



A Concept Note for Potential Donors

Seeking Support for the Breastfeeding Promotion Network of India (BPNI)

Introduction

This concept paper seeks your support to continue the important work of the Breastfeeding Promotion Network of India (BPNI). BPNI, established 32 years ago, serves as the Indian arm of the International Baby Food Action Network (IBFAN). It is a non-profit organization dedicated to promoting, protecting, and supporting breastfeeding in India. BPNI has played a pivotal role in shaping advocacy efforts, programs, and policies that enable women to successfully breastfeed their children. BPNI works closely with the Government of India, serving as a technical partner in implementing the MAA program, and is a member of various national committees on child health and nutrition. Additionally, BPNI monitors compliance with the Infant Milk Substitutes, Feeding Bottles, and Infant Foods (Regulation of Production, Supply, and Distribution) Act, 1992 (IMS Act), as amended in 2003. In 1995, the Government of India officially recognized BPNI's role in monitoring this law. Our report, [“Protecting Breastfeeding: Three Decades of Action and Struggle to Safeguard the Interests of Mothers and Babies,”](#) highlights the effectiveness of our efforts over the years.

Key Areas of BPNI's Work

1. Skill Training

BPNI has developed specialized skill training courses on breastfeeding and infant/young child feeding for health workers at various levels. We regularly conduct training programs across the country.

2. Policy Analysis

Since 2005, BPNI has been producing policy reports every 3-5 years, assessing the landscape and providing insights for future action.

3. Campaigns to Change Hospital Practices

Through our *Breastfeeding-Friendly Hospitals* program, BPNI advocates for creating supportive environments in maternity hospitals. We offer capacity-building tools for health workers, which are freely available for hospitals.

4. Networking and Social Mobilization

With a network of nearly 3,900 volunteers, including doctors, nurses, social workers, lawyers, and nutritionists, BPNI ensures that every woman has access to accurate information for making informed infant feeding choices.

5. World Breastfeeding Trends Initiative (WBTi)

BPNI hosts the international WBTi program, now active in 100 countries. The WBTi provides a global database of breastfeeding policies and programs, accessible worldwide.

6. Monitoring the IMS Act

We continue to monitor the marketing practices of baby food companies, ensuring compliance with the IMS Act. Reports of violations are submitted to the Government of India for further action.

7. **Reaching Pregnant Women**

BPNI has also created a digital platform to educate pregnant women, helping them prepare for breastfeeding their newborns.

8. **Alliances**

BPNI hosts *Nutrition Advocacy in Public Interest (NAPi)*, an informal think tank that focuses on nutrition policy and advocacy in India.

Office and Governance

BPNI operates from its headquarters in Delhi and is governed by an elected Central Coordination Committee.

Funding

Over the past three decades, BPNI has received funding from organizations such as UNICEF, WHO, the Norwegian Government (Norad), Sida (Sweden), DGIS (Netherlands), the World Bank, and the Indian State Governments, among others. BPNI also receives support from individual donors, some of whom contribute as patrons. We are committed to sustaining our efforts through multiple channels.

Sustainability Initiatives

BPNI runs a paid training program for health workers, which is self-sustaining. We also operate an accreditation program for maternity hospitals, which is funded through service fees. Additionally, we are expanding our efforts to encourage individual donations.

Ethical Policy

BPNI strictly adheres to an ethical funding policy and does not accept funds from commercial sources with conflicts of interest, including GAIN and the Gates Foundation.

Potential Areas for Future Action and Collaboration

We invite potential donors and partners to consider supporting the following initiatives:

- Expanding the *Breastfeeding-Friendly Hospitals* campaign using BPNI's tools.
- Conducting policy assessments and reports every 3-5 years.
- Strengthening the monitoring of IMS Act compliance and reporting to the government.
- Enhancing the network of nearly 4,000 members through regular bulletins and World Breastfeeding Week activities.
- Assessing maternity hospitals in relation to the MAA Program and the Ten Steps to Successful Breastfeeding.
- Researching the consumption patterns of unhealthy ultra-processed foods among infants and young children, and school going children

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