



**Breastfeeding
Promotion Network of India**
Registered Under Societies Registration Act
XXI of 1860, Delhi R-No S-23144)
BP-33, Pitampura, Delhi-110034
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Support BPNI: Your Contribution Can Make a Difference this “Daan Utsav”

Dear Fellow Citizens,

As people across India are celebrating the joy of giving, this **Daan Utsav** from 2nd October to 8th October, you can also participate in **Daan Utsav**. Engage in act of kindness and charity by donating to the cause of breastfeeding.

This can keep the BPNI live and kicking to protect, promote and support breastfeeding in India and thus contributing to life, health and nutrition of millions of newborns, infants and young children.

The Breastfeeding Promotion Network of India (BPNI) has been at the forefront of advocating for the protection, promotion, and support of breastfeeding in our country. For over three decades, we have worked tirelessly to ensure that every child has the best start in life and that every mother receives the support she needs to breastfeed successfully. Our mission is crucial, and our work is ongoing—but we cannot do it alone.

We are reaching out to you today because BPNI is [struggling](#) with significant challenges. Our organization is committed to maintaining the highest ethical standards, avoiding funding from commercial entities, particularly those with vested interests in the infant formula industry, or any sources that could lead to a conflict of interest. While this stance ensures the integrity of our work, it also limits our funding options.

The work we do requires resources—whether it's training healthcare professionals, educating communities, monitoring the implementation of the *Infant Milk Substitutes, Feeding Bottles, and Infant Foods (Regulation of Production, Supply, and Distribution) Act 1992 and Amendment Act 2003 (IMS Act)*, campaigns, or advocating for stronger protections against unethical marketing practices. Each of these efforts plays a vital role in creating a supportive environment for breastfeeding, but they also require human and financial support.

This is where we need your help. We are asking you, the people of India, to stand with us in our mission. By making a donation to BPNI, you are directly contributing to the health and well-being of our children and future generations. No amount is too small; every rupee counts. Whether it's a one-time donation or a regular contribution, your support can help us continue our fight for a healthier, stronger India.

Ms Sujatha Rao, Former Secretary to the Government of India, Ministry of Health and Family Welfare supports our work by recommending:

“...Besides, there is an urgent need to be vigilant against the marketing strategies of milk food companies that tend to misinform and divert mothers from the healthy practices of breastfeeding to consuming their products. Such continuous vigilance is possible only with the help and ground level assistance of activists committed to the cause of breastfeeding.... I endorse the work they do and hope citizens will step forward to support BPNI through sustained annual funding”

Imagine the impact we can have if each of us gives what we can—together, we can ensure that BPNI remains a steadfast advocate for breastfeeding, free from commercial influence and committed to the welfare of our children.

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.



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We believe in the power of collective action, and we believe in the generosity of the Indian people. Please visit our website www.bpni.org to learn more about us and how you can contribute.

You can also go directly to our donation page [here](#) or [scan the QR Code to donate](#).

Your donation, no matter the size, will go a long way in helping us continue our vital work.

Thank you for your support and commitment to making India a breastfeeding-friendly nation.

With sincere gratitude,

Dr. Arun Gupta, MD
Central Coordinator, BPNI



Scan the QR Code to donate