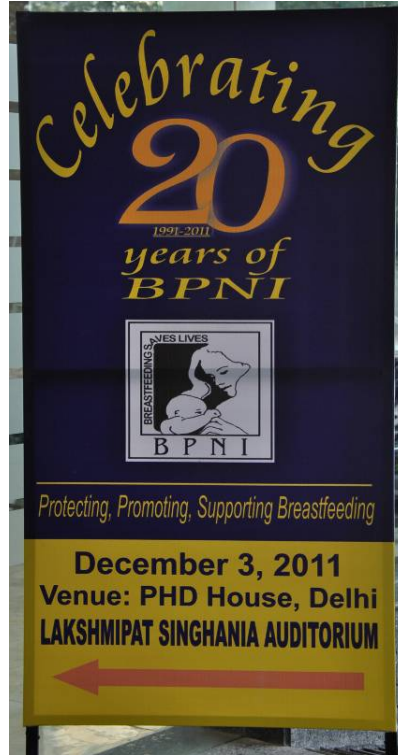


# REPORT

## 20<sup>th</sup> Foundation Day of BPNI





The Breast Feeding Promotion Network of India (BPNI) celebrated 20 years of existence in protecting, promoting and supporting breastfeeding in India on 3<sup>rd</sup> December, 2011 at PHD Chamber of Commerce and Industry, PHD House, Delhi. Eminent people were present, including representatives of Government of India, experts in the field of child health care and nutrition, developing partners & people from partner medical institutions which included:

**Dr. Syeda Hameed, Member, Planning Commission of India was the chief guest for the occasion.**

**Mr. PK Pradhan, Secretary, MOHFW, Government of India**

**Mr. Shreeranjjan, Joint Secretary, Ministry of Women and Child Development**

**Dr. Raj Anand, founder, BPNI**

**Dr. Arun Gupta, founder and central coordinator, BPNI**

**Dr. JP Dadhich, National coordinator, BPNI**

**Prof. KP Kushwaha, Chief coordinator, BPNI**

Nupur from BPNI welcomed all the dignitaries and guests on behalf of the whole BPNI team. All guests were handed over folders, which contained materials such as booklets, CD, pamphlets published by BPNI, showcasing its work and achievements.



Prof. Kushwaha chaired the session and welcomed Dr RK Anand, founder BPNI on the stage. He used his personal example of how he explains the importance of breastfeeding to his patients and how he convinces them to continue breastfeeding. He also told the story of how BPNI was started and set up with the never ending support and help of his colleagues and how BPNI has maintained its leadership in breastfeeding support movement across the nation in the last two decades.



Dr. Arun Gupta, founder and central coordinator, BPNI began his speech by explaining the meaning of protecting, promoting and supporting breastfeeding which is the motto of BPNI.



Remembering the days when BPNI was born, the struggles, and opposition faced in setting up the organization to the days when it started functioning in full strength. He mentioned the milestones that BPNI has achieved so far, including organizing WBW, the battle of IMS (Infant Milk Substitutes) Act, filing of criminal complaint against a baby food manufacturer company, banning of baby food advertisements on TV, receiving international award from WABA, BPNI becoming the Regional Office for all of Asia, issuing of the IYCF guidelines and BPNI's role in it, development of '3 in 1 Training course for IYCF which is now a '4 in 1 course' with the introduction of the component of growth monitoring in it, launch of WBTi (World Breast Feeding Trends Initiative), the constitution of Nutrition Council, and a lot more. He also told about the forthcoming World Breast Feeding Conference in December 2012. He talked about the impact that BPNI has created in checking the decline in rates of breastfeeding by ban of baby food advertisements on TV, newspapers and other print media. He finished his speech by talking about

the inclusion of breastfeeding in the 12<sup>th</sup> five year plan by the Government of India and introducing the BPNI team members to the guests.

## BPNI Team



Dr. Aron Gupta



Dr. J.P. Dadhich



Ms. Radha Hella



Mr. P.K. Sudhir



Mr. L.R. Gupta



Dr. Shobha Suri



Dr. Weelina Thapar



Ms. Been Bhatt



Ms. Veena Rawat



Ms. Lubna Abdullah



Ms. Anoushi Sarg



Ms. Nupur Bida



Mr. Amit Dahiya



Mr. Vijay Voh



Mr. Vinay Kumar



Mr. Suresh Kumar



Mr. Ashok Kumar



Dr. JP Dadhich, National coordinator, BPNI spoke on challenges present in front of breast feeding as an issue and BPNI. He emphasized on action and coordination required for establishing a 3 tier resource centre system at National, State and District level. He also mentioned about the perception of policy makers and other people who think that India is predominately a breastfeeding

nation and nothing needs to be done about it and they know enough about breastfeeding. This is one reason which creates financial implications which does not let breastfeeding enjoy policy support and funding. He spoke on the main challenges, which are to strengthen role of BPNI in government partnerships, role in monitoring the IMS Act and fight legal battles with the baby food manufacturers without sustained financial environment.

Mr. PK Pradhan, Secretary, MOHFW, government of India spoke on health systems strengthening,



NRHM and breastfeeding counselling. He began by giving a personal example of his daughter and how she required breastfeeding counselling to handle peer pressure. He emphasized on some main issues in which the states lack the most such as adolescent health which is a major area that is neglected the most and also feeding practices which are not appropriate and misinformation exists among the masses. He

also spoke on the New Born Care programme launched by the Ministry. He suggested the involvement of state governments for creating teams for training and sensitization of all health care providers, involving them in creation of awareness and to develop a system of supervision of the health workers. He also mentioned that there is a need to develop a roadmap to achieve the above said.

Mr. Shreeranjana, Joint Secretary, Department of Women and Child Development emphasized on



the Women and Child Development Programme and importance of the IEC campaigns in educating and creating awareness among the masses. He also spoke on how the department of Women and Child Development is working towards making skilled support as a mainstream work and the plan to take it down to the village level and also linking around 500 training units with BPNI.



Dr. Syeda Hameed, chief guest for the programme graced the occasion with her presence. She was welcomed by Dr. Arun Gupta. She spoke on women and child health and feeding practices in totality and mentioned that the issue is being taken forward by the planning commission as breastfeeding will be key issue in the 12<sup>th</sup> plan and they are currently working on the minor details of it.

The invited dignitaries along with DR. RK Anand, Dr. Arun Gupta and Dr. JP Dadhich released the 1<sup>st</sup> copies of the new '4 in 1 Infant and Young Child Feeding Training Course' and the booklet '20 years of BPNI- An Overview of BPNI's accomplishments'.

Mementos were presented to all the dignitaries by the BPNI team. Dr. Arun Gupta wrapped up the session and asked the whole BPNI team to come on the stage and the whole team showcased their true spirit for taking the cause forward by singing 'Hum Honge Kamyab'.



**Dr. Kushwaha concluded the session with a vote of thanks. This was followed by cake cutting ceremony and dinner at the lawns of NIPCCD.**

