 to July 6 2007.

**BPNi invited to IMA workshop on Family Welfare at Dalhousie on July 7,2007.** Dr Arun Gupta was invited to address an IMA workshop on Family Welfare at Dalhousie on 7th July. The topic of the workshop was ‘The Role of Optimal Breastfeeding in Child Survival’. A PowerPoint presentation was made which urged the participants of IMA to take part in orientation of their colleagues at district level.

IMA Joint Secretary Dr. Dharam Prakash assured that IMA would take keen interest in this work and lead such action in collaboration with BPNI. A joint proposal will be developed and submitted to the Ministry of Health for fundraising and implementation in partnership with NRHM.

**BPNi and CCF had another meeting on 13th July 2007.** Dr. Arun Gupta and Mrs Radha Holla Bhar from BPNI and Mr. Prabhakhar Varma & Mr Guru Naik from CCF met at CCF office in Delhi on 13th July 2007. Strengths and weaknesses of both organizations were discussed. BPNI’s strengths identified were: technical expertise, strong network of over 3000 committed members, with presence in every state, expertise in capacity building at all levels in infant and young child feeding and expertise in assisting states in assessing status of IYCF and developing plans to improve IYCF. Weaknesses of BPNI are lack of time in the case of network members to become full-time implementers of programmes/projects and BPNI’s dependence on donors for any activity as there is no core funding.

Strengths of CCF are: strong and long established presence in several states, consolidating presence in BIMARU states having the highest rate of poverty and need, on-going projects with NGOs at the district/block level in operating states, capability for raising funds needed and focus on holistic development centred on community development. Weakness of CCF is lack of technical expertise on IYCF.

The discussion focussed on concretising ways to work in mutual partnership in view of the above strengths and weaknesses of the two organisations. There is need to define CCF’s technical needs, and to focus on CCF’s areas of operation, progressing from the block/district level to the state and national levels, networking with as many locally operating organisations/NGOs as possible.

The areas of cooperation decided were: CCF and BPNI become partners at national and international levels, BPNI will provide technical support to CCF, both will conduct joint research and documentation, advocacy and networking with other organisations and assist in fund-raising.

**BPNi invited to Develop a 5 Year Action Plan on IYCF for Uttarakhand.** Dr Arun Gupta & Dr J P Dadhich from BPNI attended a meeting called by
Secretary, WECD, Uttarakhand on July 15th and 16th 2007 at Dehradun to develop a 5-year action plan on IYCF for Uttarakhand. A framework of the plan was presented to the Secretary, WECD in which the role of BPNI is to facilitate the process of development of the Action Plan. This meeting was part of the project “Assessment of Status of Infant & Young Child Feeding and Development of State Specific Action Plan for the State of Uttarakhand” which was underway since April 2005. After arranging the State consultation to develop a state level plan of action on IYCF on 18th January 2007, this meeting was arranged to finalize various activities and to draw a year wise plan of action.

A draft proposal by BPNI in consultation with WECD, Govt of Uttarakhand was first discussed in an expert group under the chairmanship of Director, ICDS, Govt of Uttarakhand. Every proposed action was discussed in detail. Later in a meeting chaired by the Secretary, WECD and Mrs. Radha Raturi, Secretary, Finance, Govt of Uttarakhand, final decisions were taken about the action plan. Mrs. Manisha Panwar, Secretary, Health, Govt of Uttarakhand, was also present in the meeting. A detailed report of the proceedings will be prepared by Mr Mohit Chaudhary, Project Officer, ICDS, Govt of Uttarakhand.

Development and Dissemination of the Report Card on Initiation of Breastfeeding. IBFAN Asia gathered data on initiation of breastfeeding within one hour, from across the world through IBFAN groups. Sixty-five countries supplied the data, which has been used to develop an international report card depicting in four colors where the nations stand on initiation of breastfeeding. This is useful tool for advocacy. Similar ones for the exclusive breastfeeding and Code implementation are also being developed.

The State of the World's Breastfeeding: South Asia Report, Developed, Edited, Printed and Widely Disseminated. The State of the World's Breastfeeding: South Asia Report is a detailed report of the assessment of 8 SAARC nations. The preparation of the report has been a learning experience. It enabled us to make a serious analysis of the findings and suggest appropriate measures for future action plans. In this report, each gap is described and followed suggestion of the action that a nation can take. Thus the report would be quite handy and useful to the programme managers and policy makers at national and international level, civil society organisations, IBFAN focal points, donors/funding agencies, UN agencies and all others concerned for advocacy to mainstream the component of infant and young child feeding in various child related programmes on nutrition, health and development. It also guides prioritizing investments in areas that need urgent or increased attention. The report will also serve as a benchmark. Repeat assessments beyond 2008 will reveal the level of improvement.

The State of the Worlds Breastfeeding: South Asia Report was printed and disseminated to the Asia and Pacific contact points; all IBFAN regional coordinating offices (RCOs); WHO & UNICEF offices; donor agencies; Ministries of Health in South Asia, Southeast Asia and East Asia; participants of South Asia Breastfeeding Partners Forum-1, 2 and 3; media; professional organisations; all embassies in Delhi, right to food campaign; and participants of the Asia Pacific Conference on Breastfeeding held in 2003.

Outcome:

– Policy makers, Administrators, Doctors, social workers, nutritionist, layman

– Via attending conferences, arranging
conferences,
- Developing consensus on policies new and older ones for improving IYCF status
- Making plan of Action for submission to the administrators for implementation
- Joining hands with other national breastfeeding partners for the cause of optimal IYCF practices
- Working with other NGOs, IAP, IMA, TANI, JSA, Right to Food, etc. for evolving a Joint Statement on IYCF
- Conducted surveys in Uttarakhand, Haryana.

**BPNI in collaboration with CARE organizes Capacity Building Programme in Ranchi.** BPNI in collaboration with CARE organized a two day residential capacity building programme on “New Born Care and Importance of Breastfeeding” at Social Development Center, Ranchi on 29th and 30th June 2007. Different Frontline Workers of NGOs associated with CARE – Jharkhand, crèche workers of Jharkhand Council for Child Welfare and counselors of IYCF Clinics of Seva Sadan Hospital attended this capacity building programme. The facilitators of this program were Dr Sunita Katyayan, State Coordinator, BPNI and her team of other workers in this movement.

Speakers covered different issues of breastfeeding and the event culminated with a commitment to have a review meeting of the same participants in approximately 6 months time to see how these FLW’s have been able to use the techniques taught to them in this sensitization workshop.
BPNI is a notified NGO by the Government of India for monitoring the compliance with the “Infant Milk Substitutes, Infant Foods and Feeding Bottles (Regulation of Production, Distribution and Supply) Act, 1992 as amended in 2003”. During these years we have undertaken various activities.

A Monitoring Manual was printed detailing the methods for monitoring the IMS Act in March 2003. The Law to protect, promote and support breastfeeding was updated to include the Amendment Act 2003 in very simple language, and was made available to all. Complete section-wise analysis of the IMS Act after the amendment in 2003 was made available electronically to enable people to understand the Act and its amendments easily. A 2-page information sheet Protection of Mothers and Children was developed and disseminated widely.

Evidence Against Nestle Goes Missing – Update on the Court case. After the dismissal of the criminal revision case in the Session court on merits in May 2003, the case against Nestle in the Lower court again lapsed. In December 2003 it was found that the court case file went missing from the record section of the court. After taking serious note of the matter, the Hon’ble judge had given directions to trace the judicial file and evidences, which are vital for the case. Even though a date in April 2004 was given for further reply and argument and for leading precharge evidence, the evidence continued to be missing in August 2006.

The amendments to the IMS Act were passed in the Lok Sabha and the Rajya Sabha in May 2003. This was the culmination of the years of advocacy with policy makers and parliamentarians by BPNI in close collaboration with the MWCD. BPNI sent out letters of congratulations to the Parliamentarians for their efforts, and organised a press conference to educate media on the implications of the amendments. Information material like “Protecting Mother and Children- Information Sheet 2” and “India Protects Breastfeeding” were developed to educate masses about the provisions of IMS Act. Extensive use of graphics and pictorials were made in this to make the provisions of IMS Act more understandable.

The Amendments adopts the definition ‘exclusive breastfeeding for the first six months, and continued breastfeeding along with adequate and appropriate complementary feeding up to two years and beyond’. The Act now bans baby food manufacturers to promote complementary feeding before the baby has completed six months of age, and branded infant foods for babies under two years of age. The amended IMS Act also protects pregnant women and new mothers from being targeted by the companies through their direct and indirect advertising.

Participation in Seminar on IMS Act. A seminar on breastfeeding was conducted at the All India Association for Christians for Higher Education in Janakpuri in the last week of July 2003. Vandana Sabharwal of BPNI explained to the participants the IMS Act, and the need to monitor the baby food industry to protect, promote and support breastfeeding and complementary feeding.

Participation at NIPCCD workshop. A PowerPoint presentation on IMS Act 1992 (as Amended in 2003) “Infant Food Industry Have to Watch Their Behaviour Now” was prepared and presented to NIPCCD with a group of representatives from NGO’s working in infant and women issues. It has been further simplified and notes explaining each slide have been prepared. It has been shared with key persons at district level for disseminating information about IMS Act to public.

Dissemination of Update No 7. Infant and Young Child Feeding - “Protecting Breastfeeding from Commercial Influence” was developed and disseminated. It helps to understand that why breastfeeding needs to be protected from
commercial sectors and what are salient features of the IMS Act.

The book “The Law to Protect, Promote and Support Breastfeeding” updated. The book “The Law to Protect, Promote and Support Breastfeeding” has been updated to include recent amendments on IMS Act 1992. The Secretary, Department of Family welfare has written a preface for the book. Secretary, MWCD has written the foreword. Appreciation letters of Minister of State, Mrs. Kanti Singh and the Union Minister of HRD, Shri Arjun Singh have been included in the book. The book has been reprinted. It has been disseminated to professors of medical, nursing and nutrition colleges, lawyers and judges, media, state secretaries of government of India, district secretaries of BPNI. After receiving the inputs from various concerned, this book is now being translated in Hindi.

Development of Information sheets and advocacy documents. Based on the Lancet series on child survival, “Information sheets” and “Advocacy documents” have been developed, designed, printed and disseminated. These were shared at the RCH II planning meeting and with the State secretaries of health.

BPNI has established a task force for effective implementation and monitoring the compliance of the IMS Act. The task force will coordinate to systematically monitor the activities of baby food manufacturers, draft further amendments as required for IMS Act, develop training modules for frontline workers, write concept notes and other similar activities.

Responses to requests for material or other queries about IMS Act, particularly about provisions of the IMS Act. BPNI continues to receive requests on IMS Act and its amendments, BPNI publications on IMS Act etc. from all over India and outside India, to which the office responds efficiently for sharing the IMS Act or any questions on its implementation. BPNI has drafted a report for Government of India on violations reported and actions taken by BPNI from January to June 2004. Reporting on compliance with the IMS Act, MWCD has asked BPNI as one of the 4 NGOs gazetted under the IMS Act, to send quarterly information on compliance of the IMS Act. This activity is being undertaken on a regular basis. This report has been used to answer a Parliament question on IMS Act.
Infant food companies are violating the law if they

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 including 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.
8. Distribute/supply 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 with 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 health workers (doctors, nurses) or association of health workers (like IAP, IMA, NNF), including funding of seminar, meeting, conferences, educational course, fellowship, research work or sponsorship.
14. Fix commission of employees on the basis of volume of sales of these products.

Breaking the Law Series (Follow up of UNDER ATTACK – series). Upon Government of India’s interest and reporting requirements on the IMS Act’s compliance, BPNI has started a new action of developing and sharing action folders to expose the baby food companies that continue to violate the IMS Act. The action folder comprising of violations reported are printed and disseminated to all concerned.

Saving the IMS Act from being lost to Globalization

In January 2005, the Indian government proposed repealing the country’s 1992 Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act (The IMS Act) through a new legislation “Food Safety and Standards Bill 2005”. The result might have been a weakening of a national ban on the commercial promotion of products that compete with breastfeeding. The BPNI organised a campaign—‘Save the IMS Act’—to fight the suggested repeal. So successful were these efforts that the Indian government had to dismiss the subject of a repeal of the IMS Act three months later.
Many organisations that pledged help included: ACASH, IACR, JSA, VHAI, IMA, IAP, FOGSI, TNAI and others. We contacted Dr. Vina Majumdar, a respected leader in Women's movement and now working with the Centre for Women Development Studies (CWDS). Her personal involvement and guidance was crucial in getting several other organisations to back the campaign. We alerted the global community working on breastfeeding—including IBFAN and WABA, which offered full backing.

The subject was discussed with the Ministry of Women and Child Development (the sponsoring Ministry for the original IMS Act). The MWCD Secretary wrote a strong letter to the government advising against repeal of the IMS Act. We met the Minister of Human Resource Development, and briefed him. We went to Dr. Syeda Hameed, Member Health, Planning Commission of India and she readily agreed to assist. BPNI communicated with the National Commission for Women and the National Advisory Council as well. Both assured their cooperation.

UNICEF provided a major support in generating Ministerial level response through their letter and meetings with Sh. Arjun Singh, the HRD Minister. Representations were made to the National Human Rights Commission (NHRC), which immediately took up the case and asked the Minister of Food Processing not to repeal the IMS Act.

The media provided unprecedented encouragement, and carried several stories that helped to bring focus to the issues. We met both the ruling and opposition political parties and they all assured help.

After the campaign had been running for about a month, a meeting entitled ‘Coming together to save the IMS Act’ was jointly called in February 2005 by the BPNI, Jan Swasthya Abhiyan (JSA), the Indian Alliance for Child Rights (IACR), and the VHAI. Dr. Syeda Hameed addressed the meeting and listened to all those who spoke. She promised her help within the planning commission. On this day, a petition entitled ‘Save the IMS Act’, was developed and signed by 25 organisations and later sent to the Prime Minister, the President and the Ministers concerned.

With the help of Dr Raj Anand and Chander Uday Singh we were able to mobilise an effective opinionon. Finally, Anil Mokashi from Baramati, was requested for help to meet Mr. Sharad Pawar, Minister of Agriculture, who headed the group of eight Ministers overseeing repealing of the IMS Act. He fixed up a meeting with him at Delhi and briefed the Hon’ble Minister. Mr. Sharad Pawar carefully heard our arguments and sought some clarifications. On April 6th 2005, we read in the press the happy news that the government had responded positively to the controversy and decided not to repeal the IMS Act.

It is another turning point in the history of the breastfeeding movement of India.

A four page publication on “Law to protect, promote and support breastfeeding” and NGO advocacy material on IMS Act (Promotion of Baby Foods and Bottles Banned). As the development of these two information materials had similar objectives, it was decided to merge these to develop one brochure, which will address the objectives of both. The information brochure “Promotion of Baby Foods and Bottles Banned” was drafted, finalized and printed in English and Hindi. It was distributed widely to generate mass awareness about the IMS Act.

Legal Advice. BPNI has with it a High Court lawyer who acts as BPNI’s legal advisor. Through this activity we are able to analyze the reported complaints. Labels of infant foods and infant milk substitutes like Cerelac, Nestum, Farex, Lactogen -1 and Lactogen -3 and baby care booklet “Hello Baby” from the company which manufacturers baby food products including feeding bottles, has been analyzed. All the labels were found to violate stringent provisions of the IMS Act, 1992 (As Amended in 2003).

A complaint letter was written to the Directorate of Family Welfare, Government of India against Nestle Nutrition for organizing a conference in department of pediatrics of RML Hospital. Directorate of Family Welfare, Government of India has issued a circular to the authorities of RML hospital, not to indulge in such activities in the future.

Legal advice was sought in 9 cases reported by active BPNI members from all over India. The analysis brings to light that the companies are still continuing to violate proviso clauses of IMS Act by primarily targeting health care professionals and these organisations to increase use to baby foods. Based
on the analysis, letters were written to the baby food manufacturers and other organisations involved. A detailed quarterly report prepared and sent to MWCD, Government of India.

**Advocacy with state governments on IYCF to include implementation of IMS Act into their state plan.** A process of continuous dialogue is on with state governments for this purpose and it may give fruitful results in the near future. A regular letter writing campaign is on for this purpose.

**Participation at expert group meeting to focus on Nutritional and Health claims of Infant Baby Foods, held in New Delhi.** A meeting of Expert Group to consider finalization of draft notification No. GSR 37(E) dated 20.1.2005 regarding standards and labelling if Infant Foods/Infant Milk Substitutes was held on 21 July 2005 at Nirman Bhavan. Dr. Arun Gupta from BPNI represented it. He told the gathering about an information brochure - ICDC Focus, titled ‘Outrageous Claims’ brought out by IBFAN/Malaysia that reveals ‘Nutrition and Health Claims’ on foods for Infant and Young Children should not be permitted because they are – marketing tools, misleading, unsubstantiated by independent science and thus violate the International Code of Marketing of Breastmilk Substitutes. It further elaborates about claims by different agencies, using DHA and ARA fatty acids in their infant formula, improving eyesight and intelligence and working magic for smart kids is absolutely baseless and unscientific.

**Inspection of Baby Milk Food Tins manufactured by various Baby Food Manufacturers.** Samples of all available baby food tins manufactured by different baby food companies were bought from the market and sent to our legal consultant Mr Ajay Kumar to look for any violation of the IMS Act. The labels on the tins were found to comply with the various provisions of the IMS Act.

‘Breaking the Law’ series I, II, III and IV. BPNI developed every few months a series to expose what companies do to violate the IMS Act. This is then widely shared among members and policy makers to draw their attention to the fact that effective enforcement of IMS Act is needed. So far we have done 4 such series in past 2 years.

**Participate in Expert Group Meeting on PFA standards on Milk Substitutes.** Dr JP Dadhich from BPNI participated in a meeting of the expert group for PFA standards on Infant Milk Substitute on Sep 6, 2006 at Shastri Bhavan, New Delhi.

‘The IMS Act: Making it known to People’ was made the Theme of WBW 2006. The objective of making IMS Act as the theme of WBW 2006 was to make the public aware about its various provisions and ‘What is banned under this Act’.

**Participated in expert group meeting to revise standards for Baby Foods.** BPNI was invited to participate in a meeting of expert group to examine the revision of standards for Baby Foods. The objective was to revise these standards prescribed under PFA rules. There was a detailed discussion that led to few agreements on the suggestions.
Protecting the IMS Act

When Civil Society worked together with UNICEF and the Government to protect children's right to food

In 2005, a threat to the Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992 (commonly called the IMS Act) and its amendment in 2003, surfaced from a much-unexpected front. In its attempt to rationalize the food laws of the country, the Ministry of Food Processing Industries (MoFPI) decided to initiate an integrated legislation, Food Safety and Standards Bill, 2004. Under Section 108 Schedule 1 of the Bill, the IMS Act was included in the list of Acts to be repealed instead of in the list of Acts that need only to be modified. However, the IMS Act is not about food standards, it is about unethical marketing practices that deny the baby breastmilk, which is critical for health and development. Further, while processed baby foods may meet the highest food standards, there is no guarantee that consumers have access to clean drinking water and utensils or that poor people will be able to purchase the food in adequate quantities. Thus ensuring food standards of high quality in the context of baby foods does not guarantee the health of infants.

UNICEF's then Country Representative, Cecilio Adorna, had already envisaged the possibility that infant milks might come under the category of foods, and that the IMS Act may be subsumed under the new initiative. In December 2004 itself, he had written to the Secretary, DWCD, highlighting that the policy framework provided by the IMS Act and its amendments must be safeguarded in the process of upcoming initiatives for ensuring appropriate food standards and safety. He also suggested to the Secretary that IYCF be a separate agenda item for the upcoming National Nutrition Mission Council meeting, to be chaired by the Prime Minister, so that this discussion could take place at the highest level.

The Secretary, DWCD wrote to the Cabinet Secretary, and the Secretaries of the Ministries of Health and Family Welfare and of Food Processing, seeking their support to safeguard the IMS Act. In her letter to her counterpart in MoFPI, she wrote, “I wish to reiterate that the IMS Act is not a general food law but is basically a special legislation to address marketing issues concerning the production, supply and distribution of infant substitutes, feeding bottles and infant foods so that these do not harm the sound practice of breastfeeding, most essential for ensuring child survival, nutrition and health….government efforts to promote breastfeeding can never match the aggressive campaign of the multinationals… It is therefore extremely important that we keep this Act out of the purview of the integrated food law”.

Sh. Arjun Singh, Minister, Human Resources Development, also wrote to the Minister of Food Processing Industries, “All the efforts of the Department (DWCD) at national and international levels for protecting the traditional and sound practice of breastfeeding will go waste if we fail at this stage to keep this Act out of the purview of the integrated food law.”

The proposed bill was put up on the ministry’s web site on January 15 2005, asking for comments. Immediately, civil society supporters of the IMS Act went into action.

An early meeting of the National Breastfeeding Committee was called on 28th January, in which Dr.
Arun Gupta, National Coordinator of BPNI also participated along with UNICEF, and got a unanimous resolution passed that the IMS Act and its amendment Act should not be repealed.

Together with organisations and national networks like the Voluntary Health Association of India, the Jan Swasthya Abhiyan (People’s Health Movement) and the India Alliance for Child Rights and Centre for Women’s Development Studies, BPNI also drafted a people’s petition demanding that the IMS Act not be repealed. Other networks and professional organisations such as IMA, IAP, FOGSI, NNF, and TNAI also supported the petition, as did bodies such as the premier hospital All India Institute of Medical Sciences, the National Human Rights Commission, Centre for Women Development Studies, the National Council of Applied Economic Research and the Dept. of Social Medicine of the Jawaharlal Nehru University. The petition was sent to the Prime Minister, the President of India, and the individual ministers heading the various involved ministries.

Cecilio Adorno met with Sh. Arjun Singh shortly thereafter, following which the Secretary DWCD was requested to prepare a detailed briefing note for the Group of Ministers. This group, strangely enough, did not include Sh. Arjun Singh’s Ministry – Human Resources Development, though department that initiated the IMS Act – DWCD – came under it. Adorno also met the Prime Minister of India in early April to apprise him of the attempt to repeal the law, and its consequences on child health and nutrition. (Later, once the move to repeal the law was abandoned, he congratulated the Prime Minister on the government’s safeguarding its legislation to promote, protect and support breastfeeding.)

BPNI also approached the Planning Commission, whose member Dr. Syeda Hameed expressed concern over the move to repeal the Act, as this would directly affect the goals regarding exclusive breastfeeding contained in the 10th Plan.

BPNI and its partners briefed the National Advisory Council as well as parliamentarians on the issue. Opposition political parties (and even some politicians from the ruling party) guaranteed to back the campaign right up to Parliamentary level, where the bill overturning the IMS Act was due to be introduced. Leading members of the campaign met Sh. Sharad Pawar, Minister of Agriculture, who headed the Group of eight Ministers overseeing the process of repealing the IMS Act. He listened to the campaigners’ arguments and sought some clarifications. After assuring his audience that he understood the issue, he told the campaigners that the IMS Act would not, after all, be repealed.

BPNI also mobilised international opinion on the issue, and as a result, the office of the Secretary of MoFPI was flooded with requests and petitions not repeal the Act, from international organisations such as WABA, IBFAN, as well as representatives of international organisations such as UNICEF Headquarters in New York and WHO. Hundreds of doctors and health professionals, as well as activists from other sectors including consumer protection, from all corners of India joined the campaign, by sending mail to the MoFPI.

On the media front, the BPNI briefed Rahul Dev, a senior journalist with a keen interest in social issues. He was able to furnish the cause with much-needed assistance through his media and political links. The media, in fact, provided unprecedented encouragement to the campaign, and carried several stories that helped the campaign’s issues reach a wider public.

On 6th April 2005, the move to repeal the IMS Act was abandoned by the Ministry of Food Processing Industry.
World Breastfeeding Week

The World Breastfeeding Week celebrated from 1st to 7th August every year, is an extremely important tool for social mobilization. As the Week is celebrated internationally, it allows for advocacy and action at all levels – government, NGOs, CSOs, hospitals and health centres, academic bodies, professional bodies, in fact, any one who is interested, to mobilize society for optimal feeding practices and generating large-scale public awareness about the importance and beneficial effects of breastfeeding.

World Breastfeeding Week 2004


BPNI had prepared a two page announcement on the theme, which was disseminated to all including professional bodies like IAP, IMA, FOGSI, NNF, ICDS, RCH, FNB, state and district branches, NGOs, national partners and other collaborators.

To stimulate and sustain the activity on infant and young child feeding all through the country, BPNI coordinated the WBW celebrations all over the country. Queries, clarifications, comments were pouring into BPNI from all parts of the country and BPNI provided guidance and support to all. Demand of material including BPNI's training material on the issue, campaign materials as well as the theme brochure and kit on exclusive breastfeeding was exceedingly high, and we had to reprint the brochures. A kit to celebrate World Breastfeeding Week was developed, designed and printed at BPNI. The kit contained material such as, model letters to media, state government officials, colleges and schools, press release and also advocacy letters of UNICEF and WHO. A six page theme brochure on Exclusive Breastfeeding: the Gold Standard – Safe, Sound, Sustainable was also developed, designed and printed. During the WBW and as an ongoing activity, BPNI receives requests from all over India on the exclusive breastfeeding and its related material, to which the office responds very efficiently. It helped in sharing the information on IYCF or any questions on its implementation.

WBW – A WAY FORWARD. As a follow up of the world breastfeeding week, BPNI requested all the district branches to celebrate the ‘Children's Day’, 14th November 2004 on the eve of National Newborn Week, to release the district specific report on the ‘Status of Infant and Young Child Feeding’ with the national partners and other concerns in the state and to brainstorm on outlining a future action required to achieve optimal practices. With the initiative of headquarters and district coordinators, the BPNI membership increased adequately. The membership forms received were entered into the data bank for a regular touch with the members. The new member’s dispatch packet included various materials on BPNI and WBW material

WBW 2004 Awards

BPNI received the reports of WBW activities from various parts of the country. Till 30th of September the reports were collected, categorised first and then analysed and submitted to the award committee for their selection for awards according to the criteria already announced. The year 2004 BPNI received a total number of 63 reports of WBW activities. These reports covered 18 States and UTs on WBW celebration. The report categories covered 26 district branches, 26 NGOs and 11 state branches covering around 60 districts in the country.

Awards for World Breastfeeding Week 2004

State Branches
- BPNI Kerala
- BPNI Karnataka

District Branches
- BPNI Wardha Branch – Maharashtra
- BPNI Amravati Branch – Maharashtra
- BPNI Akola Branch – Maharashtra
- BPNI Davangere, Karnataka
- BPNI Ranchi, Jharkhand
World Breastfeeding Week 2005

The World Breastfeeding Week 2005 was celebrated all over the country with much fanfare and full enthusiasm. BPNI was instrumental in stimulating the members, government agencies, NGOs and others to come forward and involve themselves in this social awareness. BPNI produced a special brochure on the theme “Breastfeeding and Family Foods: Loving and Healthy”. A special kit was prepared and 10,000 of these were distributed in all parts of the country. This kit included the Theme Brochure, 10 Guiding Principles of Complementary Feeding, a Feedback form, a set of 8 letters to different persons for advocacy. The theme brochure was translated into various local languages like Hindi, Marathi, Telugu and posted on the BPNI website.

WBW 2005 Awards

We had an overwhelming response to the WBW Awards 2005. Everybody had put in a lot of labour in organizing events and then compiling it in the format provided and sending it with photographs. A committee at BPNI headquarters went through all the entries and awards were decided as follows:

WBW 2005 celebrated by Food and Nutrition Board, Ministry of HRD, Govt of India by inviting Dr. Tarsem Jindal, Coordinator, BPNI, on 2 August 2005 to participate in the State level workshop of Food and Nutrition Board, Najafgarh, Delhi (WBW Celebration). The key topics included (a) Preparing mothers for breastfeeding and (b) care of pregnant and lactating mothers. Talk by Dr. Jindal was delivered on: preparing mothers for breastfeeding in the antenatal period, breastfeeding and child spacing myth about breastfeeding, importance of complementary feeding from family pot after six months and care of pregnant and lactating mothers with special reference to anaemia in adolescent girls and women.
World Breastfeeding Week 2006
Theme-The IMS Act: Making it Known to People

Nineteen district coordinators were identified and asked to translate WBW kit in their local language and get it published for wider dissemination to the general public. Each coordinator was paid Rs 5,000 as charges for translation, printing and dissemination of the material. The kits will be translated in different languages like Hindi, Punjabi, Urdu, Kannada, Bengali, Telugu, Oriya, Gujarati, and Marathi. They have been asked to complete this process before the start of the WBW 2006.

World Breastfeeding Week 2006 celebrated all over the country with much fanfare
The World Breastfeeding Week 2006 was celebrated all over the country with much fanfare and full enthusiasm. BPNI was instrumental in stimulating the members, Govt Agencies, other NGOs and others to come forward and involve themselves in this social awareness activity. BPNI branches, various clubs and individual members have used many modes of communication to spread the message on IMS Act. BPNI headquarter prepared a WBW Theme Brochure, a 6-page folder that explained the need of the IMS Act, ‘What is Banned under this Act’, different Sections of the Act, penalties and gave some ideas on what actions can be taken. This brochure was put on the BPNI website.

A kit was sent to all state and district branches of BPNI, NGOs, all stakeholders, associated national institutions like IAP, IMA, FOGSI, TNAI and many individuals working in this field containing Theme brochure, ‘Scaling up Exclusive Breastfeeding’ a 2 page pamphlet, ‘Violations of The IMS Act’ a single pager and a Feedback form. About 25,000 kits were sent all over India prior to the WBW 2006.

A 2-page pamphlet on ‘What is Banned under this Act’ was prepared and sent to different district coordinators to get it translated into different local languages in states like Hindi, Punjabi, Gujarati, Oriya, Telugu, Kannada, Bengali etc. These translated versions of the pamphlet were put on the BPNI website.

All state and district branches of BPNI planned activities for these seven days of the Week and worked very hard to make WBW 2006 a success. They organized public seminars, arranged meetings for mothers attending antenatal clinics, conducted...
seminars for nurses and doctors, arranged talks on radio, gave interviews on TV, distributed pamphlets on IMS Act in local languages, met policymakers etc. They recorded these events as photographs, got the signatures of the people attending the seminars, made video films and made CDs of the all 7 days of WBW celebrations.

Regular and full coverage of all the events organized by BPNI and its branches was provided in all the National daily newspapers and in the local newspapers of the states and broadcast by the radio and television have also added a large number of people to whom the message of the IMS Act has spread. This awareness campaign has definitely primed the population for behavioral change in the coming years so that breastfeeding becomes a universal phenomenon and ensures that it is looked upon as a birthright & is synonymous with the right to survival for children.

They were asked to give details of all those activities performed during WBW 2006 in a report. This report on WBW 2006 is a compilation of all these reports from our state and district coordinators.

Participated in a state level meeting on breastfeeding and child survival at Lucknow, UP during World Breastfeeding celebrations

Dr. A. Gupta addressed a state level meeting on breastfeeding and child survival through a power point presentation on 1st Aug 06 during WBW 06 celebrations at UNICEF Lucknow office in Lucknow, UP. Secretary, Department of Women and Child Development, Mr. Balwinder Kumar and Chief of UNICEF, Dr. Nimal Hietarchy, several others from UNICEF, Govt. representatives from other state departments like health, nutrition, rural development and various women organization along with media attended the meeting.

World Breastfeeding Week 2006 Awards

Every kit included a feedback form to provide the summary of all the activities performed by the workers at the local, district, state and institutional level. The last date of these feedback forms is 30th Sept 06. We have received plenty of feedback forms on the activities performed during WBW 2006. A central awards committee will screen all the entries and decide the different awards.

WBB 2006 Report

We had asked for a WBW 2006 report from each
district and state coordinator on the activities performed along with photographs. These reports was compiled to make a WBW 2006 report, which was to be shared among all stakeholders but the decision was postponed till next year.

**World Breastfeeding Week 2006 Awards announced**

Awards for World Breastfeeding Week 2006 were announced and each awardee was sent a memento and a certificate. There were five categories of awards: Best State, Best District, Best NGO, Best State Institution and Best Individual. In addition to these awards were also given to Inner Wheel Club for their contribution towards promotion of breastfeeding during WBW. In addition Appreciation Certificates were sent to entries in all the five categories. The list of WBW 2006 awards follows:

**Best State Branch**
- BPNI Karnataka
- BPNI Madhya Pradesh
- BPNI Jharkhand

**Best District Branch**
- BPNI Cuddalore
- BPNI Amravati
- BPNI Akola
- BPNI Davangere
- BPNI Gorakhpur
- BPNI Dhanbad
- BPNI Tiruvarur

**Best NGO**
- IAP Kerala State Branch
- Lactation Helpline
- Committee for Legal Aids to Poor (CLAP)
- Sree Balaji Medical Centre
- Counterpart International India

**Best Institution**
- RV College of Nursing
- Social Justice Empowerment and Welfare Department, Govt of Sikkim
- University College of Medical Sciences & GTB Hospital

**Individual**
- Dr (Mrs.) Nelan Paul
- Dr Dayanand & Dr HB Mallikarjuna
- Dr S Shantharam
- Dr Kanthasamy Naminathan
- Dr Sandip Pandit

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**World Breastfeeding Week 2007**

**Theme-Breastfeeding: The 1st Hour - Save ONE million babies!**

**World Breastfeeding Week 2007 Announcement distribution commenced**

The theme of World Breastfeeding Week 2007 is “Breastfeeding: The 1st Hour- Save One Million Babies!” The announcement of World Breastfeeding Week 2007 was conceived, designed, edited and got printed in both English and Hindi language. We have started posting it to BPNI members, all MPs, all MLAs, all District Magistrates, all State and District Coordinators and other NGOs, organizations and partners working in the field of breastfeeding in the month of Feb 2007.

**Preparation of Promotional Material for information regarding theme of WBW 2007**

World Breastfeeding Week 2007 brochure was prepared at BPNI that provided background information, the need of this theme, the status of India and the World, and what actions can be taken on this theme. We finalized it in the month of May-June 2007 and it was printed and disseminated by the months of June-July 2007.

**‘WBW 2007: 100 Rallies Campaign’ organized all over India**

BPNI as a part of WBW 2007 celebrations organized rallies all over India through State and District Branches and Coordinators, individual members, NGOs, institutional breastfeeding partners and general public in their own capacity.

They were given all the information through email and by post. All of them held the rally around 9am on 1st August starting from some central place. They organized rallies in their area and gathered students, mothers, teachers, doctors, and nurses under a common banner the details of which were provided to them. They gave a petition “Support Women to Save Babies” to the Chief Minister of the state through their local MLA or District Magistrate after getting it signed by as many individuals as possible.

The first 100 respondents were assured of a prize of Rs 1,000 each. The name, address and phone number of the rally organizer were given to the media for verification and reporting purposes. This rally was
a huge success and more than 100 rallies were organized all over India with lots of enthusiasm. At the completion of each rally a petition signed by general public, doctors, nurses, students, and other participants was submitted to local MLA or district collector.

A copy of the report about rally and a photograph of the event will be sent to BPNI headquarter for receiving Rs 1,000 as a prize for holding the rally.

Preparation for World Breastfeeding Week 2007
BPNI has prepared, designed, edited and got WBW 2007 Brochure printed for wider circulation. This brochure is part of the kit sent to each member of BPNI, State and District coordinator, media personnel, NGOs, other breastfeeding movement partners both nationally and internationally. It is a comprehensive document giving details of the evidence based basis of benefits obtained from early initiation of breastfeeding and how to promote it and what can be done during the WBW for public awareness.

The kit which was prepared for dispatch all over contained a WBW Brochure, a letter on the theme from WHO and UNICEF, WBW awards announcement, a letter to media for seeking their cooperation in wider dissemination of information to the public.

About 10,000 brochures were dispatched in the first week of July. The kit was very well appreciated and proved to be of immense value in providing information to the people in the breastfeeding movement and the general public.

World Breastfeeding Week Awards 2007

Best State Branch
- BPNI Karnataka
- BPNI Punjab
- BPNI Jharkhand
- BPNI Manipur

Best District Branch
- BPNI Amravati
- BPNI Akola
- BPNI Davangere
- BPNI Mysore
- BPNI Gorakhpur
- BPNI Shivamogga
- BPNI Pune

Best NGO
- Lactation Helpline
- Committee for Legal Aids to Poor (CLAP)
- Inner Wheel Club-305
- Mamta Samajik Sansatha, Dehradun
- Matru Sewa Sangh, Nagpur

Best Institution
- RVS College of Nursing, Coimbatore
- MS Ramaiah Medical College, Bangalore
- Soc Justice Empowerment & Welfare Dept, Govt of Sikkim
- IAP Punjab State Banch
- Food & Nutrition Board, CANEU-Goa

Individual
- Dr Rashmi Gupta, Gwalior
- Dr Rajendra Khatal, Ahmadnagar
- Mrs Syeda Juree Rahman, Dibrugarh
- Dr Omesh Khurana, Bhilai
- Dr PMC Nair, Kerala
- Dr RP Patel, Nardipur
- Mrs Joyce Jayaseelan, Bangalore

Celebrating World Breastfeeding Week 2007
Celebrating World Breastfeeding Week

2004-2007

Mobilising communities for breastfeeding

Exclusive Breastfeeding: the Gold Standard
SAFE, SOUND, SUSTAINABLE

The Golden Bow

The Golden Bow is a symbolic representation of exclusive breastfeeding. It signifies the bond between mother and child and the importance of exclusive breastfeeding for the first 6 months of life. The bow is tied from the mother’s chest to the baby’s mouth, symbolizing the mother’s love and care.

World Breastfeeding Week

2004

Breastfeeding and Family Foods: Loving and Healthy

Feeding other foods while breastfeeding is continued

National Guidelines on Infant and Young Child Feeding in India

Breastfeeding should be continued along with appropriate and adequate complementary feeding after 6 months. Complementary foods should be introduced at 6 months, and breastfeeding should continue until 2 years or beyond.

World Breastfeeding Week

2006 (1 - 7 August)

The IMS Act: Making it known to People
Let people monitor company behaviours!

World Breastfeeding Week

2007 (1 - 7 August)

Breastfeeding: The 1st Hour

Save ONE million babies!

India can save the lives of 260,000 babies every year by just ONE action

WABA’s WBW 2006 theme: “Code Watch: 35 Years of Protecting Breastfeeding”

“Breastfeeding of the newborn is the single most cost-effective health intervention known to mankind. It provides the baby with the best possible start in life. It is a child’s right to be breastfed, and it is a woman’s right to be able to breastfeed. It is a right that is fundamental to the survival, health and development of every child. It is a right that is not just for the baby, but for the mother too. Breastfeeding is a gift that lasts a lifetime.”

WABA’s WBW 2006 theme: “Code Watch: 35 Years of Protecting Breastfeeding”

World Breastfeeding Week

2005
BPNI continued to keep its members updated with the latest information on breastfeeding. Breastfeeding brief and protection of mothers and children – information sheet 2 were developed and widely disseminated during the year 2004. Lots of information on the issue was developed and disseminated.

- **Information sheet 3** – Under-5 child deaths (%) saved with preventive interventions
- **Information sheet 4** – Where Under-5 children die?
- **Information sheet 5** – How many Under-5 children die in India alone?
- **Information sheet 6** – How 9.7 million Under-5 children die in 42 countries
- **Information sheet 7** – Question & Answers sheet on Exclusive Breastfeeding and Complementary Feeding of Infant and Young Children
- **Information sheet 8** – Reference of interventions to improve initiation and duration of breastfeeding
- **Information sheet 9** – Breastfeeding and Brain Development (Cognitive Development)
- **Information sheet 10** – Breaking the Law and Undermining Breastfeeding (Series 1)
- **Information sheet 11** –
- **Information sheet 12** – Nestlé Breaks the Law by Sponsoring Homeopaths: Breaking the Law and Undermining Breastfeeding (Series 2)
- **Information sheet 13** – Parent to Child Transmission of HIV (Some Facts)
- **Information sheet 14** – Violation of the IMS Act if any Infant Food Company
- **Information sheet 15** – Nestlé Short Circuited in Ranchi: Breaking the Law and Undermining Breastfeeding (Series 3)
- **Information sheet 16** – Ranking by Initiation of Breastfeeding within 1 hour
- **Information sheet 17** – Ranking by Exclusive Breastfeeding (0-6 months)
- **Information sheet 18** – Ranking by Complementary Feeding (6-9 months)
- **Information sheet 19** – Ranking by Infant Mortality Rate (IMR) per 1000 live births
- **Information sheet 20** – Ranking by Children with Diarrhea Who Received ORS (in 2 weeks)
- **Information sheet 21** – Ranking by Children Under 3 Years who are Underweight
- **Information sheet 22** – Breaking the Law and Undermining Breastfeeding (Series 4)

**Intervention study on breastfeeding and complementary feeding practices in Bhuj, Gujarat.**
A Project Report – Design, Implement and Replicate Behavior Change Communication Campaign for Promoting Breastfeeding and Complementary Feeding Practices in Disaster prone Bhuj District of Gujarat. The report of this intervention study planned and carried out with CARE was disseminated. The report highlighted the key outcomes of the study:

- Increase in the knowledge of Anganwadi Workers, and women of all age groups on all key issues of infant feeding.
- Improvement in infant feeding knowledge and practices among newly delivered mothers.
- training material for training of Anganwadi Workers.
- Communication material for counseling mothers, include a flip chart, a guide book for community workers and a training guide for community workers.

**Follow-up of the project “Effect of counseling on infant and young child feeding by trained community workers on exclusive breastfeeding: a study from 235 villages in 3 blocks of district Bhuj, Gujarat”**. BPNI has taken a follow up project in Bhuj “Effect of counseling on infant and young child feeding by training community workers on exclusive breastfeeding: A study from 235 villages in 3 blocks of district Bhuj, Gujarat”. During the follow-up survey of the 922 infants in the interventional study, 734 were traced to be alive and 20 deaths were reported. This left 168 infant (18.6%) untraced. For all the 734 children who were followed, data was recorded and collected on the current situation of their morbidity and nutrition status. A technical paper was prepared and published in consultation with Dr. Arun
Phatak and other authors.

**49 districts study on the Status of Infant and Young Child Feeding in India.** A qualitative and quantitative study on the status of Infant and Young Child Feeding and compliance with the IMS Act was carried out in 98 blocks in 49 districts of the country in the year 2003. The study, funded by the Government of Luxembourg and NATCOM, UNICEF Luxembourg was carried out in three phases. Phase 1 saw quantitative data being collected from 98 blocks in 49 districts through interviewing mothers and families of infants 0-9 months old. Phase II saw qualitative data collected through in-depth interviews of mothers, mother in laws, health workers and others. Phase III was on implementation and compliance with the IMS Act through interviews of hospital authorities, chemist shop owners, health workers and mothers. The study especially focused on the status of exclusive breastfeeding during the first six months of life, and the introduction of adequate and appropriate complementary feeding thereafter, together with continued breastfeeding up to 2 years of age and beyond. There were wide interstate and inter-district variations in all aspects of infant feeding. However, some findings were common to all states:

- 49% mothers gave prelacteal feeds.
- Prelacteal feeding was higher among illiterate women.
- 2 out of 3 babies were exclusively breastfeed for the first six months.
- Most women breastfed at night.
- 70% babies receive complementary feeding at six months, and most mothers continue to breastfeed alongside.

**Participation in Media Workshop for Researchers and Social Scientists.** Dr Deeksha Sharma from BPNI participated in a Media workshop for Researchers and Social Scientists held at National Institute of Rural Development, Hyderabad from 19th to 21st Sept 2006.
Enriching Training Skills Workshop on breastfeeding and complementary feeding was held at Guru Tegh Bahadur Hospital and University College of Medical Sciences, Delhi from March 31 to April 6 2003. 16 participants from Delhi, Srinagar, Gorakhpur, Ranchi, Agartala, Imphal, Nagpur, Bangalore, Guwahati, Tirupati, and Patiala attended the workshop, which was conducted by BPNI trainers Dr. M.M.A. Faridi and Dr. K.P. Kushwaha. Dr. Arun Gupta was Course Director. The objective of the meeting was to prepare Course Directors for training courses to be conducted in various states.

Established a Training Cell and a Task Force on ‘Skills Training’. To strengthen the BPNI network and training resources on IYCF for state and districts training a training cell in Gorakhpur has been established in April 2004. Dr. K.P. Kushwaha is the coordinator.

Development of 3-in-1 course. The WHO and UNICEF have provided three training courses related to infant and young child feeding; and all these are completed in 11 days, Breastfeeding Counseling - A Training Course (5 days), HIV and Infant Feeding Counseling – A Training Course (3 days) and Complementary Feeding Counseling: A Training Course (3 days).

The courses on ‘Complementary Feeding’ and ‘HIV and Infant feeding’ require that participants must complete the 5-day ‘Breastfeeding Counseling’ course as a prerequisite. The WHO/UNICEF’s Global Strategy and UN’s Guidelines on HIV and Infant Feeding identify the need for combining these 3 courses. Governments in the region also felt that it is too time consuming and impractical to call health workers three times.

Continued development of ‘3-in-1 course’. BPNI/IBFAN Asia Pacific organised several courses on the subject and in 2004 took lead in combining 2 courses ‘Breastfeeding’ and ‘HIV and Infant Feeding’. Further in 2004 and 2005 BPNI / IBFAN Asia Pacific in collaboration with UNICEF-India and World Alliance for Breastfeeding Action (WABA) put all the three courses into one, leading to development of ‘3-in-1’ training course Infant and Young Child Feeding Counseling: A Training Course. The course is unique and is first effort of its kind in the region and has been successfully tested in two states of India. The course enables health workers to develop clinical and interpersonal skills needed to support breastfeeding mothers.

Developing National Trainers. We need several core national level trainers to conduct national level training. It requires 6 days of training for initial preparation of trainers, and a course director guides it. These trainers then conduct 7-day training course having 43 sessions for 24 participants, thus completing full course for being trainers, lasting for 13 days. During the first six 6 days trainers become familiar with the course materials, and learn how to conduct different kinds of sessions and during next 7 days they actually impart training to health workers. The course is conducted in highly participatory manner conducive to adult learning. It has classroom sessions, lectures, discussions, demonstrations, exercises, role plays, group work and hospital practices etc.

The core trainer requires another 2 additional days after finishing the course to learn how to organise these courses back home. BPNI has over the years have created a pool of National Trainers who are imparting training to workers all over India.

Experts meet on updating of the training material on IYCF. A five-day meeting of the experts, Dr. K.P. Kushwaha, Prof. Faridi, Dr. J.P. Dadhich and assisted by Dr. Jagdish C. Sobi, BPNI Education Coordinator, was held in New Delhi at BPNI headquarters in June 2004. It continued for 2 days in Gorakhpur under the guidance of Dr. Kushwaha in July 2004. All the three courses, breastfeeding, complementary feeding and
infant feeding and HIV of BPNI and WHO/UNICEF have been reviewed by the experts and along with inputs from earlier experience of TOT within BPNI have led to an updated and revised version of 3-in-1 training course, *Infant and Young Child Feeding Counseling: A Training Course* (an integrated course on Breastfeeding, Complementary Feeding and HIV & Infant Feeding Counseling).

Another National Consultation to finalise the Training Material for “Infant and Young Child Feeding Counseling: A Training Course” was held in Gurgaon, Haryana from 29 April - 1 May 2005. Dr. K.P. Kushwaha, Dr. M.M.A. Faridi, Dr. Ramneek Sharma, Dr. Kazmi, Dr. Ajay Gaur and Dr. J.C. Sobti attended it. It was in continuation of the earlier meeting held in Delhi.

**Development of core material for training frontline workers in Hindi and English.** Core training materials have been developed for training of frontline community workers and peer counselors on ‘Breastfeeding and Complementary feeding: Towards Holistic Development of the Child’. These include a training guide for community workers, a guidebook for community workers, and a flipchart for communicating with the mothers. These are available in Hindi and English. The training material was field tested in Madhya Pradesh, Rajasthan and Bihar and both trainers and participants were satisfied with the materials.

**Translation in Hindi of training material on Infant and Young Child Feeding Counseling – A Training Course.** It was felt at BPNI that for better understanding and training it is better to have the training materials in Hindi and local languages. The following material has been translated or is being translated:

*In Hindi:*

1. Material for Training of Trainers
   - Participants Manual
   - Overheads
   - Counseling Guide for Infant Feeding Options in PPTCT Programme
2. Material for Training of Middle Level Trainer (MLT)
   - Manual for Middle Level Trainers
   - Trainer’s Guide for MLTs
3. Material for Training of Frontline Workers
   - A Manual for Frontline Workers
   - Counseling Guide for Breastfeeding and Complementary feeding (Flip Chart)

*In Urdu and Telugu (Under translation):*

- Material for MLTs
- Material for Frontline Workers

**Integrated Training for Trainers.** BPNI has developed an integrated course that includes training in counseling for breastfeeding, complementary feeding and for infant feeding and HIV. An orientation course was held for National Trainers for three days at the G.T.B. Hospital, Delhi from 29 - 31 January 2006. 16 National Trainers from all over India came to get trained to be Course Directors. These Course Directors are competent to conduct training courses independently and prepare future National Trainers.

At present BPNI has a pool of 20 Course Directors spread all over India and they are conducting training course in their states.

**Training in different states**

- **Orientation of doctors and nurses in Bangalore.** BPNI trainer Dr. Mallikarjuna H.B. conducted a workshop at the Dept. of Pediatrics of the M.S. Ramaiah Hospital in Bangalore on 11 October 2003. The 71 participants included doctors and nurses.

- **Orientation of government counselors.** BPNI trainer Dr. Mallikarjuna H.B. held an integrated orientation workshop in counseling for breastfeeding, complementary feeding and feeding in HIV in Bangalore in March 2004. 47 government counselors appointed to local hospitals participated in the orientation.

- **Thirty four nurses trained in Simla.** State level training programme was organised from 4-12 March 2004. The Himachal Pradesh State Branch of TNAI, a partner organisation of BPNI, organised the programme. On 11-12 March, Prof. M.M.A. Faridi coordinated the session on breastfeeding and complementary feeding.

- **3 in 1 Training of Trainers in M.P. takes off!** in partnership with Government of India and UNICEF. From 23-29 August 2004 State Level
Trainers Development Course on Infant and Young Child Feeding was conducted in Bhopal with the objective to initiate the process of establishment of core trainers in the state. A follow up training was planned and was conducted in Gwalior. 21 participants were trained from Bhopal on IYCF counseling and HIV by national trainers of BPNI Dr. M.M.A. Faridi, Dr. Ramneek Sharma and Dr. Anita Gupta. A new method of increasing trainer’s resources was tried.

- **IYCF counseling: A Training Course – “The 3-in-1 COURSE”**: Jaipur, Rajasthan. In Rajasthan, from 9-14 October 2004, BPNI, UNICEF and Government of Rajasthan organised an integrated course on breastfeeding, complementary feeding and HIV & Infant feeding counseling. It led to development 15 State trainers from Bihar and Rajasthan. Dr. K.P. Kushwaha, Dr. Raj Bhandari and Dr. Parbati Sengupta supervised the training.

- **Training of Trainers for frontline workers on breastfeeding and complementary feeding counseling.** As a follow up of the Rajasthan TOT, a training course was conducted in Gaya, Bihar from 10-16 December 2004. 24 trainers of frontline workers of RCH-ICDS who are existing instructors and trainers of ANMs/AWW centers were trained.

- **Submission of plans for Training of Middle level Trainers and Anganwadi workers in the State of Haryana.** In September 2005, BPNI has submitted a proposal based on a tender of Haryana Govt on "Proposal for Imparting Training on Infant & Young Child Feeding to Master Trainers and Anganwadi Workers of ICDS" to the Department of Women & Child Development, Government of Haryana, Chandigarh.

- **Infant and Young Child Feeding Counseling – A training course in northern districts (UP, Bihar, Rajasthan, Haryana and Punjab).** Training of Middle Level Trainers on “Infant and Young Child Feeding Counseling-A training course” was done in following three states:
  - In Jodhpur from 22-27 Jan 2005, under the supervision of Dr. Kushwaha and Dr. Raj Bhandari 24 participants were trained as State Trainers. This training course was organised by BPNI in association with UNICEF.
  - In Gwalior from 7-11 Feb 2005, Dr. Ramneek Sharma and Dr. Ajay Gaur trained 27 participants to become State Trainers.
  - In Dhar from16-20 March 2005, Dr. K.F. Kazmi and Dr. M.M.A. Faridi imparted training to 24 participants that made them State Trainers.

- **Middle level trainers trained in IYCF Counseling Skills.** A Report on the Training of Middle Level Trainers in “IYCF Counseling Skills” conducted at the MGM Medical College, Indore, MP, during 25 – 29 July and 1 – 5 August 2005, respectively, was distributed to the Joint Secretary, MWCD, Ministry of HRD, GOI and UNICEF Country Office, India, Delhi. This training was carried out in collaboration with UNICEF, Bhopal, MP and Department of WCD, Bhopal.

**Formal Release of Training Manual of “3 in 1 Course”.** On 3rd August 2005, Smt. Reva Nayyar, Secretary, MWCD, released a Training Manual titled “Infants and Young Child Feeding Counseling: A Training Course, The 3 in 1 Course” (an integrated course on breastfeeding, complementary feeding and infant feeding and HIV counseling). The function coincided with World Breastfeeding Week and took place in her office. Mr. Chaman Kumar (Jt. Secretary), Ms. Parul Devi Dass (Jt. Secretary), Mrs. Shashi Prabha Gupta (Technical Advisor), Mr. M.S. Negi (Dy. Secretary), Mrs. Neelam Bhatia (NIPCCD, Dy. Director), Dr. Arun Gupta, Dr. J.C. Sobti, Dr. Tarsem Jindal, Dr. J.P. Dadhich and others from BPNI. Mr. Werner Schultink, Mr. Eimar Barr and Mrs. Deepika Shrivastav represented UNICEF (India) at the function.

While releasing the manual, Secretary (MWCD) appreciated the efforts made by BPNI/IBFAN in preparing these manuals. She also mentioned that the problem of malnutrition could be tackled by giving proper information to the public and acknowledged the work done by BPNI in this area.

Dr. Arun Gupta explained that BPNI/IBFAN in partnership with UNICEF and WABA have
developed a comprehensive and integrated 3 in 1 course manual. It is structured in such a manner so as to prepare State Level Trainers, who in turn would train Middle Level Trainers and finally, the Frontline Workers.

**Training Course in Jammu & Kashmir, 7-20 November 2005.** A training course of State level trainers for the Jammu & Kashmir state was organised from 7-20 November 2005 at Srinagar; there were six trainers from J&K who got training in the course. Apart from that, in total 21 participants attended the training from different localities in J&K. Prof. K.P. Kushwaha and Mrs. Khalida Jabeen were the course director and assistant course director respectively. The objective was to impart training to state level trainers for strengthening infant and young child feeding in the J&K State. This training helped participants to improve their knowledge, counseling skills on IYCF and to help increase the breastfeeding rates and reduce the mortality and morbidity of infants and young children in the state. Future plans are to enhance the middle level trainer resources in J&K.

**First International Course on Building of Country and State level Training Teams in “The 3 in 1 Course” from 15th– 31st January 2006.** BPNI/IBFAN Asia Pacific in collaboration with University College of Medical Sciences (UCMS) and GTB Hospital, Delhi organised the First International Training Course for developing National Trainers on “Infant and Young Child Feeding Counseling - A Training Course - The ‘3 in 1 Course’”, an integrated course on breastfeeding, complementary feeding and infant feeding & HIV. The course was held from 15th January – 31st January 2006 in New Delhi, India. Outside teams came from Nepal, Laos PDR, and Bhutan along with Indian states like Andhra Pradesh, Uttar Pradesh, Madhya Pradesh, Delhi, Tamil Nadu, Punjab, Maharashtra, Karnataka, Rajasthan, Chandigarh and J&K.

Training started on 15 January 2006 after a short inaugural attended by Medical Superintendent, GTB Hospital, Dr. Tarsem Jindal, Chief Coordinator, BPNI and Dr. Arun Gupta, National Coordinator along with Prof. M.M.A. Faridi. Dr. Anita Gupta and Dr. Dheeraj Shah assisted in the training, which was conducted form 9 AM to 7 PM every day. A total of 6 Master Trainers were trained in the first phase and after 6 days the other participants joined the training. A total of 26 participants were trained for 7-day course to become Lactation Management Consultants.

After 13 days of training all the participants, trainers and lactation consultants were provided certificates at the valedictory function where the Medical Superintendent, GTB Hospital and Dr. Tarsem Jindal gave the certificates. It was a highly successful training programme that was appreciated by everybody.
A Training of Trainers course organized in Hindupur (AP) by BPNI & Unicef. BPNI Andhra Pradesh in association with Vaidya Vidhan Sabha, AP and UNICEF, Hyderabad organized a training course in IYCF Counseling from 7th to 20th April 2006 at Hindupur, Andhra Pradesh. A total of 7 trainers and 37 block level co-trainers were certified in that training. These block level co-trainers (CDPOs and supervisors) in turn will impart training to frontline workers.

This was the first course of its kind in the state, in which first week of the training was for preparation of the trainers and second week for co-trainers course. Dr KP Kushwaha was the course director who conducted the course.

Technical Consultation of key resource persons to review the 3 in 1 training program on IYCF at Nainital from May 24-27, 2006. To discuss the training course & training program to support to decentralized participatory action on IYCF at state level and below and further strengthen the network and trainers resource in the states, a meeting of UNICEF & BPNI was organized. Key people involved in the training and development of the 3 in 1 course along with Coordinator of Task Force on Education and National Coordinator, BPNI participated.

The output of the meeting was updated version of the 3 in 1 course, training strategy to upscale action at state level & district level and to provide support to new states where no action was happening.

Activities of BPNI in other states for Building Capacity

- Madhya Pradesh has started creating a core resource after getting inputs from BPNI.
- Uttarakhand BPNI is doing a state level consultation on IYCF, district level survey and creating communication guides from grassroots workers.
- Haryana District level survey is being planned and inputs were provided for communication guides.

Coordinating Skill Training of Trainers of AWTCs/MLTCs on IYCF Counseling. BPNI in collaboration...
with NIPCCD organized skill training of trainers of different branches of that department. The trainers from BPNI using the manuals prepared by BPNI and four courses were being organized by NIPCCD Regional Centres in the year 2006-07.

BPNI was asked to supply the training material for the trainings and depute 3 trainers for each meeting. BPNI was requested to depute its trainers during the courses in different locations. The boarding and lodging arrangement of the trainers was made at NIPCCD Hostel located at respective Regional Centres while TA/DA and honorarium of the trainers was borne by BPNI.

1. First training was conducted in the Regional Centre, Guwahati from 30th Oct to 4th Nov 2006. 24 participants of various Middle Level Training Centres, Anganwadi Training Centres and ICDS functionaries attended the course from the state of Assam, Manipur, Nagaland, Meghalaya and West Bengal. They were all from Anganwadi Training Centres, as well as from NGOs. Dr Sunita Katyayan from Ranchi was the course director and other BPNI resource persons were Dr Kh Ratan Kumar Singh from Imphal and Dr (Ms) Meenakshi Regon from Guwahati and NIPCCD was represented by Mr Sitanshu Shekhar Senapati. The participants were given following course material:
   - Participants Manual 2005
   - PPTCT Counseling Guide for Breastfeeding
   - Manual for Frontline workers

2. Second training was conducted at Southern Regional Centre, Bangalore from 30th Oct to 4th Nov 2006. 31 participants from Andhra Pradesh, Karnataka, Kerala and Tamil Nadu attended the course. Dr Asha Benakappa from Bangalore, Dr HB Mallikarjun from Bangalore and Dr K Kesavulu from Hindupur were the BPNI trainers and course facilitator was Dr Naveeda Khtoorn from NIPCCD, Bangalore.

3. Third training was conducted in the Regional Centre, Lucknow from 18th Dec to 23rd Dec 2006. 16 participants attended the course from the state. BPNI trainer Dr BB Gupta from Gorakhpur was the course director; Dr Usha Vats from Kanpur and Dr Azra Ahmed from Aligarh were the resource persons. Language used during the training was Hindi/English. Hospital practices part was done at a private hospital ‘St John's Polyclinic’. The course material supplied was Participants manual in Hindi and manual for training frontline workers.

4. Fourth training was conducted in the Regional Centre, Indore from 18th Dec to 23rd Dec 2006. 24 participants attended the course from the state of Chhattisgarh, Maharashtra, Gujarat, Madhya Pradesh and Rajasthan. BPNI trainer Dr Anurag Singh from Jodhpur was the course director, Dr Ajay Kumar Saraf from Jabalpur, Mrs. Anjali Sarwate from Indore and Dr Nisha Jain from Bhopal were the other resource persons.

Training of trainers course conducted at Gwalior from 18th Sept – 1st Oct 06. BPNI/ IBFAN in collaboration with UNICEF and Department of Pediatrics, G.R Medical College, Gwalior, organized a national training workshop from 18 Sept – 1 Oct, 2006 on Infant and Young Child feeding (IYCF) counseling: A Training Course – The 3 in 1 Course (An Integrated Course on Breastfeeding, Complementary Feeding and Infant Feeding & HIV-Counseling) for capacity building of faculty members of pediatrics, community medicine experts, gynecologists and nutritionists.

The training programme has helped healthcare professionals and experts of the NGOs to improve their understanding on IYCF practices and to recognize ‘infant feeding’ as a basic need for survival of infants. This was intended to build few
national trainers who would be known as IYCF counseling specialists. Nine doctors who also attended in this workshop became national trainers on IYCF counseling. A total of 27 participants of various backgrounds and disciplines actively involved into health care services in various states had attended this workshop. Dr. A. G. Shingwekar, Prof. & Head, Dept. of Pediatrics, GRMC, Gwalior and Dr. Ajay Gaur, Associate Prof. Dept. of Pediatrics, GRMC, Gwalior were its course directors.

BPNI conducted 4 IYCF Counseling trainings of 6 days duration each at Haridwar, Uttaranchal in December 2006. Four sessions of IYCF training were organized by BPNI in collaboration with Director, ICDS, Ministry of Women Empowerment and Child Development at Haridwar, Uttaranchal, each session lasting 6 days. A total of 135 participants attended these 4 sessions of training

1. The first batch of the training started on 11th December and lasted till 16th Dec 2006 at Sri Balanand Ashram, Haridwar. Our two national trainers, Dr. Ramneek Sharma from Chandigarh and Dr. Kundan Mittal from Rohtak conducted the training. 24 participants from various districts of Uttaranchal were registered for the first batch of training. The lodging and boarding arrangement for the trainees and the national trainers were made at the Ashram itself. After registration of trainees, this training programme was started on 11th December 2006 and lasted 6 days. The participants were very happy with the training and course material.

2. The second batch of training was from 18th to 23rd Dec 2006 and our national trainers were Dr AK Rawat from Rewa, Dr Kiran Guleria from Delhi, Dr Ulka Jamal from Dhar and Dr Kamna Nigam from Indore

3. The third batch was from 25th Dec to 30th Dec and team of national trainers consisted of Dr Anita Gupta from Delhi, Dr Rajinder Gulati from Ludhiana and Dr Ranjana Tiwari from Gwalior.

4. The training of the fourth batch was scheduled from 1st Jan to 6th Jan 2007 and our national trainers were Dr Dheeraj Shah from Delhi, Dr Usha Vats from Lucknow and Dr S Manazar Ali from Aligarh.

2nd International T-O-T on IYCF Counseling from 15th-28th Jan 2007 in UCMS and GTB Hospital, Delhi.

The Second International TOT in Infant and Young Child Feeding counseling was successfully organised from 15th Jan to 28th Jan 2007 at UCMS & GTB Hospital, Delhi with Dr MMA Faridi as Course Director. Eight master trainers and 43 IYCF Counseling Specialist Trainees participated in the TOT.

The Master trainers were from Indonesia, Nepal, and Indian states of Delhi, Uttarakhand, Punjab & Haryana. Seven of them were medical doctors in Pediatrics, Obst. & Gynecology and Community Medicine and eighth was a nurse. The IYCF counseling specialists were from Indonesia, Nepal and Indian states of Delhi, UP, Haryana, Karnataka and Madhya Pradesh. The IYCF counseling trainees’ comprised of medical officer, nurses, medical postgraduate students, PhD scholar in...
nutrition, NGO’s working in the field of child nutrition (World Vision), faculty of medical colleges and PPTCT counselor.

The TOT was organised in two phases. First phase of TOT lasted from January 15th to 20th 2007. Officiating Principal Dr SK Bhargava and Additional Medical Superintendent Dr NK Sinha inaugurated the first phase on 15th January 2007 and Dr Tarsem Jindal, Chief Coordinator, BPNI and Dr Arun Gupta, National Coordinator, BPNI were also present.

The second phase was from Jan 22 to Jan 28, 2007 and training was imparted to 43 IYCF Counseling Specialists. The entire training was conducted through training tools, developed by BPNI, IBFAN, WABA and UNICEF which included trainers guide, participants manual, counseling flip charts, PowerPoint presentation, peer counseling session, demonstration role-play, written exercises, video clips and practical side clinical practices.

It was very satisfying that all the master trainees as well as IYCF Counseling specialists were punctual, tried to learn skills and exhibited a desire to practice these skills in their day to day patient care management. On the last day, 28th Jan, one and a half hour was spent with the master trainees and IYCF Counseling specialist trainees to discuss how to establish IYCF Counseling center. They were taken around the IYCF Counseling Centre of the GTB Hospital and were given a hand out on the subject.

The Training ended with a valedictory function in the afternoon of 28th Jan 2007. Dr Tarsem Jindal distributed the certificate to all the participants and master trainers of IYCF counseling specialist trainees. They were also given postal and E-mail addresses of all master trainers as well as a group photo of all participants.

**IYCF Counseling Specialist training courses to be held in various parts of India.** BPNI is planning to conduct IYCF Counseling Specialist training courses in various cities like Delhi, Bangalore, Kolkata, Ranchi and Bhopal depending on the response we get from interested participants in the next 3 months (May-June 2007). These will be 7-day training sessions with 24 participants and 4 national trainers. These participants will be certified as IYCF Counseling Specialists and they can open IYCF Counseling Centers in their native places.

**First National IYCF Counseling Specialist Training held in New Delhi from 7th to 13th May 2007.** The first infant and young child feeding counseling specialist training was organized by the department of Pediatrics in UCMS and GTB Hospital from 7th to 13th May 2007. Eighteen participants including two staff nurses from Bhutan were trained. The Indian participants were from Punjab, Haryana, Rajasthan, Delhi, U.P., Madhya Pradesh, Gujarat, Maharashtra, and Manipur. There were eleven doctors; three staff nurses and four non-medical persons trained by course director Dr MMA Faridi and three National Trainers.

The training process included lectures, written exercises, demonstrations, role-play, practical session and bedside clinical practices. They were trained for breastfeeding, complementary feeding and HIV and infant feeding counseling. Each participant was given a participant manual, flip chart and other reading material developed by BPNI.

The course director gave the certificates of Participation to all the participants on 13th May 2007.

**National IYCF Counseling Specialist Training held in Bangalore, Kolkata and Delhi.** Three National IYCF Counseling Specialist Trainings were held at Bangalore from 14th to 20th May 2007, in Kolkata from 14th to 20th May 2007 and in Delhi from 18th to 24th June 2007.

Dr Asha Benkappa was the course director in Bangalore along with 2 national trainers and they trained 32 participants. The participants were Professor of Pediatrics, Pediatricians, homeopath, nurses, dietitian, lactation consultant and came from surrounding states.

In Kolkata, Dr Parbati Sengupta was the course director and there were 17 participants from the surrounding states including one from Bangla Desh and they were doctors, and nurses.

Dr MMA Faridi was course director in the IYCF Counseling Specialist Training held at Delhi from 18th to 24th June 2007. There were 19 participants from surrounding states and 2 from Sri Lanka and included doctors and nurses.

All the participants were given certificates of participation at the completion of training. The actual certificate that certifies them to have become an IYCF Counseling Specialist will be sent to them individually after getting the final report of the course director.
Infant and Young Child Feeding Counseling: A Training Course
The 3 in 1 course

Training Material
## How the capacity building programme works?

### Specialist Level

<table>
<thead>
<tr>
<th>To prepare IYCF counseling specialists</th>
<th>ONE BPN/IBFAN course director prepares 6 national trainers (1:6). Duration 6 days plus National trainers train 24 infant and young child feeding counseling specialists. Duration 7 days</th>
<th>6 Trainers 24 IYCF counseling specialists 1200 mothers helped/year</th>
</tr>
</thead>
</table>

### Family Level

<table>
<thead>
<tr>
<th>Need based programme</th>
<th>4-6 national trainers prepare 24 middle level trainers (MLT). Duration 6 days</th>
<th>24 MLT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepare family counselors</td>
<td>24 MLT train family counselors/frontline workers in the ration of 1:10 Family counselors counsel mothers in the community in a ration of 1:100 per year</td>
<td>240 counselors trained 24,000 mothers helped/year</td>
</tr>
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This algorithm suggests how this capacity building programme works, with one course director going out to begin the process in a state or a country.
National Workshop on ‘Strengthening Pre-service Medical Education’ organised by BPNI from 5-6 November 2005 at Gurgaon, Haryana. A 2-day Workshop on Sensitization of Nodal Senior Faculty Members from the departments of Pediatrics and Community Medicine was organised by BPNI from 5-6 November 2005 at the Hotel Royal Retreat, Gurgaon. There were 26 participants from all over the country, covering all five zones. Its aim was Commitment to promotion of child health and development and collective efforts to improve infant and young child feeding in the country. The participants, including eminent medical teachers, agreed to be among the regional medical college leaders for incorporating IYCF into the undergraduate curriculum of medical students. The workshop primarily focused on the following broad areas

(a) The learning objectives and identify gaps in the current teaching of ‘Essentials of IYCF’ to medical students;
(b) Decide ‘what’ (contents), ‘how’ (teaching methods) and ‘when’ (which semesters) to introduce the desired changes in the revised curriculum;
(c) Preparation of Action Plan by the individual institution that would include training of faculty members in lactation management and complementary feeding and curriculum planning. The action plan included proposed activities to sensitize and train key personnel from the neighboring medical colleges assigned to each regional leader.

Core group meetings of Pre-Service Education to review progress. Core group members meeting held at Lady Harding Medical College, New Delhi held on 12th Aug 2006 to review progress for “Sensitization workshop for the faculty members of partner medical colleges for teaching of IYCF to Undergraduate Medical students”. The core members who attended were: Prof S Aneja, Prof MMA Faridi, Prof A P Dubey, Prof A Kannan, Dr J C Sobti and Dr Praveen Kumar.

It was decided in the meeting to allocate all the relevant topics to different members of the core committee for preparing model-teaching material for teaching references. It was also decided that all materials prepared would be sent to some outside members for critical review with a given time frame. Another decision was to organize a nodal persons meeting in Nov 2006 either in Mumbai or Delhi.

Orientation of faculty members of 12 zonal medical colleges and meeting of nodal persons. The core group identified one nodal person from the partner medical colleges who was willing to be group leader and had organizational skills to organize planned activities. A meeting of nodal persons was held on 4th February 2007 at Convention Centre, Indian Medical Association, New Delhi to apprise them of the activities they will be conducting in their respective zones.

Dr Savitri Thakur (Lucknow), Dr Jugesh Chhatwal (Ludhiana), Dr S Sinivasan (Pondicherry), Dr Dulari J Gandhi (Vadodara), Dr Tabassum Shahab (Aligarh), Dr AP Dubey (New Delhi), Dr AG Shingwekar (Gwalior), Dr Anupama Mauskar (Mumbai), Dr Hosenara Begum (Kolkata) and Dr Pushapa Chaturvedi (Wardha) were the nodal persons who attended the meeting.
Prof. Satinder Aneja, the core group leader enumerated the objectives of the meeting and presented the gaps in current teaching of undergraduates regarding IYCF. A detailed discussion was held with all the zonal nodal persons and core group members regarding their views.

Core group members then presented a part of developed teaching materials. Nodal persons were requested to critically review developed teaching material. Each presentation was followed by discussion and feedback. Most of the zonal nodal persons informed that they would organize sensitization workshop during the months of April-May 2007.

The following teaching curriculum was decided at the meeting:

**Teaching Curriculum:**

**Pediatrics-Practical.** Assessment of Breastfeeding; Positioning of Baby and Breast and nipple problem; Breastfeeding preterm LBW and sick babies and expression of milk; Not enough milk / Refusal to Feed and Complementary Feeding.


**Integrated Session.** HIV and Infant Feeding Guidelines

**Pediatric-Lectures.** Optimal IYCF; Assessment of Breastfeeding; Breastfeeding in Special Situation and Complementary Feeding.

**PSM-Lectures.** Why Optimal IYCF and IMS Act and BFHI

**Obstetrics and Gynae Lectures.** Early Initiation of Breastfeeding and Breast and Nipple problems.

BPNI organizes a Workshop on “Strengthening Pre-service Medical Education on IYCF” from 12th to 14th April at Vadodara. BPNI in collaboration with UNICEF and State Government of Gujarat organized a 3-day workshop on “Strengthening Pre-service Medical Education on IYCF” from 12th to 14th April at Vadodara. The workshop was attended by the faculty members of undergraduate medical colleges of Gujarat and was organized with an intention to discuss the methodology for teaching global and national guidelines on Infant and Young Child Feeding (IYCF) practices, especially for the students of pediatrics, obstetrics, gynecology and community medicine.

In her keynote address, Dr. Vikas Desai, Additional Director, Ministry of Health and Family Welfare (GOI), emphasized that medical colleges should impart the knowledge of IYCF to the students and provide them the basic skills of IYCF rather than advances. Each department of the medical colleges should portray the same idea and there should be an integrated approach in teaching. She reiterated that Integrated Management of Neo-natal Childhood Illness (IMNCH) and IYCF should be practiced in outpatients department (OPD) also so that students could observe it. She also agreed to establish nutrition counseling centers in medical colleges, which will also serve the purposes of IYCF counseling.

All pre-service doctors should have the right skills and knowledge about IYCF. These basic skills are extremely important for the doctors before they go to the community, informed UNICEF’s regional representative Dr. Yogendra Mathur. Prof. Dulari Gandhi of Baroda Medical College stressed the need
of informing all the undergraduate medical students about IYCF. This, according to her, will help to promote, protect and support IYCF practices, especially in critical situations like preterm/LBW and HIV+ve mother.

Dr. Tejinder Singh presented a training module of IYCF to be incorporated in teaching schedule and asked the participants to incorporate it in the formative and summative assessment. Before this, Prof. S. Aneja gave an overview of the workshop and the necessities of the undergraduate medical students.

In the workshop, four modules of IYCF were discussed with the participants. These include, concept of IYCF and breastfeeding, early initiation of breastfeeding support, complementary feeding and infant milk substitutes and IMS Act. In the workshop, it was also discussed how to set up an IYCF counseling centers. A practical session was also organized in the hospital where participants interacted with the mothers.

In this zonal workshop, a total of 44 faculty members from the Department of Pediatrics, Community Medicine and Obstetrics and Gynecology of 8 medical colleges of Gujarat participated.

**BPNI organizes a Workshop on “Strengthening Pre-service Medical Education on IYCF” from 19th to 21st April at Ludhiana.** A 3-day zonal workshop was held at Ludhiana from April 19 to April 21 for the faculty members of government and private medical colleges. A total of 51 participants from these medical colleges participated in the workshop. The purpose of this workshop was to develop IYCF curricula for the students of pediatrics, OBG and community medicine. Director of Christian Medical College, Ludhiana, inaugurated this zonal workshop. There were principals and superintendents of few medical colleges. Dr J C Sobti, Coordinator-BPNI task force, and Dr S Aneja, national coordinator of BPNI were also present.

The participants were given a time wrap for teaching IYCF in various semesters. Emphasis was given for making evaluation tools on broad-based objectives so that it can have a far reaching effect on teaching and learning methods that would ensure needs of the students to use deeper learning.

The participants were from Christian Medical College, Ludhiana, Dayanand Medical College & Hospital, Govt. Medical College of Patiala, S.G.R.D. Institute of Medical Sciences, Shri Guru Ram Das Institute of Medical Sciences & Research, Gandhi Medical College, Govt Medical College Jammu, Dr. RPG Medical College Kangra, Adesh Institute of Medical Sciences & Research, Bathinda, Jawahar Lal Nehru Medical College, A.M.U, Aligarh,
The Breastfeeding Promotion Network of India (BPNI) has a very informative and Infant and Mother supportive website www.bpni.org.

BPNI website has been redesigned to make it more users friendly and interactive. All the information and documents have been rearranged according to the 10 programme area of IYCF. New articles, information sheets, updates, bulletins, technical papers, presentations and reports are uploaded on a regular basis.

There are separate sections for all information like World Breastfeeding Week, IMS Act, advocacy & networking, articles, information sheets, bulletins, presentations, international and national news.

The website also has facts, statistics and information on breastfeeding and complementary feeding practices. Other useful information for parents, doctors and other interested people is also there. It has statewise Report Cards on Initiation of Breastfeeding within 1 hour, Exclusive Breastfeeding (0-6 months), Complementary Feeding (6-9 months), ORS use, status of malnutrition.

Website has facilities like feedback, Guest book, online Queries on IMS Act, online order forms for publications, we will shortly be adding online counseling on breastfeeding problems, which is currently done through emails. Website gets about 6000 visitors per year.
Visitors Overview for the months of November and December 2007

Visitors Overview

Nov 1, 2007 - Dec 30, 2007
Comparing to: Site ?

1,072 people visited this site
action in the States

BPNI over these years has improved the outreach of breastfeeding work by working with state governments who showed keen interest in implementing the national guidelines on infant and young child feeding. BPNI provided technical support, analysis, planning, training and capacity building support to the states. Here are a few examples of work that BPNI was involved in.

Uttarakhand
Most noteworthy among these actions is in the state of Uttarakhand. Government led process developed a state plan of action based on district level study conducted in all its districts. This is an example how a ‘state’ can develop its plan of action to promote optimal infant and young child feeding practices with its existing child care, development and health programmes. It all began with a policy decision in the state government of Uttarakhand in the year 2005 to commission a district wise survey of infant feeding practices followed by analysis and presentation of findings at a stakeholders conference. The State government hired the services of the Breastfeeding Promotion Network of India (BPNI) to facilitate this task and also assist in planning process to lead to development of a state plan of action for promoting optimal feeding practices.

Following stepwise approaches have been used towards achieving the development of the state plan of action.

1. District specific baseline survey of infant feeding practices.
2. Analysis and documentation
3. Analysis of programme inputs and policy support
4. Sharing of findings with all stakeholders at a state consultation and evolving recommendations
5. Consultation on action plan on the recommendations
6. Preparing a framework for action for 5 years
7. Sharing the framework for action and 5-year plan with high-level policy makers.
8. 5-year plan is accepted in principle and budgets are identified.
9. Documentation of the five year plan and establishment of a coordination with 2 key departments, includes IEC capacity building, outreach, research, monitoring and evaluation,

M.P.
- Govt. in partnership with UNICEF BPNI and others
- State consultation in 2004
- TOT, training plan for division, Distt, and block level
- 3 day training of all workers health and ICDS (Plan sanctioned of about 8 Crores from other training in ICDS by Government of India )

Haryana
- Govt. of Haryana launched a scheme “Improving Infant and Young Child Feeding” 1.5 Crores in 2005 and 2006
- Distt. Specific Baseline documentation of IYCF practice( NGOs include BPNI)
- 3- day skills training of all AWWs in IYCF counselling( BPNI modules by NGOs)
- Provision of communication guide ( flip chart) for each all AWWs to use for counseling of women

A.P.
- Govt. in partnership with UNICEF and BPNI
- State level TOTs in 3 in 1 course
- Translations of training materials, communication guides is on
- Plans for future work underway

J&K
- BPNI and UNICEF in partnership with
Government led the TOT
− Training of middle level trainers
− Training of family workers

SIKKIM
− Govt. sent a team for TOT and developing a plan of action for promoting breastfeeding

PUNJAB
− Facilitated a state consultation on infant and young child feeding

KARNATAKA
− Facilitated a state planning workshop to develop decentralized action

BIHAR
− Facilitated a state capacity building training course

Rajasthan
− Facilitated a training of trainers and supported further training on infant and young child feeding

U.P.
− Facilitated a district level model in Lalitpur and state planning
Lessons Learnt

1. The breastfeeding movement in general and advocacy of other groups on health must be focused on 'infant' so that it results in favorable environment in policy rooms who otherwise may not want to listen to old breastfeeding arguments.

2. Breastfeeding should be included in the broader heading of infant and young child feeding for giving it fresh impetus, as people tend to behave as if they know everything about breastfeeding.

3. All violations of IMS Act should be investigated and campaign should be launched against person or company and they should be exposed in public.

4. Our political leaders should be involved in and sensitized to these issues, so that government infrastructure can be used for better and wider reach.

5. We should keep trying with the Planning Commission for getting a separate a budget line for breastfeeding incorporated into the National Plan of India.

6. Inadequate resources and shortage of staff are major difficulties in ensuring more quality work done.

7. Sharing of new knowledge and evidences should be used for advocacy and improving the health status of children.

8. World breastfeeding Week should be celebrated on a wider scale with more and more participation of individuals. A uniform program for celebrating WBW should be planned and effort should be made to implement it in each district of India.

9. More stress is required for training of Infant and Young Child Feeding Counseling Specialist For this 'certificate course' should be made available to all interested workers and help provided at various levels to make it a reality.

10. A coordinated approach from all quarters is required to open hundred and thousands of IYCF counseling centres all over India to make this facility available to each mother.

11. State governments should be contacted to make them aware about importance of IYCF and with their cooperation and coordination, prepare middle level trainers so that frontline workers can be further trained for IYCF counseling.

12. Persistence and perseverance is required to take the issue of Preservice education to its final outcome i.e. each medical college should have IYCF as a part of its curriculum. Similar effort is required to include IYCF teachings in nursing education.
Presentations
A.P.J. Abdul Kalam
Rashtrapati Bhavan
New Delhi - 110004
January 25, 2006

Dear Dr. Arun Gupta,

I have gone through your letter and perused the enclosed documents pertaining to child health. I found the Child Survival and Development Report Card particularly useful and instructive.

My greetings and best wishes for your endeavours in improving the health of children of India.

With regards,

Yours sincerely,

(A. P. J. Abdul Kalam)

Dr. Arun Gupta
National Coordinator
Breastfeeding Promotion Network of India
National Secretariat, BPNI, BP-33
Pitampura, Delhi – 110 088
11th Plan recognises the role of breastfeeding in child survival, growth and development

For the first time, the 11th Plan document makes a clear reference to the importance of breastfeeding in optimal child survival growth and development.

Chapter 3: Health and Family Welfare

3.1.135. The underlying principle of effective care at birth is that wherever she is born whether at home or facility, she is provided clean care, warmth, resuscitation and exclusive breastfeeding. She is weighed and examined, and if clinical needs are not manageable at the place of delivery, she is referred and managed at an appropriate facility. Programme for newborn care is relatively easy to implement in facilities because of the presence of doctors, nurses, ANM/LHV and supporting environment.

3.1.136. It is also true that a large proportion of deliveries would continue to take place at home by the TBAs. Under NRHM, newborn care skills should also be imparted to TBAs in areas with high rate of home deliveries. For this they should be provided with delivery kits. There are many good practices all over the country related to low cost hygienic kits which can be taken on board and replicated e.g. the one developed by Jan Swasthya Sahyog. The overall effort during the Eleventh Five Year Plan will be to promote childbirth by skilled attendants at home and in institutions, both in the public and private sector.

3.1.137. Exclusive breastfeeding for the first six months of life is the single most important child survival intervention. Successful breastfeeding also requires the initiation of breastfeeding within an hour after birth, and avoidance of pre-lacteals, supplementary water or top milk. Continued breastfeeding for two years or more, with introduction of appropriate and adequate complementary feeding from the 7th month onwards, further improves child survival rates by a considerable percentage. According to NFHS-3, the proportion of exclusively breast fed infants at 6 months of age was only 46.3%. Only 23.4% of mothers initiated breastfeeding within the desired one hour after birth, as against the Tenth Plan goal of 50%. Therefore, the Eleventh Five Year Plan will concentrate on promoting optimal breastfeeding practices among women at home and in health facilities. Baby Friendly Hospital Initiative and Breastfeeding Partnership, two programmes involving all the key partners will be encouraged.

Chapter 4: Nutrition and Social Safety Net

Malnutrition: addressing it through a revamped integrated child development

4.1.63. The Integrated Child Development Scheme, which has been in existence for over three decades, was intended to address the problem of child and maternal malnutrition, but has clearly had limited impact. Child malnutrition has barely declined at all in a decade and a half, anemia among women and children has actually risen and a third of all adult women were undernourished at the end of 1990s and also in 2005/6. It has also had limited coverage. Therefore, the answers are: increasing coverage to ensure rapid universalization; changing the design; and planning the implementation in sufficient detail that the objectives are not vitiated by the design of implementation. Besides, all its original six services have to be delivered fully for the programme to be effective: supplementary nutrition, immunization, health check-up, health & nutrition education, referral services and pre-school education.

4.1.64. First, the ICDS has to be universalized. Second, the current scheme does not focus on 0-3 year children. But malnutrition sets in utero and is likely to intensify during the 0-3 year period, if not addressed. In fact, this window of opportunity never returns in the lifetime of the child. A child malnourished during 0-3 years will be marred physically and mentally for life. The design of the scheme has to address this problem frontally. This has several implications:

a. Mother’s malnutrition and its knock-on effects on child malnutrition: Malnutrition begins in utero, as Indian mothers on average put on barely 5 kg of weight during pregnancy. This is a fundamental reason underlying the low birth weight problem. They should put on at least 10 kg of weight, which is the average for a typical African woman. Middle class
Indian women tend to put on well over 10 kg weight during pregnancy. But this is not the only problem; low birth weight is also partly explained by low body mass index (BMI) of women in general, prior to their becoming pregnant. Small women (who are small before they become pregnant) give birth to small babies. In 1998/9 as much as 36% of all Indian women (48% in Orissa and Chhattisgarh) had a below normal BMI; the share had barely dropped to 33% in 2005/6 (according to NFHS 3).

b. **Breastfeeding in the first hour**: Within the first hour of birth, the infant must be breastfed. Only 23% of Indian babies were breastfed within the first hour (in 2005/6). If Indian mothers enhance early initiation of breastfeeding within one hour, we can save 250,000 babies from death annually by just this action; this would reduce the overwhelming share of neonatal mortality in our infant mortality rate.

c. **Exclusive breastfeeding for 6 months** is necessary to avoid unnecessary infections to the baby, develop her immunity, and ensure growth. Only 46% of Indian babies are exclusively breastfed; the remaining half is exposed to unhygienic methods of feeding.

d. **Solid food 6 months on**. The baby must begin to receive solid, mushy food at 6 months (i.e. together with breastfeeds) for the baby to continue to grow in the way nature intended her to grow. Only 56% of mothers introduce appropriate solid, mushy food in a timely manner after 6 months. Not surprising that NFHS 2 data shows that the proportion of underweight children rises from 16% to more than 60% between the ages of 6 months and 2 years. This malnutrition also affects the mental development of the child – for life. About 90% of the development of the brain takes place before a child reaches the age of two years.

4.1.65. The ICDS scheme accordingly needs to be restructured in a manner which addresses some of the weaknesses that have emerged and is suitable for universalisation. The programme must effectively integrate the different elements which affect nutrition and reflect the different needs of children in different age groups. For the purpose the programme needs to be restructured in a Mission Mode with a Mission Structure at the central level and a similar structure at the state level. The Ministry of Women and Child Development will prepare proposal for restructuring along these lines so that the restructured programme can become effective on 1st April 2008.

- 0-3 year old children. Without prejudicing the interest of the 3-6 year olds, the focus of the entire ICDS has to shift to a much greater extent than before to the 0-3 year olds. The anganwadi workers in all Anganwadi centres could focus on children under three years of age, pregnant and lactating mothers. The tasks of this anganwadi worker would include breastfeeding counselling, nutrition and health education and counselling to ensure solid, mushy food is introduced by 6 months to all infants, growth monitoring, provision of supplementary nutrition to children in the 6 months to 3 years age group and pregnant and lactating mothers, and motivation for antenatal care, immunization and related matters.

Chapter 6: Towards Women’s Agency and Child Rights

6.120. Since malnutrition sets in before the age of two and is very difficult to reverse. It is this age group (the under three children) which is often left out of the ambit of ICDS. Most centres only provide some form of nutrition to children in 3-6 years age group. It is therefore, important to recognize the different target groups under ICDS and to understand their varying needs. Malnutrition and the cycle of ill-health often start with the mother. The first task of the ICDS will be to ensure the health-nutritional status, ANC, and immunization of pregnant women. They also need proper counseling, iron, folic acid supplements, vital for the health of both the mother and the child.

The AWW and ASHA will promote exclusive breastfeeding for children up to 6 months of age. For this purpose some form of **Conditional Maternity Benefits could be introduced in the Eleventh Plan**. Lactating women will also be counseled and provided with adequate nutrition.
Greetings from the BPNI National Secretariat!

We would like to have your esteemed attention to the note

This is a call for age specific interventions while dealing with child health and nutrition issues in the country.

We would like you to know, that in India more than 2.4 million children die under the age five. Major chunk of these deaths, about 2/3rd, is during infancy i.e the first 12 months itself making it a compelling reason to target the infant. According to WHO, 2/3rd of deaths under-five are related to sub-optimal infant feeding practices? Three major causes of death are newborn infection, diarrhea and pneumonia.

A recent study has revealed that if babies started breastfeeding within one hour, it would cut 22% of all newborn period deaths occurring during 1st month of life. Yet only one-third women in India are supported and enabled to practice this. This simply means, if all women could do it in India, 2.5 lacs babies can be saved. Diarrhea and pneumonia can be cut by exclusive breastfeeding for the first six months which contributes to further reduction of child mortality by 15%.

India also has the IMS Act “The Infant Milk Substitutes, Feeding Bottles and Infant Foods” (Regulation of Production, Supply and Distribution) Act, 1992, as Amended in 2003 (IMS Act)

Now, we are exploring the possibility of initiating discussion with you to evolve a Forum of Parliamentarians on infant health, survival, and development to bring up the priority of breastfeeding issues in the 11th Plan.

We look forward to your views for our ongoing dialogue for this and your willingness to be a part of such a Forum. We would also like if you could raise these issues in the Parliament.

Look forward to hear from you positively,

Thanking you,

Yours sincerely,
Dear Dr. Arun Ji,

I am happy to note that Breastfeeding Promotion Network of India has initiated several activities to focus on infant health and development.

It is heartening that still in several parts of the country there is no awareness and there is ignorance in some so-called high-class societies, on breastfeeding.

I extend my support to the activities of BPNI and willing to join in the proposed forum of parliamentarians on infant health, survival and development to create awareness among the policy makers as well to formulate result-oriented policies on the noble issue.

With regards,

(M. Venkaiah Naidu)

Dr. Arun Gupta
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Prime Minister acknowledges BPNI’s contribution to breastfeeding

MESSAGE

The challenges of malnutrition that India is facing need to be addressed on a war-footing. In this connection, it is important to focus on foetal under-nourishment and child rearing practices. It is important for mothers to understand the importance of breast milk as both a source of nutrition and for building immunity in the child.

The Breastfeeding Promotion Network of India has been doing valuable advocacy in this matter and the South Asian Breastfeeding Partners Forum that it is organizing in collaboration with the International Baby Food Action Network and the National Commission for Protection of Child Rights will further promote awareness on this vital issue. I am sure the forum being partnered by both UNICEF and the Government of India, will throw up useful ideas for combating infant malnutrition at national and global levels.

I wish the consultation all success.

New Delhi
5 December, 2007

(Mannohar Singh)
Key documents
• Messages in appreciation

• Governments’ actions as a result of our advocacy
Media response