

PROMOTION OF BABY FOODS & BOTTLES BANNED

Government of India protects mothers and babies by saving breastfeeding from commercial influences of baby food manufacturers



Breastfeeding provides the best start to life. It provides ideal nutrition to the babies, protects them against infections, allergies and asthma. It contributes towards positive enhancement of cognitive development, prepares babies for enhanced learning, thereby giving them a head start.

WHO and UNICEF recommend that all infants should be exclusively breastfed for the first six months and continue breastfeeding for two years or beyond along with adequate and appropriate complementary feeding starting after six months. (Exclusive breastfeeding means that an infant should be given only breastmilk and no other food and fluid, not even water)

In India, infant feeding practices are far from optimal and one of the reasons identified has been the commercial influence of baby food manufacturers. Recognising this, the Government of India enacted the *Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act as amended in 2003 (IMS Act)*, with an objective of protecting, promoting and supporting breastfeeding by controlling the marketing practices of baby foods manufacturers.

This document provides information in a visual format for understanding of the provisions of the Act and what practices are banned under this Act. The visual format of this document will be useful as it can be hanged on the walls, displayed on the tables for wider use. It also provides list of useful resources for promotion of breastfeeding published by BPNI.

The Law controls the marketing and promotional practices of the following products :

1. **Infant Milk Substitutes**, which include any food being marketed to replace mother's milk upto two years of age. Example : Lactogen-1, Lactogen-2, Nestogen-1, Nestogen- 2, Lactodex- 1, Lactodex - 2, Amul Spray, Zerolac, Dexolac, ProSoyal, Simyl-MCT, Similac, Neosure or any other such infant formula. Therefore The Act intends to promote breastfeeding for two years or beyond.

2. **Feeding Bottles** of any brand like Bonny Baby, Hello Baby, Wipro or any other brand.

3. **Infant Foods**, which include any food, marketed for use after the age of six months as a complement to mother's milk. Example : Nestum, Cerelac, Farex, Weano, Veelac, Infacare, First Food, Dextrice, Easum or any other food products promoted for consumption of babies under the age of two years. The Act intends to promote exclusive breastfeeding for the first six months.



What is banned ?

The IMS Act bans the following promotional and marketing activities of baby food manufacturers:



All Forms of Promotion of Baby Foods and Feeding Bottles for Babies Under Two Years of Age

- Advertising
- By Print Media
 - By Electronic Media
 - By any other Method



Providing Gifts and Free Samples to anyone and Contacting Pregnant or Nursing Women

Donation of Products, Educational Materials or Equipments



Pictures of Mother, Baby, Cartoon or other Graphic Material on Cartons, Labels and Tins

Use of Educational Material or Advertisement Giving Incomplete or Incorrect Information to Pregnant or Lactating Women



- Display of Posters or Related Material in Hospitals and Chemist Shops
- Making Payments to Health Care Workers
- Sponsoring Gifts, Meetings, Conferences, Seminars, Contests or Giving Funds for any other Activity to Health Care Workers and their Associations



Providing Commission to Company Staff to Increase Sales

Resources

Website

- ❖ **www.bpni.org:** This is designed for parents, public, professionals, media and any other person interested in infant feeding issues to get information about various aspects of breastfeeding including technical information. It also gives information about the organisation, areas of work and resources available. It has links with various other International Organisations working on infant feeding.

Books & Booklets

- ❖ **Breastfeeding and Complementary Feeding: A Guide for Parents.** Rs 25
- ❖ **The Law to Protect, Promote and Support Breastfeeding:** A book of BPNI that explains the provisions of the IMS Act in a simple manner especially prepared for healthcare professionals, non-government organisations (NGOs), community workers and all other concerned with infant feeding issues. It also gives a section wise analysis of the Act and explain how infant food manufacturers should regulate their marketing practices so that there is no promotion of baby foods. It also enumerates the actions one can take as an informed individual consumer or as a group for effective implementation of the IMS Act. Rs 60 (Second edition 2004)



Information Sheets

- ❖ **Information Sheet 1 – Guidelines for Breastfeeding and Complementary Feeding: (32 INDIAN LANGUAGES)** This four page document provides accurate information on infant feeding for pregnant women and breastfeeding mothers. Rs 3 (Minimum ORDER, 100 COPIES)

Posters

- ❖ **Breastfeeding Posters: 12" X 18"** (Art Paper, four colour, sticker tape (in English and Hindi). Rs 5
- ❖ **Closeness and Warmth: 15" X 20"** Breastfeeding a Bliss. Rs 10

CD

- ❖ **Maa Ka Pyar- Shishu Ahar:** This BPNI CD covers early initiation, exclusive breastfeeding, how to breastfeed and start complementary feeding. CD Rs. 100



- Note:**
1. Please make payment towards the purchase by Demand Draft only payable to "BPNI Delhi"
 2. Please add 10% to the total value of your order for postage, packing and handling charges.

ACTION ALERT - As an informed citizen if you come across any promotional activity of baby food manufacturers, please report it to us or other gazetted authorities at the following addresses with a proof.

Breastfeeding Promotion Network of India (BPNI)
BP-33, Pitampura
Delhi 110088

Association of Consumer Action on Safety and Health (ACASH)
Room No. 21, Lawyer's Chambers
R.S. Sapra Marg, Mumbai 400002

Indian Council for Child Welfare (ICCW)
4, Deen Dayal Upadhyay Marg
New Delhi 110002

Central Social Welfare Board (CSWB)
Samaj Kalyan Bhawan
B-12, Tara Crescent
Institutional Area South of IIT
New Delhi 110016

Issued in public interest by BPNI.

For more information, please write to :



Breastfeeding Promotion Network of India (BPNI)

BP - 33, Pitampura, Delhi 110 088 (INDIA)
Tel: +91-11-27312445
Tel/Fax: +91-11-27315606
Email: bpni@bpni.org; Website:www.bpni.org

The Breastfeeding Promotion Network of India (BPNI) is a registered, independent, non-profit, national organization that works towards protecting, promoting and supporting breastfeeding and appropriate complementary feeding of infants & young children. BPNI believes that breastfeeding is the right of all mothers and children. BPNI works through advocacy, social mobilization, information sharing, education, research, training and monitoring the company compliance with the IMS Act.

BPNI does not accept funds or sponsorship of any kind from the companies producing infant milk substitutes, feeding bottles, related equipments, or infant foods (cereal foods).

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