

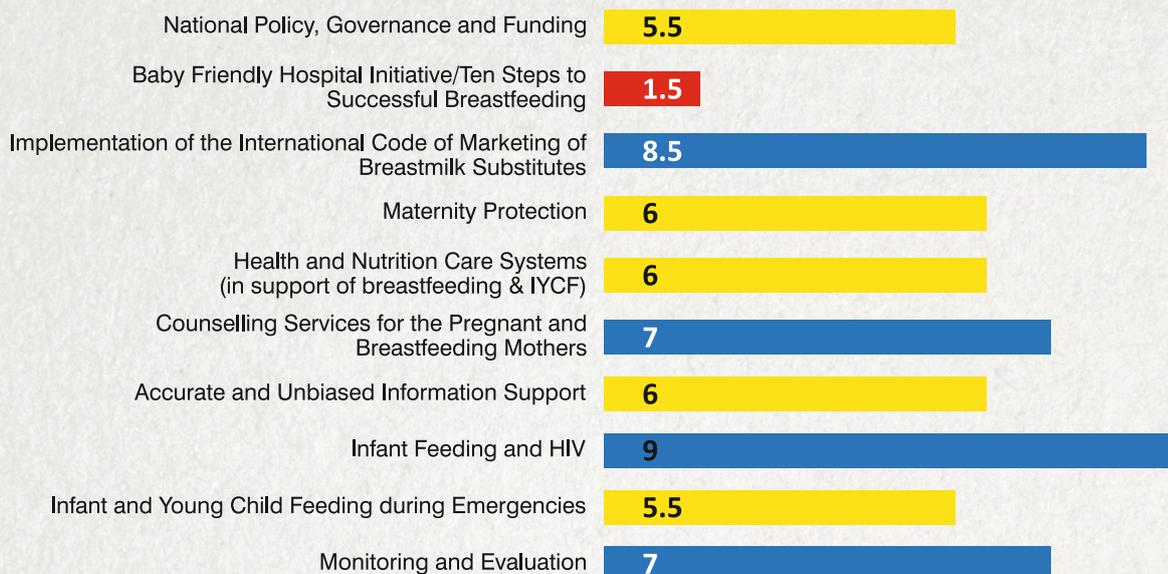
INDIA

Report Card 2024-25

THE STATE OF BREASTFEEDING & INFANT AND YOUNG CHILD FEEDING (IYCF)

Policies and Programmes (Indicator 1-10)

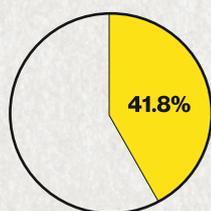
[score out of 10]



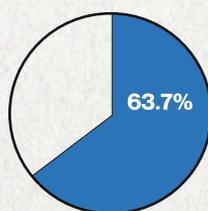
WBTi Guidelines for rating individual indicators 1 to 10 are as:
0 - 3.5 is rated Red, 4 - 6.5 is rated Yellow, 7 - 9 is rated Blue and more than 9 is rated Green.

Total Score (Policy and Programmes) 62/100

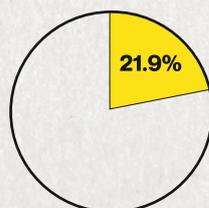
Practices (Indicator 11-15)



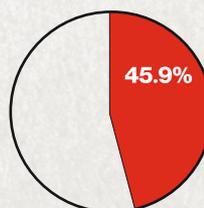
Indicator 11:
Early Initiation of Breastfeeding



Indicator 12:
Exclusive Breastfeeding for the first 6 months



Indicator 14:
Bottle-feeding



Indicator 15:
Complementary Feeding

32.1 months
Indicator 13:
Median Duration of breastfeeding

Source Practice Indicators: NFHS-5 (2019-21)

Key to scoring, colour-rating, grading and ranking:

- The level of achievement of infant feeding practices is taken in 'percentage' except median duration, which is an absolute number of months.
- For indicators 1 to 10, there is a sub set of questions leading to key achievement, indicating how a country is doing in a particular area.
- In the case of indicators 11 to 15 on practices, key to rating is used from the WHO's "Infant and Young

Child Feeding: A tool for assessing national practices, policies and programmes". Scoring and colour-rating are provided according to WBTi Guidelines.

<https://www.worldbreastfeedingtrends.org/uploads/resources/document/guideline-for-scoring-and-colour-coding.pdf>

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WBTi India Assessment 2024-25

The present assessment is the 6th round of WBTi assessment for India since 2005. This assessment has been jointly carried out by the core group experts belonging to the Breastfeeding Promotion Network of India (BPNI), National Institute of Health and Family Welfare (NIHFW), Savitribai Phule National Institute of Women and Child Development (SPNIWCD), Public Health Foundation of India (PHFI), Public Health Resource Society (PHRS,) UNICEF India, Doctors For You (DFY) and Pediatric and Adolescent Nutrition (PAN) Society. These experts/organisations have been known to excel in the area of infant and young child health and nutrition. The core group met 3 times to gather information, analyse, discuss the findings of each of the indicators and reach a consensus on scoring, gaps, and recommendations. For each indicator, one member of the

core group was primarily responsible who created a draft analysis, gaps and recommendations for that indicator. Some of the evidence collected by BPNI was shared with the group. BPNI provided the verification and assisted all the members in compiling the report and report card.

Once the draft report was created, and consensus was achieved, the findings were presented to a larger group of concerned experts from governments, academic institutions, civil society organizations etc. The participants made significant suggestions while agreeing with the gaps and recommendations. The discussions were taken into account into finalizing this report.

KEY RECOMMENDATIONS

Based on the assessment findings, and by identifying strengths and weakness in each of the 10 indicators, the core group has developed a set of recommendations for relevant Ministries of the Government of India and Civil Society.

Recommendations for Ministry of Health and Family Welfare

1. Strengthen the implementation, monitoring and evaluation of the MAA programme by increasing NHM fund allocation and awards for every hospital that qualifies a uniform criterion that includes all the Ten Steps via NQAS.
2. Additional 4- day training modules, specifically addressing Ten steps for hospital staff may be considered along with continued use of existing training modules for ANMs.
3. Issue an advisory to private sector hospitals to fully implement the MAA programme/Ten Steps.
4. Based on the NDMA policy, 2019 an advisory may be issued to the states to prepare a batch of at least 50 IYCF counsellors to be ready for deploying in situations of disaster and emergencies.
5. Develop and disseminate a joint MOHFW/WCD policy document as 'National IEC Strategy' to improve IYCF indicators.

Recommendations for Ministry of Women and Child Development

1. Revive the working of the National Steering Committee on Infant and Young Child Feeding and prioritise agenda for development of a national action plan for next 4-5 years linked to budgets.

2. Monitor the plan of action every 6 months.
3. Share a joint WCD/MOHFW SOP for the implementation of IMS Act with the State Governments.
4. Generate annual data on IYCF indicators and make it available in the public domain.

Recommendation for Ministry of Labour

1. Expand maternity protection by amendment of the Maternity Benefit Act to include all working women and ensure provisions for paternity leave.

Recommendations for State Governments

1. Issue an advisory to the private sector hospitals of the State to implement the MAA programme/Ten Steps.
2. Develop a PIP that includes 4-days skill training of the staff addressing Ten Steps in the hospital setting.
3. In collaboration with State NDMA, plan deployment of trained nurses/health professionals during disasters and emergencies to assist mothers and babies.
4. Engage with civil society for implementation of IYCF plans.

Recommendations for the Civil Society/Partners

1. Assist the State and Central governments in planning, monitoring, training of maternity staff/ IYCF counsellors and reporting the compliance with the IMS Act.



GLOBAL BREASTFEEDING COLLECTIVE



भारतीय जन स्वास्थ्य प्रतिष्ठान



PUBLIC HEALTH FOUNDATION of INDIA

