



**Breastfeeding
Promotion Network of India**
(Registered Under Societies Registration Act
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BPNI/2024/007

January 31, 2024

**Sh. Vikram Sahay
Joint Secretary (P&A)
Ministry of Information and Broadcast,
Government of India. New Delhi.**

Subject: Request for meeting regarding of baby food advertisements on social media Platforms

Dear Sh. Vikram Sahay,

Greetings from Breastfeeding Promotion Network of India (BPNI)!

I am writing to you on behalf of BPNI, a 32 years old non-profit national organisation working to protect, promote and support breastfeeding. BPNI is one of the authorized organizations gazetted by the Government of India to initiate action under the Infant Milk Substitute, Feeding Bottles, and Infant Foods (Regulation of production, supply and distribution) Act, (1992) amended in (2003). (Annexure 1). The IMS Act bans any kind of promotion of infant milk substitutes, feeding bottles-equipment and follow on foods for children up to 2 years of age. BPNI monitors the IMS Act and submits a report annually to MoWCD and MoHFW.

The Rule (7)(2) B of the Cable Television Network Rules, 1994 also complements the IMS Act by prohibiting advertisement of infant milk substitute, feeding bottles and infant food.

As the digital space has grown exponentially, it is essential that our regulatory frameworks address the unique challenges posed by social media. In this case the pregnant women, lactating mothers and babies' health and wellbeing is at stake.

I am particularly interested in discussing how the **Advertising Code under the Cable Television Network Rules, 1994 can be effectively applied to social media platforms** with regard to aggressive promotion of infant milk substitute, feeding bottles and infant food. Examples of promotion are attached (Annexure 2)

The Information and Broadcasting sector plays a pivotal role in shaping public opinion and disseminating information. In today's time the significance of regulating and monitoring social media platforms has become increasingly evident. The **Cable Television Network Rules, 1994** serves as a crucial tool to protect mothers and babies from misleading misinformation that undermines breastfeeding and hampers their confidence in their own breastmilk supply.

I believe that a meeting with you would provide an invaluable opportunity to discuss these matters in-depth, share insights, and explore potential action.

I kindly request an appointment at your earliest convenience to discuss this issue further. Thank you for considering my request. I am looking forward to the opportunity to engage in a meaningful discussion on this important matter.

Sincerely,

**Dr. Arun Gupta MD, FIAP.
Central Coordinator, BPNI**

Encl: A/a
IMS Act Gazette Notification authorising BPNI
Indian Baby Food Law Offenders Report (2022-23) by BPNI
BPNI's Website <https://www.bpni.org/>

As a policy, BPNI does not accept funds of any kind from the companies manufacturing baby foods, feeding bottles etc. and from organization/industry having conflict of interest.