



**Breastfeeding  
Promotion Network of India**  
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**BPN/2024/81**

**September 17, 2024**

**To,  
Mr. T V Somanathan,  
Cabinet Secretary,  
Government of India,  
Cabinet Secretariat,  
Rashtrapati Bhavan,  
New Delhi – 110004**

**Subject: Request for attention and necessary action Regarding Changes to Business Rules of the IMS Act**

Dear Sir,

I am writing to seek your esteemed office's attention and necessary action in the forwarded enclosed letter to the Prime Minister's Office. This letter outlines a request for amending the Business Rules under the Infant Milk Substitutes (IMS) Act.

Specifically, it advocates for shifting the responsibility of the Act's implementation from the Ministry of Women and Child Development to the Ministry of Health and Family Welfare.

Almost all the operational sections of the IMS Act fall under the influence of MoHFW. Given the critical role of the Ministry of Health in safeguarding public health, this shift would ensure more efficient, practical and focused implementation of the Act's provisions, aligning with global best practices in maternal and child health.

I kindly request your office to facilitate the consideration of this proposal. Thank you for your attention to this matter.

Thank you!

Yours sincerely,

**Dr. Nupur Bidla, PhD  
National Coordinator, BPNI**