



bpni

putting child nutrition  
at the forefront  
of social change



# DEFENDING BREASTFEEDING

*A 25 years crusade against market forces*

*Jirthankar '03*

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प्रधान मंत्री कार्यालय  
नई दिल्ली - 110011  
PRIME MINISTER'S OFFICE  
New Delhi - 110011

**MESSAGE**

The Prime Minister is happy to learn that Breastfeeding Promotion Network of India is celebrating its Silver Jubilee on 2<sup>nd</sup> December, 2016 in New Delhi and publishing a 25 year report to mark the occasion.

On this occasion, best wishes for the Silver Jubilee celebration.

**(P.K. Sharma)**  
**Under Secretary**

New Delhi  
November 17, 2016



एम. वेंकैया नायडु  
M. VENKAIAH NAIDU



सत्यमेव जयते



शहरी विकास,  
आवास और शहरी गरीबी उपशान्त एवं  
सूचना एवं प्रसारण मंत्री  
भारत सरकार  
MINISTER OF URBAN DEVELOPMENT,  
HOUSING & URBAN POVERTY ALLEVIATION  
AND INFORMATION & BROADCASTING  
GOVERNMENT OF INDIA

23 NOV 2016

### Message

I am glad to know that Breastfeeding Promotion Network of India is marking the silver jubilee of its foundation on December 2. I am informed that it has run several campaigns in the last 25 years to promote breastfeeding and protect this practice against predatory market forces.

Child is the father of man, as poet William Wordsworth said; meaning thereby that promise of humankind is latent in a child. Only a healthy child, therefore, is the seed of a healthy nation. But, as per the National Family Health Survey-4, a third of India's children below the age of 5 suffer from malnutrition. Breastfeeding, a gift of God, is a natural antidote to malnutrition.

My best wishes Breastfeeding Promotion Network of India for their event and future endeavour.

  
(M. Venkaiah Naidu)

# ACKNOWLEDGEMENT

**B**PNI gratefully acknowledges the support and contribution of all its partners and supporters, who have helped BPNI in its work to protect, promote and support breastfeeding and infant and young child feeding over these 25 years.

We owe a great share of our success to the constant support from various sectors of Government of India, the Planning Commission/now Niti Ayog, Ministry of Women and Child Development, Ministry of Health and Family Welfare, Ministry of Information and Broadcasting, Ministry of Labour and Employment and several State Governments for putting breastfeeding and infant and young child feeding at the centre of their policies and programmes related to child survival and health, maternity entitlements and most significantly for the enactment of Infant Milk Substitutes, Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992 and Amendment Act 2003 (IMS Act) with the sole objective of protection and promotion of breastfeeding in order to improve the state of children's health and nutrition, combat malnutrition and save children from deaths.

We are profoundly indebted to UNICEF India and Dutch Ministry of Cooperation and Development (DGIS) for supporting us during the initial years. Then onwards the Norwegian Agency for Development Cooperation (Norad) & Swedish Development Cooperation Agency (Sida) have been a strong pillar of support. Contribution of the World Bank through the SAFANSI Trust Fund in later years is much appreciated. We are also thankful to other significant donors including USAID, Marcia Brady Tucker Foundation, and WHO SEARO, OXFAM, Government of Luxembourg and some anonymous angel donors ; their timely assistance was significant for the organisation and the work we were doing.

We would like to thank our national and international partner organizations for standing by us for breastfeeding advocacy and keeping the breastfeeding movement alive in the country.

We sincerely appreciate and express our gratitude to our very dear friend, guide, mentor and colleague Dr. R.K. Anand, who has been a source of inspiration for us throughout since our founding. He was one of the co founders of BPNI with Dr. N.B. Kumta and Dr. Tarsem Jindal. We truly value their inputs.

BPNI has grown to more than 3700 members and all the members have provided much needed support during these years. Million thanks to them all.

We extend heartfelt thanks to those who worked in BPNI office at different stages, and contributed their best to our success. At this time of celebration, we miss dear Yogender who was the first staff to join BPNI. Yogender, just 38 years old and the keeper of BPNI's memory for 13 years, met with a fatal road accident in January 2010.

Finally, we take this opportunity to thank our families for their unconditional support rendered throughout our work.

**Breastfeeding Promotion Network of India (BPNI) Team**

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# BRIEF HISTORY

India, being a “breastfeeding nation”, never realized that it can ever have any issues related to breastfeeding practices that would lead to health implications for children under five. In the 70s and 80s, India was witnessing a decline of breastfeeding with increasing urbanization and industrialization. During those days “Bottle-feeding” culture had become widely prevalent in urban area and was invading the rural population as well. According to a comparative study during the 90s over a decade the prevalence of breastfeeding mothers at six months of age fell from 89% to 69%, and use of milk supplements within first month of life increased from nil to 25% in the illiterate group, and from 7% to 58% in the educated group of mothers. This was an eye opener perhaps for those who thought breastfeeding is working well in the country.

While in the 70s and 80s breastfeeding rates were at a decline in India, and there was no organized front for breastfeeding advocacy in the country.

Commercial influence of infant formula industry on healthcare professionals was more than visible, it had an impact on the attitude of doctors who were generally un-supportive to breastfeeding or would tend to ignore it because of their own lack of skills and proper information. Bottle-feeding was not considered a health hazard. Formula milk would creep in through health facilities more or less as a routine. And when it came from a doctor, no one objected, rather it got a 'health tag' with it, as baby food succeeded in their strategy to operate through the health system. Baby food industry's campaigns targeted women

worldwide and undermined their confidence, offering like, *if you don't have enough milk, we have safe alternatives*. It was pervasive.

With this background in 1979 a global meeting on infant and young child feeding called by WHO and UNICEF, first time recognized that marketing of baby foods undermines breastfeeding and is harmful to infant health. This led to adoption of International Code of Marketing of Breast-milk Substitutes by the World Health Assembly in 1981.

In the early 80's few of us including Dr Raj Anand, Dr GP Mathur, were involved in national advocacy with Voluntary Health Association of India (VHAI) where Dr Mira Shiva was involved. This was to push for enactment of the legislation in India.

The momentum picked up later for an organized front. Led by Dr R.K. Anand, of ACASH in 1989 first lactation management training was organized in India followed by another batch in 1990. International trainers Helen Armstrong and Felicity Savage felt that we should have our trainers to lead India. Then in 1991 a training of trainers was organized. During this TOT, on the final day as a recommendation, BPNI was born. Many participants became BPNI's founders and co founders.

This organized front was later named BPNI.

BPNI's inception year 1991 is significant because BPNI's advocacy with other significant partners since 1981 materialized into India's biggest commitment in the interest of infant and young children i.e. the enactment of *The Infant Milk Substitutes, Feeding Bottles, and Infant Foods (Regulation of Production, Supply and*



Distribution) Act 1992 and Amendment Act 2003(IMS Act). **This was one battle won of a bigger war.**

The enactment of the IMS Act is one of BPNI's long lasting achievements in protecting breastfeeding from commercial influence. This law brought the spirit of saving lives by protecting breastfeeding on

the national agenda. Since then BPNI has spearheaded work on countering commercial influence, capacity building of health and nutrition care providers, advocacy for maternity entitlements and other national policies thus contributing to enabling environment for women to be successful in breastfeeding.



# INTRODUCTION

This report is a walk through memory lane of BPNI's contribution in the field of breastfeeding, infant and young child feeding, public health policies and programmes in the interest of women and children of the country; both nationally and internationally. This report covers all the aspect of BPNI's toil over 25 years from interventions; various target groups, approaches to real impact. It also showcases key-year wise work list in these 25 years, challenges & way forward, credentials gained and last year's financial statements.



**B**reastfeeding Promotion Network of India (BPNI) was founded on 3rd December, 1991 at Wardha, Maharashtra. BPNI is a registered, independent, nonprofit, national organization; working towards protecting, promoting and supporting breastfeeding and appropriate complementary feeding of infants & young children. BPNI acts on the targets of Innocenti Declarations, Convention on the Rights of the Child (CRC), International Code of Marketing of Breastmilk Substitutes, and the Global Strategy for Infant and Young Child Feeding (WHO 2002).

BPNI's core areas of work include policy advocacy to educate policy makers and managers, training of health workers, capacity building of State governments for implementing the policy, social mobilization during World Breastfeeding Week (WBW) each year and monitoring compliance with the "Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992 and Amendment Act 2003 (IMS Act).

**BPNI is notified in the Gazette of India as a child welfare NGO to initiate action under section 21(1) of the IMS Act for officially monitoring and implementing IMS Act since 1995.**

Over the years BPNI has played the role of a watchdog organization and exposed several big baby food brands on how they undermined the IMS Act.

BPNI coordinates and facilitates the education and training of grassroots personnel in health and nutrition sector and private hospitals through skilled counseling as a sustainable support to mother-baby

dyads. Our training alliances include National Health Mission (NHM) and Integrated Child Development Scheme (ICDS). BPNI training courses are self sustained.

BPNI works in close liaison with the Government of India and is recognized for its technical expertise and credible standing on the issues & concerns of child health and nutrition. BPNI's contribution in earlier five-years plan documents and restructuring of ICDS mission document for Government of India are golden feathers in its cap. BPNI holds major contribution in development of the National Guidelines on Infant and Young Child Feeding (2004 and 2006) and Operational Guidelines for Enhancing Optimal Infant and Young Child Feeding Practices (2013). Latest among these are guidelines for 'MAA' programme where in BPNI provided crucial inputs. BPNI is the technical partner to country's very first nationwide programme "MAA-Mother's Absolute Affection" for breastfeeding promotion launched by Honorable Health & Family Welfare Minister Sh. Jagat Prakash Nadda on 5th August, 2016.

Other than the government, BPNI has been working in partnership with development partners like WHO, UNICEF, World Bank, Norwegian and Swedish Governments.

## **BPNI's Vision and Mission Statement**

### **Vision**

BPNI is viewed as the last word in protecting breastfeeding from commercial influence as well as recognized as a global leader in providing impetus to the

breastfeeding movement through innovative and sustainable approaches.

### **Mission**

BPNI seeks to work towards optimal nutrition of women and children, especially on enhancing breastfeeding rates in the country through countering commercial influence, capacity building of health and nutrition care providers, advocacy for maternity entitlements and other national policies.

### **Ethical Policy**

BPNI does not accept funds or any support from the companies manufacturing baby foods, feeding bottles or infant feeding related equipments. BPNI does not associate with organizations having conflicts of Interest.

### **International Status**

BPNI is a part of a global network, the International Baby Food Action Network (IBFAN). IBFAN is a Right Livelihood Laureate, the award received in 1998, which is popularly known as the Alternative Nobel Prize. It serves as the Regional Coordinating office of Asia to protect, promote and support optimal infant and young child nutrition in over 25 countries as IBFAN Asia. IBFAN is in official relation with WHO since last 3 years. BPNI is also the Regional Focal Point of South Asia for the World Alliance for Breastfeeding Action (WABA).

### **Legal Status**

- BPNI is registered as a society under the Societies Registration Act XXI of 1860, S-23144.
- BPNI is registered under Foreign Exchange Regulation Act (FCRA )(FCRA No. 231650680).
- Donations to BPNI are eligible for tax exemption under

section 80G(5) (vi) of the IT Act, 1961.

### **Affiliations /Memberships of technical committees nationally/internationally**

- Member, National Infant and Young Child Feeding Coordination Committee
- Member, National Infant and Young Child Feeding Steering Committee, Government of India
- Technical Partner, MAA Programme, Ministry of Health and Family Welfare, Government of India
- Member, Coordination Committee of the Global UNICEF/WHO, Breastfeeding Advocacy Initiative (BAI)
- Member, National Shadow Committee on Codex Committee on Nutrition and Food for Special Dietary Uses
- Member of Working Group on Children's Right to Food, India
- Member of the National Coordination Committee of Jan Swasthya Abhiyan (People's Health Movement, India)
- Representing IBFAN in the Global Network for Right to Food and Nutrition
- Member, Institutional Review Board, National Institute of Public Cooperation & Child Development (NIPCCD)



**T**wenty five years of promotion, protection and support of breastfeeding by BPNI has led to an exceptional momentum for breastfeeding in the country. Breastfeeding is now on the National Agenda in India. Policy makers recognize the effectiveness of breastfeeding as a preventive public health intervention that can substantially reduce under 5 year

child morbidity and mortality. BPNI is not just an organization but a movement of affirmative efforts made since 1991 to amend and harmonize child health policies and programmes in the country. This section will showcase BPNI/IBFAN Asia's work from 1991 to 2016 providing information on projects, activities and key publications. (See Annex-1)



This part of the report shows how international and national advocacy efforts have contributed to the overall effectiveness of BPNI projects and campaigns. The factors that contribute to the success and change are many including collaborations, individuals, social mobilization, and the role of government, the international partners, and ability to challenge commercial forces. It is not a single event that has brought change but a continuous movement and cumulative result of BPNI and its partners work over the years.

Table-I gives a summary of activities at different levels and Real Change. We believe that our goals have been achieved because of national and international efforts at different levels.

### **Effect of national advocacy**

BPNI supports and has been working over the years in close liaison with national programmes of the Ministry of Health and Family Welfare (MOHFW) and the Ministry of Women and Child Development, (MoWCD), Government of India and State governments. Among many of its partners, 16 organizations<sup>1</sup> have played a key role in effecting change by issuing a Joint Statement in 2006, to the Prime Minister of India to focus on breastfeeding and infant survival; the Prime Minister gave us a hearing, which later resulted in getting a scheme for women to receive some wage compensation.

With tremendous pressure from various groups in India, and under the influence of global advocacy, work on the control of marketing of breastmilk

substitutes progressed fairly quick. The Parliament of India enacted the “Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992” (The IMS Act). The Act and its Rules came into force from 1st August 1993. As companies continued to violate the provisions of the Act, it was amended in 2003 to strengthen it and complementary foods and in fact all foods meant to be consumed for children below two years of age were included within its scope.

Since 1995, when BPNI was gazetted to be the official monitoring agency under the IMS Act<sup>2</sup>; some of our efforts with other gazette partners like ACASH (Mumbai based organization), lead to legal action against some companies, made considerable progress in enforcement of IMS Act, to an extent that advertising giants like 'Lintas', global giants like 'Johnson and Johnson', national shopping corporates like 'Shoppers Stop', and pharmaceutical companies like 'Wockhardt' had tendered a written apology in the Courts of Mumbai to escape a criminal trial for an alleged criminal offence. Nestle faced a criminal trial in Delhi for violating the provisions of IMS Act in 2012 after 17 years of filing the complaint in 1994. The case was filed by BPNI's central coordinator on behalf of ACASH that time. The giant baby food manufacturer filed a Writ Petition in the High Court to challenge the constitutional validity of the IMS Act and the complaint against Union of India. Unfortunately, due to lack of a strong defense the Union of India lost the case in High Court; the verdict affected the trial in Delhi's lower court and we lost the case.

Advocacy with the Indian Academy of Pediatrics led to a general body resolution, that IAP shall not receive money from industry related to infant formula/infant foods. Indian Medical Association (IMA) also asked all its branches not to accept funds from infant formula industry. However, baby food companies continue to support selected groups of pediatricians, community workers and even homeopaths. In fact, now they are focusing on sponsoring meetings for doctors using their newly set-up front organizations. In the year 2010 Government of India sent out a guideline to implement the IMS Act in letter and spirit to all states and all professional bodies.

In 1993, creating Baby Friendly Hospitals which was one of the initial themes of World Breastfeeding Week (WBW) for social mobilization, BPNI trained a large number of health workers who, in collaboration with UNICEF, GOI and others besides becoming involved in the Baby Friendly Hospital Initiative (BFHI) and WBW activities, today are strong advocates of breastfeeding in their area of influence.

In August 2016 Honorable Health Minister Sh. Jagat Pradesh Nadda, Ministry of Health and Family Welfare, Government of India launched “MAA-Mothers’ Absolute Affection” a nationwide breastfeeding promotion programme. BPNI is the official technical partner for the implementation of the programme. MoHFW has suggested BPNI's 4 day training programme for capacity building of field workers under “MAA” program. Launch of “MAA” program is one of BPNI's greatest milestones.

### **Effect of international advocacy**

The baby food campaign has been a long established international campaign with significant direction given by the International Baby Food Action Network (IBFAN) established in 1979 and has expanded over the years into a global network of public interest groups and individuals in 166 countries. IBFAN has led

many campaigns since then and has acted on many fronts to ensure full compliance with the International Code of Marketing of Breast-milk Substitutes and subsequent World Health Assembly Resolutions. Latest among the resolutions are: 61.20 of 2008, 63.23 of 2010 and WHA target of 2012 to increase breastfeeding rates up to 50% by 2025 that provide an important tool for worldwide policy advocacy. In 1998 IBFAN received the Right Livelihood Award (RLA) commonly known as the "Alternative Nobel Prize" in Stockholm, Sweden.

BPNI has been active not only in India but also in South Asia since 2009; BPNI has taken up global programmes like World Breastfeeding Trends Initiative (WBTi) and One Million Campaign which captured 4500 signatures across globe; BPNI presented these signatures for breastfeeding support for women at the World Health Assembly in 2010. BPNI was chosen to serve as the South Asia coordinating office for IBFAN in 1997. And further since 2002, BPNI acts as a host office to IBFAN Asia Pacific, coordinating action in more than 42 countries. In 2007, IBFAN Oceania became an independent regional office and IBFAN Asia now coordinates action in 25 countries. The World Alliance for Breastfeeding Action (WABA) founded in 1992, spearheaded campaigning and social mobilization all around the world through one of its major tools, the World Breastfeeding Week (WBW) celebrated each year from 1 August -7 August. BPNI has been on the forefront of coordinating a massive movement in the country during the WBW from last 25 years, where every sector now participates. WABA chose BPNI to be its South Asia regional focal point and it continues since 1997. In 2016 BPNI has entered into a partnership with International Lactation Consultants Association (ILCA), USA.

<sup>1</sup> Indian Academy of Pediatrics (IAP), Federation of Obstetric and Gynaecological Societies of India (FOGSI), Breastfeeding Promotion Network of India (BPNI), The Christian Medical Association of India (CMAI), Centre for Women's Development Studies (CWDS), Indian Medical Association (IMA), Indian Association of Preventive and Social Medicine (IAPSM), Jan Swasthya Abhiyan, Indian Public Health Association (IPHA), Association for Consumer's Action on Safety and Health (ACASH), Navdanya, National Neonatology Forum (NNF), Trained Nurses Association of India (TNAI), All India Drug Action Network (AIDAN), Samyak Foundation, Right to Food Campaign

<sup>2</sup> Gazetted NGO under section 21(1) C of the "Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992, as Amended in 2003" (The IMS Act)

**Table 1: Summary of activities at different levels and Real Change**

Target Group	Agenda Setting	Intervention/Actions			Real Change
<b>Mothers</b>	Merits of breastfeeding for mother and child , risks of formula feeding and assistance with skilled support	Media support	Government Programmes	Campaigns	<ul style="list-style-type: none"> <li>Recent RSOC 2013-14 and NFHS 4 data showcases increase in breastfeeding rates.</li> </ul>
<b>Health Workers</b>	Skilled training on infant and young child feeding (IYCF) counseling	National and state level advocacy with Ministry of Health and Family Welfare /other agencies and institutions	Development and revision of training programme for pre service and in service training	Conducting national and state level training programmes for creating National trainers, Middle level trainers and IYCF counseling specialists	<ul style="list-style-type: none"> <li>Health workers capacity at the state level has increased to act as trainers.</li> <li>There is an increase in demand for BPNI's skilled breastfeeding counseling trainers from the state and national governments and other health institutions.</li> <li>Evidence showcase that support is required at birth.</li> <li>Impact assessment showcase improved breastfeeding practices.</li> </ul>
<b>Health Professional Bodies</b>	IMS Act sensitization for compliance and protection from commercial influence; social mobilization during WBW	Orientation, sensitization and advocacy meetings	Media advocacy	Revision and updating of curriculum for undergraduate doctors and nurses	<ul style="list-style-type: none"> <li>In 1997 Indian Academy of Pediatrics (IAP) passed a resolution for its member to refuse funding from baby food industry.</li> <li>IAP and Indian Association of Preventive and Social Medicine (IAPSM) endorse BPNI's IYCF counseling training.</li> <li>IAP &amp; Trained Nurses Association of India (TNAI) observe WBW each year and mobilize people.</li> <li>IAP &amp; TNAI till date collaborate with BPNI in implementing the IMS Act.</li> </ul>
<b>Infant Milk Substitute Industry /Baby Food and related equipments</b>	Non compliance with the provisions of IMS Act with aggressive promotion of baby food, sponsoring health professionals and bodies; and surrogate marketing	Being a watchdog and monitoring the compliance of IMS Act	Media and government advocacy	Legal Scrutiny under IMS Act and exposing big baby food brands	<ul style="list-style-type: none"> <li>Restricted the sales of infant milk formula in the country.</li> </ul>



Target Group	Agenda Setting	Intervention/Actions			Real Change
<b>Employers: Government and Private sector</b>	Increased maternity leave for all women in the interest of her and child's health and wellbeing	Advocacy for proper implementation and amendments in the Maternity Benefit Act of 1961	Lobbying with partners like Right to Food for cash benefits for the unorganized sector		<ul style="list-style-type: none"> <li>• Government of India amended the MBA Act of 1961 with 26 weeks maternity leave for the organized sector in 2016.</li> <li>• Govt. of India provides cash assistance to all women in 52 districts under Indra Gandhi Matritava Sahyog Yojna (IGMSY).</li> <li>• National Food Security Act (NFSA) Act provides Rs. 6000 cash benefit to all women as maternity entitlement during 0-6 months as wage compensation.</li> <li>• Private companies announcing flexible measures and benefits beyond MBA Act provisions.</li> </ul>
<b>Planning Commission/ Niti Aayog</b>	Bridging gaps in the 10 <sup>th</sup> , 11 <sup>th</sup> and 12 <sup>th</sup> five year plans on IYCF	Advocacy for breastfeeding as a public health intervention for child survival	Demanding dedicated budget lines for breastfeeding support	Demanding budgetary provision for maternity entitlements for women working in unorganized sector	<ul style="list-style-type: none"> <li>• Inclusion of breastfeeding in 10th, 11th and 12th five year plans for women and children's nutrition and rights.</li> </ul>
<b>Ministry of Health and Family Welfare</b>	Achieving MDG & SDGs for hunger, poverty, climate change and child survival; preventing infant morbidity and mortality	Advocacy with NRHM/NHM officials for capacity building in IYCF skilled counseling and BFHI hospitals	Advocacy for IMS Act compliance for protecting breastfeeding from commercial influence	Providing technical assistance and support	<ul style="list-style-type: none"> <li>• Inclusion of breastfeeding practice indicators in statistics in demographic surveys i.e NFHS 1,2,3(1991,1999 and 2005) and DLHS3 (1993).</li> <li>• Launch of BFHI in 1993.</li> <li>• Development of Operational Guidelines for Enhancing Optimal Infant and Young Child Feeding Practices (2013).</li> <li>• NACO guidelines on Nutrition for HIV exposed (0-14 years of age) children includes exclusive breastfeeding based on latest WHO guidelines.</li> <li>• Launch of "MAA- Mothers' Absolute Affection" nationwide breastfeeding</li> </ul>

Target Group	Agenda Setting	Intervention/Actions			Real Change
					<p>promotion programme by Minister, MoHFW, 2016.</p> <ul style="list-style-type: none"> <li>• BPNI is the official technical partner for the implementation of “MAA” programme.</li> <li>• 4 day training programme suggested for field workers under “MAA” program based on BPNI’s training programme.</li> </ul>
<b>Ministry of Women and Child Development</b>	National Breastfeeding Committee, breastfeeding policy & programme, budget lines on breastfeeding, skilled training for ICDS workers and IMS Act monitoring	Advocacy with Centre and State Governments	Sensitization workshops of government officials		<ul style="list-style-type: none"> <li>• Development of National Guidelines on Infant and Young Child Feeding (2004 and 2006).</li> <li>• Codex India positioned stronger on breastfeeding and infant feeding.</li> <li>• National Breastfeeding Committee revised as “National Steering Committee and “National Coordination Committee” and are active.</li> </ul>
<b>Ministry of Information and Broadcasting</b>	Baby food industry breaking the provisions under IMS Act by promoting infant milk substitutes, foods and related equipments through electronic media	Media sensitization	Advocacy workshops with government officials	Political advocacy	<ul style="list-style-type: none"> <li>• Amendment of Cable TV Networks (Regulations) Act in 2000, to ban advertisements of infant milk substitutes and foods on the cable TV service by Ministry of I &amp; B.</li> <li>• The Act is being implemented well and complements the IMS Act in breastfeeding promotion.</li> </ul>
<b>Civil Society Movements/ Partners</b>	Agenda setting for inclusion of IYCF and specially breastfeeding under Right to Food Campaign, People’s Health Movement for children under 6	Providing technical assistance to campaigns on IYCF and Breastfeeding	Mobilization of civil society groups on issues of conflicts of interest in nutrition policy and programs	Building political discourse through articles and publications	<ul style="list-style-type: none"> <li>• Inception of Alliance Against Conflict of Interest with network partners in 2011.</li> <li>• National Food Security Act (NFSA) Section 4B recognizes that exclusive breastfeeding should be promoted as a food security intervention for children of 0-6months.</li> <li>• Mobilized 16 network partners to issue a joint statement for IYCF.</li> </ul>

Target Group	Agenda Setting	Intervention/Actions			Real Change
					<ul style="list-style-type: none"> <li>• Path breaking publications in Economic Political Weekly.</li> <li>• Published paper on strategies for children under six for Planning Commission in year 2006.</li> <li>• Position statement on RUTF in 2008.</li> <li>• Civil society partners joined hands together to develop an advocacy tool using WBTi which also led to the government becoming a partner to the assessment. So far 4 assessments have been completed (2005, 2008, 2012 and 2015).</li> </ul>
<b>Academics and Research in India</b>	Positioning Breastfeeding as the key public health intervention contributing to reduction in infant mortality and morbidity, reducing carbon foot print, contributing to economy and reduced NCD burden	Field studies to assess the impact of breastfeeding / IYCF counseling interventions	Conducting secondary research and analysis for government advocacy	Commissioning investigative surveys, studies and analysis on baby food industry's compliance to provisions of IMS Act	<ul style="list-style-type: none"> <li>• Publications in renowned scientific journals like Indian Journal of Pediatrics, Midwifery, PLOS One , Health Policy Planning , Women and Health, Indian Pediatrics and Indian Journal of Medical Ethics.</li> </ul> <p><b>Themes covered include:</b></p> <ul style="list-style-type: none"> <li>• Benefits of Breastfeeding</li> <li>• Commercial Influence of Baby Food Industry</li> <li>• Working women, paid leave and breastfeeding</li> <li>• Investment in breastfeeding interventions</li> <li>• Tracking breastfeeding trends globally</li> <li>• Breastfeeding and Climate Change</li> <li>• Conflicts of Interest in public policy and programmes for nutrition</li> <li>• Breastfeeding and maternal child health</li> <li>• Skilled breastfeeding counseling and its impact and more</li> </ul>

Target Group	Agenda Setting	Intervention/Actions			Real Change
<b>International Bodies</b>	International recommendation and guidelines on IYCF and Maternity protection	Advocacy through position statements, recommendations and analysis	Participate and give technical inputs at the World Health Assembly every year		<ul style="list-style-type: none"> <li>● World Health Assembly resolutions strengthen Infant and Young Child Feeding Nutrition (IYCN) and pledge to increase exclusive breastfeeding rates by 50% by 2025.</li> <li>● ILO recommendations (2000) on maternity protection.</li> <li>● New definition of exclusive breastfeeding came in 2001.</li> <li>● Global Strategy for Infant and Young Child Feeding came in (2002)</li> <li>● UN Secretary General's Global Strategy for Women's and Children's Health focus on enhancing the number of exclusively breastfed infants to 21.9 million by 2015.</li> </ul>
<b>National Media</b>	Merits of breastfeeding, normalizing breastfeeding , targeting the baby food companies for inappropriate promotion and media trials of baby food companies based on IMS Act	Media Sensitization meetings and workshops	Media advocacy	Organizing press conferences	<ul style="list-style-type: none"> <li>● Breastfeeding merits mainstreamed in media.</li> <li>● Elimination of misinformation from media.</li> </ul>

# CHALLENGES AND WAY FORWARD

**B**PNI is not just an organization but a movement which is in need of an unflinching involvement and support of the society to save our children and future of the Nation. With substantial gains made at the policy, programme and field level, BPNI marches ahead with many challenges and critical issues to be dealt with in coming future. In recent strategic planning exercise, BPNI has come up with overarching critical issues to be addressed in order to continue the breastfeeding movement. This section will throw light on the critical issues and the objectives behind them. A results framework plan for coming years will also be shared.

## **CRITICAL ISSUES**

### **Dealing with promotional tactics of baby food industry**

Over the years BPNI has been dealing with baby food industry's promotional tactics; it's a mandate to implement the IMS Act. The agenda is to protect breastfeeding from commercial influence. In its limited capacity, BPNI monitors the baby food industry on a regular basis. It's important that the IMS Act is enforced in the country in both letter and spirit. To achieve this, assisting the central and state governments and making policy makers aware for proper implementation of the law is one critical area of intervention.

### **Dealing with conflicts of interest issues in nutrition policy, programmes and BINGOs**

The objective behind noting this as a critical issue is to build knowledge on conflicts of interest cases in the country in public

interest and to draft a guideline with network and development partners adapting the example of Framework and Convention on Tobacco Control (FCTC) by World Health Organization(WHO). With the growing conflicts of interest environment in the country baby food businesses are finding new ways to influence policy makers and consumers like by creating non-governmental organizations to influence the regulatory bodies and policies. This is a major threat to breastfeeding and child nutrition, health and well being of children under 2 years of age. Strong market forces are pushing technological and therapeutic solutions which are baby food industry driven. BPNI aims to build an enabling environment for solutions avoiding and managing conflicts of interest using the conflicts of interest guideline especially for health and nutrition policy and programmes.

### **Addressing lack of information to women and community**

Evidence shows that if women are given the correct information with skilled support to breastfeed it can enhance breastfeeding practices in the community. Having access to correct information to make an informed choice about feeding their babies is crucial for the mother in the antenatal period; because that's the best time to take feeding decision. BPNI has been the pioneer in developing publication that provides women/parents/caregiver the information they need before birth and after birth of their child. With its publication BPNI wishes to reach to communities and provide them

access to correct information during pregnancy. One of the key strategies to achieve this is robust marketing of BPNI's parents' guide which is one stop guide for parents and to be parents on breastfeeding and complementary feeding. BPNI wishes to seek professional help to market and disseminate this book nationwide; this could contribute to BPNI's sustainability.

### **Addressing increased Non-Communicable Disease (NCD) Burden with focus on childhood obesity and diabetes**

Over the years BPNI has realized that addressing child nutrition beyond 2 years is also an important agenda to address the child nutrition issues holistically. When we advocate against infant formula or baby food, high sugar content is one of the major factor for countering it. There is enough evidence that sugar is addictive and adds to increased childhood obesity and diabetes cases. BPNI aims to advocate and generate alerts about the links between formula feeding and childhood obesity with policy makers. In its limited capacity BPNI will generate awareness and alerts on the increasing NCD burden on children with a special focus on childhood obesity and diabetes. Also, the idea is to keep a check on the food industry promoting high sugar products for children through monitoring of baby food promotions and misleading information and filing complaints to the regulatory authorities like FSSAI and ASCI.

### **Improving breastfeeding rates**

BPNI believes that if the health and nutrition system staff build its capacity on breastfeeding and IYCF counselling, it can reach maximum population of India. To address and achieve this critical issue BPNI have been and will continue assisting central and state governments in building capacities of health and nutrition providers/workers through BPNI 's 4 in 1 Training course on

IYCF counselling. BPNI has a team of expert trainers who are out there to support health system in achieving increased breastfeeding rates. The recent nationwide breastfeeding promotion programme "MAA-Mother's Absolute Affection" by Ministry of Health and Family Welfare(MoHFW) has recognized BPNI's 4 day training course for field level health workers and added the component of training as part of their key intervention. MoHFW invited BPNI as technical partner to assist the state governments and national resource centres. Through this partnership and strategy, multiplier effect can be achieved with improved counselling skills of the health workers and breastfeeding rates of the country.

### **Mobilizing global and countywide support to track breastfeeding trends**

The World Breastfeeding Trends initiative (WBT*i*) is an innovative tool adapted from the World Health Organization (WHO)'s "Infant and Young Child Feeding A tool for assessing national practices, policies and programmes" that has been developed by BPNI/International Baby Food Action Network Asia (IBFAN Asia), for assessing and monitoring the state of implementation of Global Strategy for Infant and Young Child Feeding. The WBT*i* assessment is done every 3 to 5 years to study the impact and trends on various related policy measures. The WBT*i* has 15 indicators. Indicator 1 to 10 deals with IYCF policy and programmes and 11 to 15 deal with IYCF practices. Each indicator has a key question, as well as a subset of questions to be answered once the assessment is done, data is fed into a web based toolkit for scoring and colour rating as per IBFAN Asia Guidelines.

WBT*i* assessment reports provide governments, concerned agencies and international development partners with critical information needed to bridge gaps in infant and young child feeding policy and

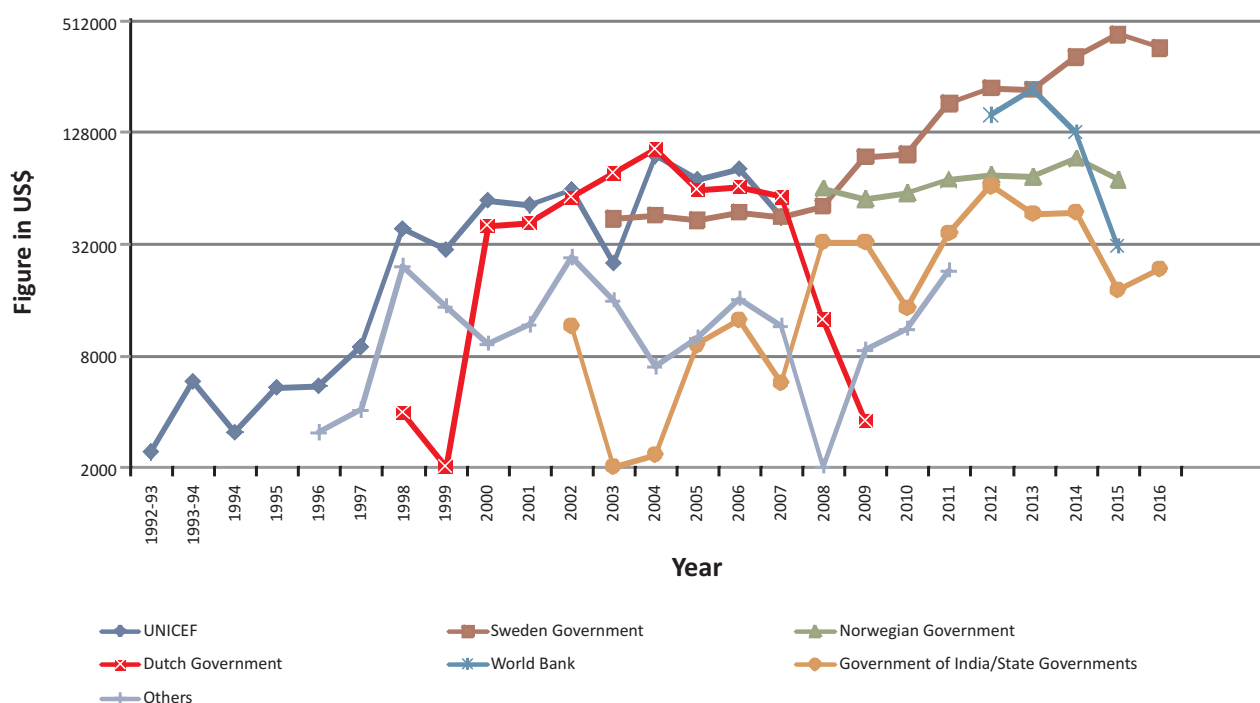
practice in respective countries. Till today BPNI/IBFAN Asia is standing strong with 83 countries WBTi assessment reports who are demanding better policy and programmes for their children under 2 years of age. BPNI is spearheading India's assessment since 2005 with government and network partners; India has completed four assessments till date. The aspiration is to roll out WBTi at the state level with an adaption "State Breastfeeding Trends Initiatives (SBTi)" to generate action at the state-district-local level.

### Addressing unstable funding situation

To sustain our advocacy, capacity building and social mobilization efforts financial sustainability is crucial. BPNI has been mostly dependent on international funding agencies and UN Organizations for financial support. BPNI's conventional donors belong to governments like Sweden, Norway and UN Agencies but due to the global

humanitarian crisis they are also moving out. BPNI will run out of its major funding sources by end 2017. As a ethical policy BPNI does not take any funding from sources which are conflicting.

In a situation of such crisis BPNI has strategically planned to move towards unconventional donors like individuals, philanthropists and Indian CSRs without conflicts of interest. BPNI is also exploring innovative ways of social marketing of its in house publication for parents, to guide them on appropriate infant and young child feeding practices; with a vision to become self sustained in future. Also efforts are being made to launch a social media fundraising cum engagement campaign for women opinion leaders in the urban settings to generate awareness, increase participation in the breastfeeding movement, creating peer support, monitoring the incorrect promotion of baby food companies and fundraising.



Flow of funds from different donors (1992-2016)





## Way Forward

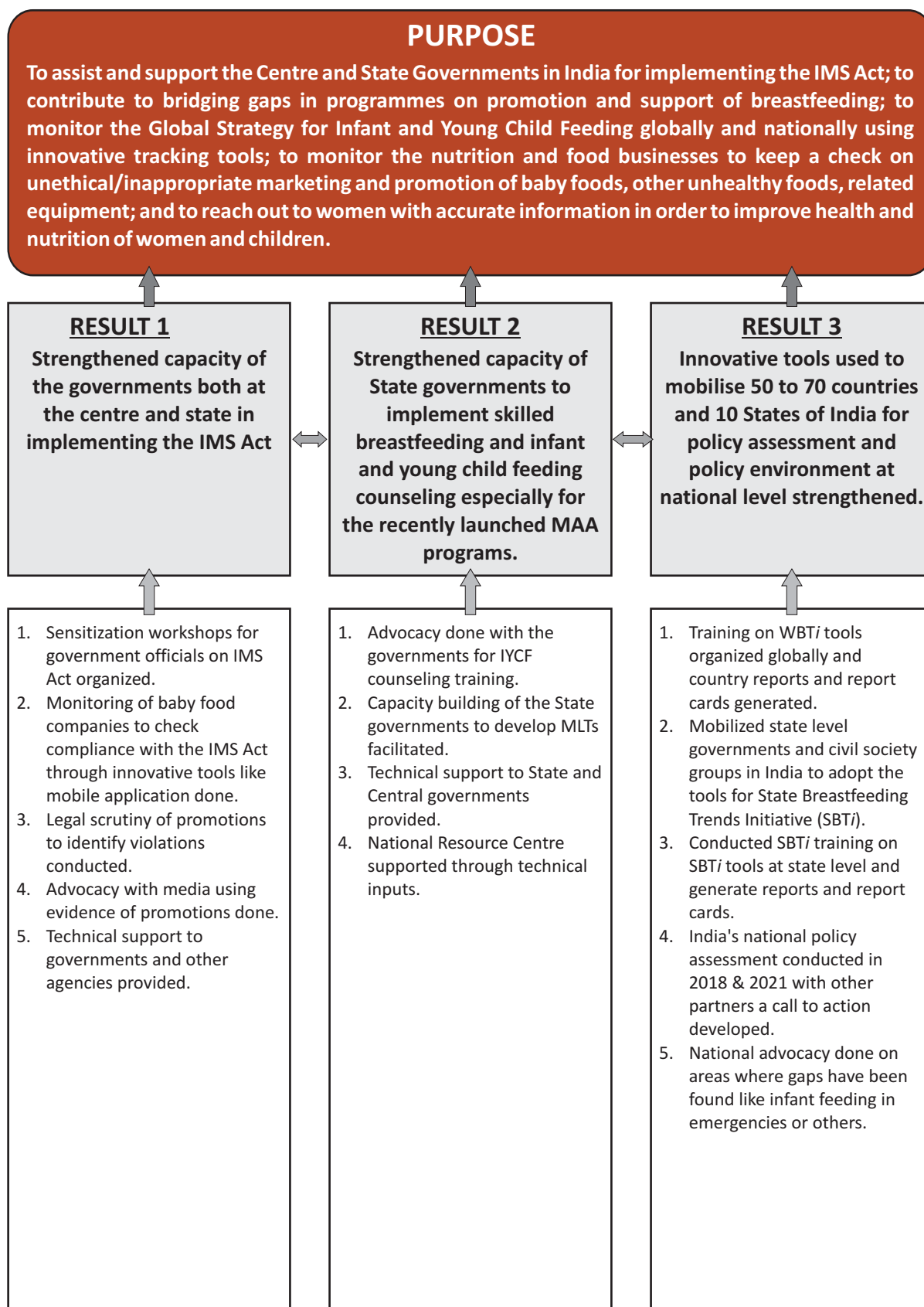
BPNI is the only single -issue organization in the country that has stood strong so far on its ethical policy of not receiving any kind of support or funding or even associated with baby food manufacturers or any organizations having conflicts of interest. This is BPNI's core strength as well as a challenge to survive in a competitive environment in today's time.

BPNI invites development partners to walk with us in this struggle for future.

BPNI's strategic plan 2017-2022 addresses the critical issues in order to defend breastfeeding rights of women and contribute to increase in breastfeeding rates to improve neonatal, infant and child health and nutrition indicators. We have identified these through discussions over the past few months. The Results framework provides a glimpse of what we intend to achieve over next five years in achieving our vision. (See Table 2)



**Table 2: BPNI Activity Results Framework (2017-2021)**



## PURPOSE

To assist and support the Centre and State Governments in India for implementing the IMS Act; to contribute to bridging gaps in programmes on promotion and support of breastfeeding; to monitor the Global Strategy for Infant and Young Child Feeding globally and nationally using innovative tracking tools; to monitor the nutrition and food businesses to keep a check on unethical/inappropriate marketing and promotion of baby foods, other unhealthy foods, related equipment; and to reach out to women with accurate information in order to improve health and nutrition of women and children.

### RESULT 4

Alerts are created and disseminated on inappropriate marketing of unhealthy foods and strategic alliances with civil society organizations developed

1. Monitoring of marketing techniques done.
2. Inappropriate and misleading advertisements by baby food & product companies monitored and documented.
3. Complaints filed with regulatory bodies like: Food Safety and Standards Authority (FSSA) and Advertising Standard Council of India (ASCI).
4. Link between formula feeding and childhood obesity documented.
5. Advocacy done with policy makers highlighting role of formula feeding and childhood obesity.
6. Findings of inappropriate marketing shared with partners and a 'call for action' developed and media and civil society mobilized.

### RESULT 5

Simple and correct information made available to the public through BPNI's book, '*Breastfeeding and Complementary Feeding - A Guide for Parents*'

1. Guide for Parents, available in 8 regional languages and sold through BPNI website.
2. Different marketing channels developed such as marketing through doctors/health professionals.
3. For marketing: Google advertisements, search engine optimization, social media and other web services explored and utilized.
4. Innovative avenues for marketing the Guide for Parents through professional assistance explored.

### RESULT 6

Guidelines on Conflicts of Interest developed and Alerts on COI issued

1. COI environment assessed and monitored.
2. Alerts on COI situations generated as and when they arise in policy and programmes on health and nutrition.
3. Workshop with potential and existing partners to draft COI guidelines to prevent and manage COI in health and nutrition sectors organized.
4. Information sheets, news updates on Alliance Against Conflict of Interest (AACI) developed and disseminated.

### RESULT 7

Sustainability of fund achieved through multiple approaches of fundraising

1. Digital fundraising campaign through a professional agency launched.
2. Potential donors for Global Giving in US (promotion and marketing) approached.
3. Individual donors for training FLWs approached and partnerships with corporate companies without COI explored.
4. Online Course on IYCF counseling established.

## **SWOT (Strengths, Weaknesses, Opportunities and Threats) ANALYSIS:**

### **Strengths**

- Registered NGO, based at National capital - New Delhi.
- Nationally and globally recognised for effective networking at regional/national/state level.
- High credibility with government, professional bodies, international agencies and national & international partners.
- Very effective collaboration with national partners for promoting optimal breastfeeding and infant and young child feeding practices.
- Extremely effective training capacity having a training experience within diverse groups.
- Excellent national level advocacy and mobilization capability.
- Strong technical capability.
- Officially recognized as one of the guardians of the IMS Act in India, which resulted in reduction of commercial influence on breastfeeding.
- Values and commitments to respond to a challenging and dynamic environment.
- Highly efficient and skilled national secretariat.
- Broadening and diversification of work sphere.

### **Weaknesses**

- Inadequate resources to mobilise district or block level action.
- Inadequate human resources for effective follow-up at different levels, including executive capacity at state/district level.
- Uncertain financial resources.

- Unplanned /SOS work, including emergency and daily response to various issues, responding to queries from mothers /networking with & supporting the IBFAN network all over the world, which is time consuming.
- Rented office structure.

### **Opportunities**

- Emerging interest from UNICEF India for implementation of IMS Act at state level.
- Expansion of IYCF counseling centers.
- Technical Partnership with “MAA” programme will open state level work opportunities.
- Marketing of BPNI's ‘Guide for parents’ a booklet with health professional bodies.
- Utilizing Global Giving platform, US and UK based charity for global fundraising.
- National and international fundraising through new media platforms (e.g. Global Giving and Impact Guru) and a dedicated communication campaign.
- Utilizing recently acquired Income Tax 80G exemption for fund raising from individuals and other corporate donors from their CSR share where there are no conflicts of interests.

### **Threats**

- Changing resource environment and funding priorities of donors.
- Deregulation of existing legislations protecting breastfeeding.
- Business Interest Non Governmental Organizations (BINGOs) hijacking the issue of nutrition leading to commercialization of nutrition.
- Privatisation on the rise and likewise PPPs in governance is expanding, while hardly any guidelines on conflicts of interest exist.

# DONORS AND PARTNERSHIPS

## DONORS



## NATIONAL PARTNERS



## INTERNATIONAL PARTNERS



# BPNI TEAM



## **Dr. Arun Gupta, Central Coordinator**

Dr. Arun Gupta is a pediatrician by training since 1976. He chose to give up his lucrative private practice in the 1990s to put child nutrition on the fore-front of social change. He is one of the founders of the 'Breastfeeding Promotion Network of India' (BPNI). He writes extensively on policy matters on child health and nutrition in the Economic and Political Weekly, viewpoints/editorials in national, regional and international publications, as well as technical journals. He has created innovative tools e.g. IBFAN's World Breastfeeding Trends Initiative (WBTi), a breakthrough tool to measure policy inputs at national level against the Global Strategy for Infant and Young Child Feeding. He is the brain behind a new tool, the World Breastfeeding Costing Initiative (WBCi) to do real time and local costing of IYCF interventions. Presently he coordinates the Asian region for International Baby Food Action Network (IBFAN), which is a 1998 Right Livelihood Award recipient; he is also the Co-Chair of IBFAN's Global Council. He has keen interest in public policy and conflict of interest issues, and kick started "Alliance Against Conflict of Interest" (AACI).



## **Dr. JP Dadhich, National Coordinator**

Dr. JP Dadhich is a Pediatrician with a 28 years experience. He is working for Protection, Promotion and Support of breastfeeding since 1992. He is presently working as the National Coordinator of the Breastfeeding Promotion Network of India (BPNI) and a Consultant for International Baby Food Action Network (IBFAN) Asia, looking after tasks on HIV and infant feeding, monitoring of the implementation of the International Code /national legislation for marketing of breastmilk substitutes, Codex Alimentarius and infant feeding & Climate change. He is the South Asia Regional Focal Point Coordinator for WABA. He is a master trainer in Infant and Young Child Feeding Counselling '4 in 1' training course of BPNI/IBFAN Asia. He has more than 50 scientific publications and reports to his credit. He is also a reviewer for scientific journals like Indian Pediatrics, Bulletin of the World Health Organisation, Breastfeeding Medicine, BMJ, Public Health Nutrition, ICAN: Infant, Child, & Adolescent Nutrition, Journal of Neonatology and Indian Journal of Medical Sciences. He has participated as a resource person in a number of International conferences, expert consultations, training programmes etc. in many countries.



## **Dr. Shoba Suri, Policy & Program Coordinator**

Dr. Shoba Suri is a Nutritionist with more than 20 years of experience in community and clinical research with Doctorate in Nutrition & Physiology from Bharathiar University, Coimbatore. She is working with BPNI since 2011 as a Policy and Programme Coordinator, handling independent projects and advocacy on breastfeeding and infant and young child feeding. She is a trained IYCF counseling specialist. She has more than 40 research publications to her credit.

### **Beena Bhatt, Senior Program Officer, IT**

Beena Bhatt is the Sr. Programme Officer (IT). She is Graduate and holds a 3 years full time diploma in Computer Science and Engineering [DCSE] from B.I.T affiliated to AICTE, Bangalore with an experience of 19 years in the field of IT. She is skilled in JAVA, Dynamic Web Application Development, Linux Redhat Certification, PHP and Drupal. Her area of work in BPNI/IBFAN Asia includes managing the dedicated server for organization's national and global websites. She is also involved in WBTi programme (World Breastfeeding Trends Initiative).



### **Dr. Neelima Thakur, Senior Program Officer, Research**

Dr. Neelima Thakur is an anthropologist with 12 years of experience in quantitative and qualitative research. She has done her Masters in Physical Anthropology then Ph.D in maternal and child health care from Pt. Ravishankar University, Raipur, Chhattisgarh. She is a trained IYCF counseling specialist. She has 10 research publications in national and international journals to her credit. Presently she is involved in research on various important issues concerning Infant and Young Child Feeding Practices and IMS Act.



### **Nupur Bidla, Senior Programme Officer, Communications**

Nupur Bidla is the Senior Programme Officer (Communications). She holds a Master's Degree in Social Work with specialization in Health and Development from Tata Institute of Social Sciences, Mumbai. She has recently been registered as a PhD Scholar at Department for Social Work, Jamia Milia Islamia, Delhi. She has more than 5 years of experience in the field of education, health, training, media advocacy and development communication. Her work profile involves handling communication for BPNI/IBFAN Asia, networking, publications, campaigns, IMS Act monitoring and local & global fund-raising.



### **Fariha Siddiqui, Senior Programme Officer, Training**

Fariha Siddiqui is the Senior Programme Officer (Training). She did her Master's in Foods & Nutrition from Rajasthan University. She has 5 years of experience in the field of research, monitoring, evaluation, IYCF counselling & capacity building. Her work with BPNI involves coordination and execution of IYCF trainings at various levels. She is the National Trainer for IYCF training and has successfully conducted more than 50 trainings for BPNI.



### **Vibharika Chandola, Programme Officer, Training**

Vibharika Chandola is the Programme Officer (Training). She holds Master's in Home Science with specialisation in Development Communication and Extension from Delhi University. Her passion for working for women and children brought her to BPNI. In the past she has worked in the area of training, communication, community outreach and research. She is the National Trainer for IYCF Training and has successfully conducted several training courses across India for BPNI.



### **Purna Bhardwaj, Programme Officer, Training**

Purna Bhardwaj is the Programme Officer (Training). She has done her M.Sc (Foods and Nutrition) from Institute of Home Economics, Delhi University with the specialization in Public Health Nutrition. She has a keen interest in the area of public health with an experience of three years in this domain. She is the National Trainer for IYCF Training and has successfully conducted several training courses across India for BPNI.





**Veena Rawat, Programme Officer, Information & communication**

Veena Rawat works as a Program Officer (Information & Communication). She is been with BPNI since 2010 and manages the reception, international and national postage, BPNI life members database, official email accounts , filing & maintenance of records.



**LR Gupta, Coordinator, Finance**

Mr L R Gupta is an account professional. He is a graduate and has worked before with Public Limited Company for about 30 years and retired as Accounts Officer. He is with BPNI as Coordinator Finance. His work profile include finalization of balance sheet , preparation of budgets, cash flow, FCRA accounting and reporting to Ministry of Home Affairs, TAX maintenance, Getting annual Financial Reports audited and reporting to project donors as required and also responding to their regular correspondences.



**Amit Dahiya, Senior Programme Officer, Administration**

Amit Dahiya is the Senior Program Officer (Admin). He is an expert in desktop publishing, logistic & operation management with more than 16 years of experience. His work involves designing & printing publications, logistic management for IYCF training, national workshops & conferences and administrative budget planning.



**Kulwant Singh Walia, Programme Officer, Accounts**

Kulwant Singh Walia is an account professional with more than 15 years experience in Accounts including 5 years overseas experience in manufacturing industry with Master of Commerce from Chaudhary Charan Singh University, Meerut and Master of Computer Application from Indira Gandhi National Open University (IGNOU). At present he is responsible for maintaining overall accounting systems in the organization, quarterly reporting, annual accounts finalization, taxation and donor relation.



**Kashif Khan, Programme Assistant, Accounts**

Mr. Khan has been working as a programme assistant (Accounts) in BPNI since 2012. He has experience in taxation accounting billing & vouchering. He has more than 16 years of experiences in working with social organizations. Presently his work include account handling, networking with banks, networking with hospitals for promotion of counseling centre & parents guide book.

**Support Staff**



**Vinay Kumar**



**Ashok Kumar**



**Vijay Pal**



**Suresh Kumar**



## BPNI's Society Registration Certificate

**CERTIFICATE OF REGISTRATION**  
**SOCIETIES REGISTRATION ACT XXI OF 1860**

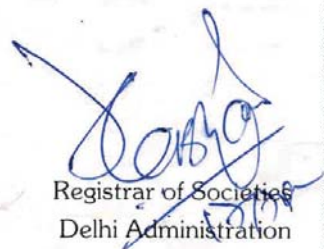
No. S-23144 of 1992.


I hereby certify that "Breastfeeding Promotion Network of India"

has been registered under the SOCIETIES REGISTRATION ACT OF 1860.

GIVEN UNDER MY HAND AT DELHI on this 17th day of July, one thousand nine hundred and ninety two.

Registration Fee of Rs. 50/- received.


  
Registrar of Societies  
Delhi Administration  
Delhi

  
Seal  
Registrar of Societies  
Delhi

PLEASE QUOTE THIS NUMBER IN ALL YOUR FUTURE CORRESPONDENCE

## BPNI's IMS Act Gazette Notification

रजिस्ट्री सं. डी. एल.—33004/95 REGD. NO. D.L.—33004/95

  
**भारत का राजपत्र**  
**The Gazette of India**

असाधारण  
EXTRAORDINARY

भाग II—खण्ड 3—उप-खण्ड (i)  
PART II—Section 3—Sub-section (i)

प्राधिकार से प्रकाशित  
PUBLISHED BY AUTHORITY

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सं. 318] नई दिल्ली, सोमवार, जुलाई 24, 1995/श्रावण 2, 1917  
No. 318] NEW DELHI, MONDAY, JULY 24, 1995/SRAVANA 2, 1917

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मानव संसाधन विकास मंत्रालय  
(महिला और बाल विकास विभाग)

अधिसूचना  
नई दिल्ली, 24 जुलाई, 1995

सा.का.नि. 562(अ).—केन्द्रीय सरकार, शिशु दुग्ध अनुकूल पोषण बोतल और शिशु खाद्य (उत्पादन प्रदाय और वितरण विनियमन) अधिनियम, 1992 (1992 का 41) की धारा 21 की उपधारा (1) के खण्ड (ग) द्वारा प्रदत्त शक्तियों का प्रयोग करते हुए, उक्त धारा के अधीन लिखित रूप में शिकायत करने के लिए बाल कल्याण और विकास तथा बाल पोषाहार में लगे निम्नलिखित स्वैच्छिक संगठन को प्राधिकृत करती है, अर्थात्:—

ब्रैस्टफीडिंग प्रमोशन नेटवर्क ऑफ इंडिया (बी पी एन आई)  
बी पी-33, पीतमपुरा, दिल्ली-34

1763 GI/95 (1)

और उक्त प्रयोजन के लिए भारत सरकार के मानव संसाधन विकास मंत्रालय (महिला और बाल विकास विभाग) की अधिसूचना सं. सा. का. नि. 540(अ), तारीख 27 जून, 1994 में निम्नलिखित संशोधन करती है, अर्थात् :—

उक्त अधिसूचना में, क्रम सं. 3 और उससे संबंधित प्रविष्टि के पश्चात् निम्नलिखित क्रम संख्यांक और प्रविष्टि जोड़ी जाएगी, अर्थात् :—

“4. ब्रेस्टफीडिंग प्रमोशन नेटवर्क ऑफ इंडिया (बी पी एन आई) बी पी-33 पीतमपुरा, दिल्ली-34।”

[फा. सं. 12-9/94 एन टी]

बी. सैन, संयुक्त सचिव

## MINISTRY OF HUMAN RESOURCE DEVELOPMENT

(Department of Women and Child Development)

### NOTIFICATION

New Delhi, the 24th July, 1995

G.S.R. 562(E).—In exercise of the powers conferred by clause (c) of Sub-Section (1) of Section 21 of the Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992 (41 of 1992), the Central Government hereby authorises the following voluntary organisation engaged in the field of child welfare and development and child nutrition to make a complaint in writing under the said section, namely :—

Breastfeeding Promotion Network of India (BPNI),  
BP-33, Pitampura, Delhi-34.

and for the said purpose makes the following amendment in the notification of the Government of India in the Ministry of Human Resource Development (Department of Women and Child Development) G.S.R. 540(E), dated the 27th June, 1994, namely :—

In the said notification, after serial No. 3 and the entry relating thereto, the following serial number and entry shall be added, namely :—

“4. Breastfeeding Promotion Network of India (BPNI),  
BP-33, Pitampura, Delhi-34.”

[F. No. 12-9/94-NT]

B. SEN, Jt. Secy.

## BPNI's FCRA Certificate

No. 0300005492016

Government of India  
Ministry of Home Affairs  
Foreigners Division  
(FCRA Wing)

NDOC-II Building, Jai Singh Road,  
New Delhi-110001

Dated: 07-08-2016

To,  
The Chief Functionary,  
Breastfeeding Promotion Network Of India  
BP-88 Pitampura, Delhi, Delhi, Delhi, 110084

Subject: Renewal of Registration under Foreign Contribution (Regulation) Act,

Sir/Madam

With reference to your application dated 05-02-2016 seeking renewal of registration under the Foreign Contribution (Regulation) Act, 2010, I am directed to convey the approval of competent authority for renewal of registration of your Association in terms of the provisions contained in Section 16 of Foreign Contribution (Regulation) Act, 2010 read with Rule 12 of Foreign Contribution (Regulation) Rules, 2011 as amended from time to time, as follows:-

Registration Number : 231550680

Nature : Educational, Social

2. The association shall receive foreign contribution only in its designated/exclusive bank account 0890101084701 in Canara Bank, Nehru Place, Delhi, Delhi, Delhi, 110019 as mentioned in its application for online application for grant of renewal of registration.
3. In terms of section 18 of the Foreign Contribution (Regulation) Act, 2010 read with Rules 17 of the Foreign Contribution (Regulation) Rules, 2011, as amended from time to time, you are advised to furnish intimations online within the prescribed time to the Central Government of the amounts of each foreign contribution received by you, the source and the manner in which the foreign contribution was utilised, as per the provisions of the Act and the Rules. An association is required to furnish the return even when the particulars are NIL. The FC-4 form is required to be submitted online on this Ministry's website <https://fcraonline.nic>. The Bank Account mentioned in your application should be used for receiving foreign contribution and no other amount should be credited to this account. The Association should immediately intimate online, within 15 days, in Form FC-6 to this Ministry regarding any change in the name of the Association, aims and objects, its address and Bank/Bank Account.
4. The association cannot bring out any publication (registered under PRB Act, 1967) or act as correspondent, columnist, editor, printer or publisher of a registered newspaper or engage in the production or broadcast of audio news or audio visual news or current affairs programmes through electronic mode or any other electronic form or any other mode of mass communication at a later stage thereby attracting provisions of the Section 8(1) (g) and (h) of the FC(R) Act, 2010. In addition to this, the association is forbidden from getting involved in any activity of political nature.
5. You are requested to note the provisions of Section 7 of FC(R) Act, 2010 and Rule 24 of FC(R) Rules, 2011 and ensure that before any funds are passed on to any person/association in India that the recipient is (i) eligible to accept foreign contribution under the Act, i.e., recipient association is registered under the Act, or has obtained Prior Permission of the Government under Section 11 of the Act, and (ii) the person/association is not prohibited under the Act.

6. Physical inspection of the activities done by the Association may be carried out at any time by this Ministry.
7. You are requested to familiarize yourself with the provisions of Foreign Contribution (Regulation) Act, 2010 and Foreign Contribution (Regulation) Rules, 2011, as amended from time to time, available at this Ministry's website <https://fcronline.nic.in/> to ensure strict compliance of the Act/ Rules. Failure to comply with any of the provisions of said Act/ Rules will make you liable for action under the relevant provisions of the Foreign Contribution (Regulation) Act, 2010.
8. This renewed certificate is valid for a period of five years with effect from 01-11-2016.
9. The email containing the renewed registration certificate may be sent immediately to the Bank mentioned above.
10. The renewal of registration is subject to compliance of the provisions of Foreign Contribution (Regulation) Act, 2010/ Foreign Contribution (Regulation) Rules, 2011, as amended from time to time, by the association and also to the final outcome of enquiry/ case, if any, pending against the association.
11. This is a digitally signed certificate to be validated digitally using the signature panel using Adobe Acrobat Reader (Ver 5.0 or above). The digital intimation is authenticated by a digital signature obtained from a certifying authority under the Information Technology Act 2000.
12. Banks are requested to verify online the validity of the certificate using [fcronline.nic.in](https://fcronline.nic.in/).

Yours faithfully

Digitally signed by IPSITA SAMA PAUL  
Date: 2016.08.07 07:55:45 IST  
Reason: Online PCRA Services  
Location: Ministry of Home Affairs, New Delhi

**Ipsita S Paul**  
**Under Secretary**  
**Tel. 01123438245**

## BPNI's 80G Certificate



Office of the  
Commissioner of Income Tax (E),  
26th Floor, Tower-E2, Pratyaksha Kar Bhawan  
Dr. S.P.Mukherjee Civic Centre, J.L.Nehru Marg, Delhi

NQ.CIT (E) I 2016-17/ DEL - BE27083 - 15092016 7506 Dated 15/09/2016  
NAME & ADDRESS: BREASTFEEDING PROMOTION NETWORK OF INDIA  
BP-33, PITAMPURA NEW DELHI 110034  
Legal Status : Society  
PAN NO :  
GIR NO : B-640

Sub:-ORDER UNDER SECTION 80G (5)(vi) OF THE INCOME TAX ACT, 1961

On verification of the facts stated before me/hearing before me, I have come to the conclusion that this organization satisfies the conditions u/s 80G of the Income Tax act, 1961. The institution/Fund is granted approval subject to the following conditions:-

- (i) The Donee institution shall forfeit this benefit provided under the law, if any of the conditions stated herein are not complied with/abused/whittled down or in any way violated.
- (ii) This exemption is valid for the period from **A.Y.2017-18** onwards till it is rescinded and subject to the following conditions

#### Conditions:

- (i) You shall maintain your accounts regularly and also get them audited to comply with sec. 80G (5)(iv) read with section 12A(1)(b) and 12A(1)(c) and submit the same before the assessing officer by the due date as per section 139(1) of the Income tax Act 1961.
- (ii) Every receipt issued to donor shall bear the number and date of this order and shall state the date up to which this certificate is valid. **A.Y.2017-18** onwards till it is rescinded.
- (iii) No change in the deed of the trust/association shall be affected without the due procedure of Law and its intimation shall be given immediately to this office.
- (iv) The approval to the institution/fund shall apply to the donations received only if the fund/institution, established in India for charitable purpose, fulfills the conditions as laid down in section 80G5(i), (ii), (iii), (iv), (v) & (5B) of the Income Tax Act 1961.
- (v) This office and the assessing officer shall also be informed about the managing trustees or Manager of your Trust/Society/Non Profit Company and the places where the activities of the Trust/Institution are undertaken/likely to be undertaken to satisfy the claimed objects.
- (vi) You shall file the return of income of your fund/institution as per section 139(1)/(4A)/(4C) of the Income Tax Act, 1961.
- (vii) **No cess or fee or any other consideration shall be received in violation of section 2(15) of the Income Tax Act, 1961.**

#### Copy to:

- 1 The applicant as above
2. The Assessing Officer



(RAMESHWAR SINGH)

Commissioner of Income Tax (Exemptions)

DELHI  
Commissioner of Income Tax (E)  
Room No. 2602, 26th Floor,  
Block-E-2, Pratyaksh Kar Bhawan,  
Civic Centre, J. L. Nehru Marg,  
New Delhi-110002

Jatin  
ACIT

For Commissioner of Income Tax (Exemptions) DELHI

Asstt. Commissioner of Income Tax  
CIT (Exemption) (Hqrs.)  
New Delhi-110002

# AUDITED ACCOUNT STATEMENTS

Financial Year 2015-16

Breastfeeding Promotion Network of India  
BP-33, Pitam Pura, Delhi - 110034

Balance Sheet as on 31 March 2016

Source of Funds (Liabilities)		Amount Rs.
<b>Membership Fees</b>	1,908,718.00	
CORPUS ACCOUNT	<u>159,498.15</u>	2,068,216.15
Fixed Assets Fund	1,296,664.53	1,296,664.53
<b>Current Liabilities</b>		
Sundry Creditors	321,084.43	
Expenses Payable	652,959.00	
Grant in advance	2,226,940.50	
TDS payable	<u>88,539.00</u>	3,289,522.93
<b>Surplus/Deficit</b>		
Surplus Balance from last years	339,093.85	
Add Surplus for the current Year	<u>578,483.40</u>	917,577.25
		<u>7,571,980.86</u>
<b>Application of Funds (Assets)</b>		
<b>Fixed Assets</b>		
(As per annexure "A")		854,531.07
<b>Current Assets</b>		
<b>Cash &amp; Bank Balances</b>		
Cash in Hand	12,295.58	4,460,707.92
Canara Bank (Corpus) a/c 84677	309,816.00	
Canara Bank (FCRA) a/c 84701	2,281,888.68	
Canara Bank a/c 17392	529,687.85	
Canara Bank a/c 26370	913,022.98	
ICICI Bank a/c 015401012949	<u>413,996.83</u>	
<b>Deposits</b>		
Sundry Deposit	146,650.00	146,650.00
<b>TDS Receivable</b>	185,226.00	185,226.00
<b>Advances</b>		
Accounts Receivable	195,014.00	
Advances	1,717,225.87	
Prepaid Expenses	<u>12,626.00</u>	1,924,865.87
		<u>7,571,980.86</u>

As per our Report of Even Date Attached  
For BHARGAVA ASSOCIATES  
Chartered Accountants  
Firm Registration No. 000582N

(CA H.P Singh),  
Partner  
Partner Membership No. 84209

Date: 30/09/2016  
Place: Delhi

For Breastfeeding Promotion Network of India

Dr Pawan Garg  
Treasurer

Dr. Arun Gupta  
Central Coordinator

BREASTFEEDING PROMOTION  
NETWORK OF INDIA  
BP-33, Pitam Pura, Delhi-110 034

**Breastfeeding Promotion Network of India**  
BP-33, Pitam Pura, Delhi - 110034

**Income & Expenditure Account for the year ended 1st April-2015 to 31 March 2016**

<u>Income</u>	Amount
<u>Grant Received</u>	
IBFAN Asia Project	39,679,131.74
IBFAN Oceania Operational Plan	587,396.00
SAFANSI Project: Strengthen IYCF Capacity in SAR	194,073.81
Certificate Course 2015 Puducherry	260,000.00
Certificate Course 2016 Puducherry	121,812.00
IYCF Certificate GTB Course 15-1st	195,000.00
IYCF Certificate GTB Course 15-IIInd	242,500.00
J&K National Trainers Training 2015	121,750.00
Karnataka MLT 2016	449,674.00
MLT 2015 ICDS-1st Dehradun	142,798.00
NMCH 2015-IYCF MLT Patna	173,105.00
Shimla 2015 IYCF Training	132,401.00
Shimla 2015 MLT Training	116,410.00
Publications Receipts	413,176.50
Donation	1,372,950.68
Bank interest received	83,761.00
Interest on FDR(Bank)	88,258.00
Interest Received on refund of Tax Deducted at Source	2,112.00
Misc. Income	51,199.00
Short - Excess W/Off	0.05
<b>Total</b>	<b>44,427,508.78</b>

As per our Report of Even Date Attached  
For BHARGAVA ASSOCIATES  
Chartered Accountants  
Firm Registration No. 000582N

For Breastfeeding Promotion Network of India

(CA H.P Singh),  
Partner  
Partner Membership No. 84209



*Pawan Garg*  
Dr. Pawan Garg  
Treasurer

*Arun Gupta*  
Dr. Arun Gupta  
Central Coordinator

Date: 30/09/2016  
Place: Delhi

**BREASTFEEDING PROMOTION  
NETWORK OF INDIA**  
BP-33, Pitam Pura, Delhi-110 034



**Breastfeeding Promotion Network of India  
BP-33, Pitam Pura, Delhi - 110034**

**Income & Expenditure Account for the year ended 1st April 2015 to 31 March 2016**

<u>Expenditure</u>	Amount
IBFAN Asia Project	39,679,131.74
IBFAN Oceania Operational Plan	587,396.00
SAFANSI Project: Strengthen IYCF Capacity in SAR	114,500.00
Certificate Course 2015 Puducherry	253,278.00
Certificate Course 2016 Puducherry	115,734.00
IYCF Certificate GTB Course 15-1st	190,739.00
IYCF Certificate GTB Course 15-Ind	202,578.50
J&K National Trainers Training 2015	132,381.60
Karnataka MLT 2016	449,674.00
MLT 2015 ICDS-1st Dehradun	142,798.00
NMCH 2015-IYCF MLT Patna	173,105.00
Shimla 2015 IYCF Training	163,317.00
Shimla 2015 MLT Training	140,457.00
Printing and Publications	293,408.63
BPNI Core Activity Expenses	103,673.28
Advocacy Expenses	1,256.00
Audit fee	25,000.00
Bank Charges	8,366.84
Books and Subscription Charges	9,513.00
BPNI Admn. Costs	528,527.73
BPNI Core expenses	1,490.00
Depreciation	289,503.28
Festival Expenses	5,177.00
General Expenses	1,030.00
Interest on TDS	3,168.00
Meeting Expenses	1,106.00
Office repair and Maintenance	30,077.00
Office Utilities	1,130.00
Postage & Courier	13,185.00
Printing & Stationery	21,093.00
Staff welfare expenses	16,762.00
Write offs	68,442.53
Sundry Exp	1,222.00
Telephone & communication expenses	6,815.85
Travelling & Conveyance	42,663.00
Vehicle Running and Maintenance Charges	31,325.40
	43,849,025.38
Excess of Income over Expenditure	578,483.40
<b>Total</b>	<b>44,427,508.78</b>

As per our Report of Even Date Attached

For BHARGAVA ASSOCIATES

Chartered Accountants

Firm Registration No. 000582N

(CA H.P Singh)  
Partner

Partner Membership No. 84209



For Breastfeeding Promotion Network of India

Dr. Pawan Garg  
Treasurer

Dr. Arun Gupta  
Central Coordinator

**BREASTFEEDING PROMOTION  
NETWORK OF INDIA  
BP-33, Pitam Pura , Delhi-110 034**

Date : 30/09/2016

Place: Delhi

**BREASTFEEDING PROMOTION NETWORK OF INDIA  
BP-33 PITAMPURA, DELHI-110034**

**FIXED ASSETS AS ON 31.03.2016**

Particulars	Depreciation Rate	Opening WDW as on 01.04.2015	Before 30.9.2015	After 1.10.2015	Sold/ Discarded	TOTAL	Depreciation for the year	Written off	Sale of assets	Closing Balance as on 31.03.2016
Computer	60%	131,975.90				131,975.90	79,185.54			52,790.36
Cooler	15%	10,342.18				10,342.18	1,551.33			8,790.85
Cycle	15%	6,228.19				6,228.19	429.97	3,361.75		2,436.47
Furniture	10%	99,435.62				99,435.62	9,943.56			89,492.06
Office Equipment	15%	45,122.75				45,122.75	6,768.41			38,354.34
Electrical Motor	15%	462.34				462.34		462.34		
Electrical Fans	15%	687.51		1,650.00		2,337.51	226.88			2,110.63
Invertor	15%	164,580.47				164,580.47	24,687.07			139,893.40
Room Heater	15%	1,994.84				1,994.84	299.23			1,695.61
Water Cooler	15%	1,435.44				1,435.44	215.32			1,220.12
Gyser (Electric)	15%	705.76				705.76		705.76		
Air Conditioner	15%	31,875.00				31,875.00	4,781.25			27,093.75
Honda Activa Scooty	15%	54,449.20				54,449.20	8,167.38			46,281.82
Tata Sumo	15%	1.00				1.00			1.00	
Printer	60%		18,000.00			18,000.00	10,800.00			7,200.00
Maruti Eco	15%		405,609.00			405,609.00	60,841.35			344,767.65
2020-0012 Computer	60%		79,950.00	76,000.00		155,950.00	70,770.00			85,180.00
2020-0012 Printer	60%		18,060.00			18,060.00	10,836.00			7,224.00
		549,296.20	521,619.00	77,650.00	0.00	1,148,565.20	289,503.28	4,529.85	1.00	854,531.07

As per Our Report of even date attached  
For BHARGAVA ASSOCIATES  
Chartered Accountants  
Firm Registration No. 000582N



(CA H.P Singh)  
Partner  
Partner Membership No. 84209

Date: 30/09/2016  
Place: Delhi

For Breastfeeding Promotion Network of India

*(Handwritten signatures)*

Dr Pawan Garg  
Treasurer

Dr Arun Gupta  
Central Coordinator

**BREASTFEEDING PROMOTION  
NETWORK OF INDIA**  
BP-33, Pitam Pura, Delhi-110 034

## Financial Year 2014-15

**Breastfeeding Promotion Network of India  
BP-33, Pitam Pura, Delhi - 110034**


**Balance Sheet as on 31 March 2015**

<u>Source of Funds (Liabilities)</u>		<u>Amount Rs.</u>
<b>Membership Fees</b>	1,880,718.00	
CORPUS ACCOUNT	159,498.15	2,040,216.15
Fixed Assets Fund	1,122,654.53	1,122,654.53
<b>Current Liabilities</b>		
Sundry Creditors	383,754.00	
Expenses Payable	187,079.00	
Grant in advance	11,382,524.05	
TDS payable	<u>99,207.00</u>	12,052,564.05
<b>Surplus/Deficit</b>		
Surplus for the Current Year	537,736.20	
Less Deficit for last years	198,642.35	339,093.85
		<hr/> <hr/> <b>15,554,528.58</b>
<b>Application of Funds (Assets)</b>		
<b>Fixed Assets</b>		
(As per annexure "A")		549,296.20
<b>Current Assets</b>		
<b>Cash &amp; Bank Balances</b>		
Cash in Hand	3,315.98	10,392,976.83
Canara Bank (Corpus) a/c 84677	21,732.00	
Canara Bank (FCRA) a/c 84701	8,988,206.97	
Canara Bank a/c 17392	95,509.91	
Canara Bank a/c 26370	798,760.43	
ICICI Bank a/c 015401012949	485,451.54	
<b>Deposits</b>		
Sundry Deposit	<u>132,000.00</u>	132,000.00
<b>TDS Receivable</b>	201,723.00	201,723.00
<b>Advances</b>		
Accounts Receivable	2,375,835.00	
Advances	1,871,317.55	
Prepaid Expenses	31,380.00	4,278,532.55
		<hr/> <hr/> <b>15,554,528.58</b>

As per our Report of Even Date Attached  
For BHARGAVA ASSOCIATES  
Chartered Accountants  
New Delhi-2  
(CA M.P. Singh),  
Partner  
Partner Membership No. 84209  
Firm Registration No. 000582N

Date : 29/09/2015  
Place: Delhi

For Breastfeeding Promotion Network of India

  
**Dr Pawan Garg**      **Dr. Arun Gupta**  
 Treasurer              Central Coordinator

**BREASTFEEDING PROMOTION  
NETWORK OF INDIA**  
BP-33, Pitam Pura , Delhi-110 034

**Breastfeeding Promotion Network of India**  
BP-33, Pitam Pura, Delhi - 110034

**Income & Expenditure Account for the year ended 1st April-14 to 31 March 2015**

<u>Income</u>	Amount
<u>Grant Received</u>	
IBFAN Asia Project	17,366,711.72
IBFAN Oceania Operational Plan	824,872.00
SAFANSI Project: Strengthen IYCF Capacity in SAR	13,762,989.79
Certificate Course 2014 Puducherry	330,000.00
IYCF Specialists Training Gaya	177,049.00
IYCF Specialists Training Manipal	260,000.00
NMCH 2015-IYCF CS Patna	558,546.00
MLT 2014 NMCH, Patna	1,324,092.00
NCF Capacity Building Trainers	1,224,783.00
Supervision FLW Training SIHFW	55,000.00
Training of MLT Haryana	263,399.00
Other Sundry Grant	301,116.00
	2,038,847.00
Publications Receipts	956,214.22
Donation(Through Global Giving Foundation)	103,562.00
Bank interest received	11,043.25
Interest on FDR(Bank)	14,191.00
Misc. Income	52.80
Short - Excess W/Off	
<b>Total</b>	<b>39,572,468.78</b>


As per our Report of Even Date Attached  
For BHARGAVA ASSOCIATES  
Chartered Accountants



(C.A. H.P. Singh),  
Partner  
Partner Membership No. 84209  
Firm Registration No. 000582N

Date : 29/09/2015  
Place: Delhi

For Breastfeeding Promotion Network of India

  
Dr. Pawan Garg  
Treasurer

  
Dr. Arun Gupta  
Central Coordinator

BREASTFEEDING PROMOTION  
NETWORK OF INDIA  
BP-33, Pitam Pura, Delhi-110 034

**Breastfeeding Promotion Network of India**  
**BP-33, Pitam Pura, Delhi - 110034**  
**Income & Expenditure Account for the year ended 1st April 2014 to 31 March 2015**

<u>Expenditure</u>	Amount
IBFAN Asia Project	17,366,343.26
IBFAN Oceania Operational Plan	824,872.00
SAFANSI Project: Strengthen IYCF Capacity in SAR	13,762,989.79
Certificate Course 2014 Puducherry	266,181.00
IYCF Specialists Training Gaya	177,699.00
IYCF Specialists Training Manipal	225,039.00
NMCH 2015-IYCF CS Patna	558,546.00
MLT 2014 NMCH, Patna	1,324,092.00
NCF Capacity Building Trainers	1,224,783.00
Supervision FLW Training SIHFW	40,640.00
Training of MLT Haryana	263,399.00
<u>Other Sundry Grant</u>	
Coordinating and Monitoring Global website	301,116.00
Printing and Publications	1,112,685.50
BPNI Core Activity Expenses	64,287.00
Advocacy Expenses	50,394.30
Audit fee	33,000.00
Bank Charges	61,414.00
Books and Subscription Charges	19,070.00
BPNI Admn. Costs	656,735.00
BPNI Core expenses	178,635.90
Depreciation	172,182.64
General Expenses	2,796.80
Interest on TDS	1,800.00
Meeting Expenses	1,681.00
Office repair and Maintenance	67,277.72
Office Utilities	1,075.00
Postage & Courier	42,898.00
Printing & Stationery	42,914.00
Staffs welfare expenses	51,078.00
Write offs	4,240.00
Telephone & communication expenses	15,356.04
Travelling & Conveyance	65,173.63
Vehicle Runing and Maintenance Charges	54,338.00
	<b>39,034,732.58</b>
Excess of Income over Expenditures	537,736.20
<b>Total</b>	<b>39,572,468.78</b>

As per our Report of Even Date Attached  
For BHARGAVA ASSOCIATES




Partner Membership No. 84209  
Firm Registration No. 000582N

29/09/2015

Date :

Place: Delhi

For Breastfeeding Promotion Network of India

  
Dr. Pawan Garg  
Treasurer

  
Dr. Arun Gupta  
Central Coordinator

**BREASTFEEDING PROMOTION  
NETWORK OF INDIA**  
BP-33, Pitam Pura , Delhi-110 034

**BREASTFEEDING PROMOTION NETWORK OF INDIA  
BP-33 PITAMPURA, DELHI-110088**

FIXED ASSETS AS ON 31.03.2015

S.NO	Particulars	Depreciati on Rate	ADDITIONS				Depreciati on for the year	Loss on sale of assets	Closing Balance as on 31.03.2015
			Opening WDW as on 31.03.2014	Before 30.09.2014	After 01.10.2014	Sold/ Discarded			
1	Computer	60%	122,237.50		118,687.00	0.00	240,924.50	108,948.60	131,975.90
2	Cooler	15%	1,467.27	10,700.00			12,167.27	1,825.09	10,342.18
3	Cycle	15%	3,361.75		3,644.00	0.00	7,005.75	777.56	6,228.19
4	Furniture	10%	110,484.02				110,484.02	11,048.40	99,435.62
5	Office Equipment	15%	63,778.53			9,089.00	63,778.53	9,566.78	45,122.75
6	Electrical Motor	15%	543.93				543.93	81.59	462.34
7	Electrical Fans	15%	808.84				808.84	121.33	687.51
8	Invertor	15%	9,285.07	193,624.00		9,285.00	193,624.07	29,043.60	164,580.47
9	Room Heater	15%	2,346.87				2,346.87	352.03	1,994.84
10	Water Cooler	15%	1,688.75				1,688.75	253.31	1,435.44
11	Gyser (Electric)	15%	830.31				830.31	124.55	705.76
12	Air Conditioner	15%		37,500.00			37,500.00	5,625.00	31,875.00
13	Honda Activa Scooty	15%			58,864.00		58,864.00	4,414.80	54,449.20
14	Tata Sumo	15%		1.00			1.00		1.00
			316,832.85	241,824.00	122,331.00	18,374.00	730,567.85	172,182.64	0 549,296.20

As per our Report of 6th date attached  
For BHARGAVA ASSOCIATES  
Chartered Accountants.

(CA) R Singh), Partner  
Partner Membership No. 84309  
Firm Registration No. 000562N

Date:  
Place: Delhi

29/09/2015

For Breastfeeding Promotion Network of India

*Pawan Garg*  
Dr Pawan Garg  
Treasurer

*Arun Gupta*  
Dr Arun Gupta  
Central Coordinator

**BREASTFEEDING PROMOTION  
NETWORK OF INDIA  
BP-33, Pitam Pura , Delhi-110 034**

## Financial Year 2013-14

**Breastfeeding Promotion Network of India**  
BP-33, Pitam Pura, Delhi - 110034

**Balance Sheet as on 31 March 2014**

Source of Funds (Liabilities)		Amount Rs.
<b>Membership Fees</b>	1,842,718.00	
Add: Received	<u>10,000.00</u>	1,852,718.00
<b>CORPUS ACCOUNT</b>	159,498.15	
	<u>0.00</u>	159,498.15
<b>Current Liabilities</b>		
Sundry Creditors	614,592.00	
Expenses Payable	11,617.00	
Fixed Assets Fund	1,122,653.53	
Grant in advance	5,484,166.36	
TDS payable	<u>112,599.00</u>	7,345,627.89
		9,357,844.04
<b>Application of Funds (Assets)</b>		
<b>Fixed Assets</b>		
(As per annexure "A")		316,832.84
<b>Current Assets</b>		
<b>Cash &amp; Bank Balances</b>		
Cash in Hand	30,618.48	6,380,903.60
Canara Bank (Corpus) a/c 84677	70,033.00	
Canara Bank (FCRA) a/c 84701	1,516,664.51	
Canara Bank a/c 17392	10,549.91	
Canara Bank a/c 26370	53,252.84	
ICICI Bank a/c 015401012949	173,870.11	
<b>Deposits with Bank</b>		
Deposits with Bank	<u>4,525,914.75</u>	
<b>Deposits</b>		
Misc. Security Deposit	<u>132,000.00</u>	132,000.00
<b>Tax Deducted at Source</b>		
TDS - 2006-2007	16,369.00	
TDS - 2007-2008	17,486.00	
TDS - 2008-2009	28,463.00	
TDS - 2009-2010	14,068.00	
TDS - 2012-2013	88,850.00	
TDS - 2013-2014	<u>23,932.00</u>	189,168.00
<b>Loans &amp; Advances</b>		
Grant Receivable	1,469,267.30	
Advances	564,621.95	
Accrued Income	79,816.00	
Prepaid Expenses	<u>26,592.00</u>	2,140,297.25
<b>Defecit for the year</b>		
Defecit for the current year	621,201.25	
Less: Excess of Income over Expenditures for the last years	<u>422,558.90</u>	198,642.35
		9,357,844.04

As per our Report of Even Date Attached  
For BHARGAVA ASSOCIATES  
Chartered Accountants

For Breastfeeding Promotion Network of India



H.P. Singh  
Partner

Dr Pawan Garg  
Treasurer

Dr. Arun Gupta  
Central Coordinator

Date : 30/09/2014  
Place: Delhi

BREASTFEEDING PROMOTION  
NETWORK OF INDIA  
BP-33, Pitam Pura, Delhi-110 034

**Breastfeeding Promotion Network of India**  
BP-33, Pitam Pura, Delhi - 110034

**Income & Expenditure Account for the year ended 31 March 2014**

**Income**

Grant Received

IBFAN Asia Project	15,610,269.33
IBFAN Oceania	621,039.00
IMCH-PDC- Improving Infant Health & Survival	5,907,622.25
SAFANSI project: Strengthen IYCF Capacity in SAR	11,285,382.19
WABA MOU travel reimbursement	44,164.60

Capacity Building IYCF trainings

Certificate course-2013 Lady Hardinge Medical College-1	250,000.00
Certificate course-2013 Lady Hardinge Medical College-2	185,903.00
Certificate course in IYCF , Neyveli	230,000.00

Training of Middle Level Trainers , Patna

MLT Training-1	156,529.00
MLT Training-2	132,347.06
MLT Training-3	115,064.00
MLT Training-4	107,235.00
MLT Training-5	97,223.92

IYCF Specialists Training, Gaya	157,029.00
MLT trainings in Gaya	156,974.00
IYCF Training Unicef, Chhattisgarh	101,694.00
MLT 2014 NMCH-1, Patna	167,136.00

MLT Course 2013- Karnatak (Unicef)	490,000.00
MLT Training Haryana Gurgaon-1	162,677.00
MLT Training Haryana Rohtak-1	129,614.00

Supply of Publications	413,582.00
Training Course Fee	170,000.00
Bank interest received	142,925.00
Donation received	165,000.00
Interest received on refund of Tax Deducted at Source	31,367.00
Misc. Income	7,254.00
Short & Excess w/o	0.48

930,128.48

37,038,031.83

Excess of Expenditure over Income for the year

621,201.25

37,659,233.08

As per our Report of Even Date Attached  
For BHARGAVA ASSOCIATES  
Chartered Accountants



H.P. Singh  
Partner

MNO 84209  
FRN 000582N

For Breastfeeding Promotion Network of India

*Pawan Garg*  
Dr Pawan Garg  
Treasurer

*Arun Gupta*  
Dr. Arun Gupta  
Central Coordinator

Date : 30/9/2014  
Place: Delhi

BREASTFEEDING PROMOTION  
NETWORK OF INDIA  
BP-33, Pitam Pura, Delhi-110 034



## Breastfeeding Promotion Network of India

Income & Expenditure Account for the year ended 31 March 2014

Expenses	Amount Rs.
<u>Grant Expenses</u>	
IBFAN Asia Project	15,610,319.33
IBFAN Oceania	638,400.00
IMCH-PDC- Improving Infant Health & Survival	5,907,622.22
SAFANSI project: Strengthen IYCF Capacity in SAR	11,285,382.19
WABA MOU travel reimbursement	78,692.00
<u>Capacity Building IYCF trainings</u>	
Certificate course-2013 Lady Hardinge Medical College-1	196,710.00
Certificate course-2013 Lady Hardinge Medical College-2	175,068.00
Certificate course in IYCF , Neyveli	173,456.82
<u>Training of Middle Level Trainers , Patna</u>	
MLT Training-1	156,529.00
MLT Training-2	132,347.53
MLT Training-3	115,064.00
MLT Training-4	107,235.00
MLT Training-5	97,223.92
IYCF Specialists Training, Gaya	156,379.28
MLT trainings in Gaya	156,974.00
IYCF Training Unicef, Chhattisgarh	101,694.00
MLT 2014 NMCH-1, Patna	167,136.00
MLT Course 2013- Karnatak (Unicef)	406,234.00
MLT Training Haryana Gurgaon-1	162,677.00
MLT Training Haryana Rohtak-1	129,614.00
Supervision of FLW Trainings, SIHFV, Karnataka	6,880.00
Production of Publications	996,923.50
BPNI Core Activity Expenses	38,009.00
Advocacy Expenses	126,931.11
Audit fee	23,000.00
Bank Charges	14,714.00
BPNI Admn. Costs	112,928.15
BPNI Core expenses	1,806.00
Depreciation	137,506.17
Staffs Welfare & Ammenities	12,403.00
General Expenses	1,360.00
Interest o TDS	2,980.00
Meeting Expenses	1,025.00
Membership Subscription charges	10,021.40
Postage & Courier	24,665.00
Printing & Stationery	73,619.00
Repairs & Maintenance	4,807.00
Telephone & communication expenses	8,786.74
Travelling & Conveyance	98,274.72
Write offs	7,835.00
	<b>37,659,233.08</b>

As per our Report of Even Date Attached  
For BHARGAVA ASSOCIATES  
Chartered Accountants

For Breastfeeding Promotion Network of India



Dr Pawan Garg  
Treasurer

Dr. Arun Gupta  
Central Coordinator

Date : 20/09/2014  
Place: Delhi

BREASTFEEDING PROMOTION  
NETWORK OF INDIA  
BP-33, Pitam Fura , Delhi-110 034

**BREASTFEEDING PROMOTION NETWORK OF INDIA  
BP-33 PITAMPURA, DELHI-110088**

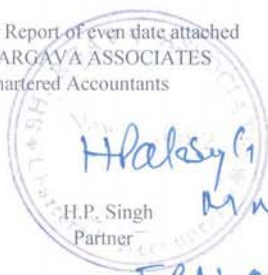
FIXED ASSETS AS ON 31.03.2014

ADDITIONS

Particulars	Depreciation Rate	Opening WDW as on 31.03.2013	Before 30.09.2013	After 01.10.2013	Sold/ Discarded	TOTAL	Depreciation for the year	Loss on sale of assets	Closing Balance as on 31.03.2014
Computer	60%	135,334.50	0.00	97,290.00	0.00	232,624.50	110,387.00		122,237.50
Cooler	15%	1,726.20				1,726.20	258.93		1,467.27
Cycle	15%	0.00	3,955.00		0.00	3,955.00	593.25		3,361.75
Furniture	10%	116,010.03	6,750.00			122,760.03	12,276.00		110,484.03
Office Equipment	15%	75,033.57	0.00			75,033.57	11,255.04		63,778.53
Electrical Motor	15%	639.92				639.92	95.99		543.93
Electrical Fans	15%	951.58				951.58	142.74		808.84
Invertor	15%	10,923.61				10,923.61	1,638.54		9,285.07
Room Heater	15%	2,761.02				2,761.02	414.15		2,346.87
Water Cooler	15%	1,986.77				1,986.77	298.02		1,688.75
Gyser (Electric)	15%	976.80				976.80	146.52		830.28
		346,344.00	10,705.00	97,290.00	0.00	454,339.00	137,506.17	0	316,832.83

As per Our Report of even date attached  
For BHARGAVA ASSOCIATES  
Chartered Accountants

For Breastfeeding Promotion Network of India



H.P. Singh  
Partner

Dr Pawan Garg  
Treasurer

Dr Arun Gupta  
Central Coordinator

Date:  
Place: Delhi

30/09/2014

BREASTFEEDING PROMOTION  
NETWORK OF INDIA  
BP-33, Pitam Pura, Delhi-110 034

**Annex-1**

**Summary of year wise  
Programme/Projects/Publications**

## Programme & Projects /Advocacy

- Launch of WBW 2016 theme “Breastfeeding - A Key to Sustainable Development”
  - Continued implementation of project “Protecting and Supporting Breastfeeding through Human Rights and Gender Equality” funded by SIDA till 2017.
  - Launch of “MAA-Mothers' Absolute Affection” a nationwide breastfeeding programme by Ministry of Health and Family Welfare, BPNI is the official technical partner of the programme.
- Participated in the first meeting of the national coordination on IYCF, Government of India
  - AACI presented on conflicts of interest in the appointment of advisors/consultants/experts in Govt. Establishments for Standing Committee on Personnel, Public Grievances, Law and Justice at the Parliament of India.
  - Organized and conducted IYCF counseling training, the '4 in 1' course, in Jharkhand, Karnataka, Bihar, Puducherry and New Delhi. A total of 11 National trainers, 242 middle level trainers and 115 counselling specialists were trained.
  - Co-organizing World Breastfeeding Conference (11-14 Dec'16), Johannesburg, South Africa with department of health Republic of South Africa; GIFA and ICDC.
  - Entered in to a partnership with International Lactation Consultant association (ILCA) and also participated in the Global Partners Meeting, Chicago, Illinois, USA.
  - Participated in several meetings of shadow codex committee on nutrition and food for special dietary use.
  - Translation of Parents guide book successfully completed in 7 regional languages and available for sale online.
  - Organised an international training Course on Monitoring the International Code of Marketing of Breastmilk Substitutes with IBFAN Asian and ICDC- IBFAN

## Publications

- Report on carbon footprint due to milk formula;A study from selected countries of the asia-pacific region)
- HIV and Infant Feeding-Global Status of Policy and Programmes based on World Breastfeeding Trends Initiative assessment findings from 57 countries
- E- Marketing Companies Making Profits At The Cost Of Infant Lives Breaking the Law series 7
- Information sheet about violation of IMS Act
- Has Your Nation Done Enough to Bridge the Gaps?- 82 country report on status and progress of implementation of the Global Strategy for Infant and Young Child Feeding 2008-2016

### **Articles**

- Baker P, Smith J, Salmon L, Friel S, Kent G, Iellamo A, Dadhich JP, Renfrew MJ. Global trends and patterns of commercial milk-based formula sales: is an unprecedented infant and young child feeding transition underway? Public health nutrition. 2016 May 23:1-1.
- Thakur N, Chhabra P, Dadhich JP, Gupta A, Chandola V. To assess the prevalence and factors determining timely initiation of breastfeeding among the mothers in resettlement colony in Delhi. Indian Journal of Child Health. 2016 May 25;3(2):147-53.

## Programme & Projects /Advocacy

- Launch of WBW 2015 theme “Breastfeeding and Work: Let's Make it Work”; its observation led to social mobilization of 116 organizations and individuals across India.
  - Continued implementation of project “Protecting and Supporting Breastfeeding through Human Rights and Gender Equality” funded by SIDA till 2017.
  - Continued implementation of project “Global Breastfeeding Initiative for Child Survival” with programme title “Enhancing Breastfeeding Rates Contributes to Women's Rights, Health, and a Sustainable Environment” funded by NORAD.
- WBTi introduced in 106 countries, 75 countries completed their assessment, out of which 17 were new countries.
  - 19 WBTi countries developed call to action.
  - Submitted an alternative report of countries including findings from WBTi assessment to CRC.
  - Organized One Asia Partners Forum - 11 in Malaysia in November. Also organized training on human rights in collaboration with IBFAN GIFA.
  - Updated the “4 in 1” training programme on IYCF counseling.
  - Organized National Trainer's training in Jammu & Kashmir, India and Indonesia.
  - Trained 84 MLTs in Himanchal Pradesh, Uttarakhand, Bihar and Maldives under NHM and DoWCD. These MLTs further trained 819 frontline workers.
  - Trained 191 medical officers, nursing and nutrition experts as counseling specialists in 8 state level workshops.
  - Coordinated the IBFAN Asia Working Group on Environment and Climate Coordination of the Change and infant feeding with 11 members from Singapore, Philippines, India, France, Malta, South Korea, Palau and Switzerland.
  - Released a research report on “Carbon Footprints of Milk Formula feeding in selected countries of the Asia-Pacific region” done in

## Publications

- “Arrested Development” India's 4th WBTi Assessment Report.
- Research report titled “Carbon Footprints of Milk Formula feeding in selected countries of the Asia-Pacific region”.
- Electronic publication of IBFAN Asia Newswire Series 10 and 11.
- Electronic publication of an information sheet on public health importance of optimal IYCF practices.

## Articles

- Holla-Bhar R, Iellamo A, Gupta A, Smith JP, Dadhich JP. Investing in breastfeeding - the world breastfeeding costing initiative. Int Breastfeed J 2015 Feb 23; 10:8.
- Omer-Salim A, Suri S, Dadhich JP, Faridi MM, Olsson P. Negotiating the tensions of having to attach and detach concurrently': a qualitative study on combining breastfeeding and employment in public education and health sectors in New Delhi, India. Midwifery 2015 Apr; 31(4): 473-81.
- “Infant and young child feeding practices among urbanized population of Delhi” published in Scientific Journal on Indian Journal of Preventive & Social Medicine (IJPSH), Volume 46 (3-4) July-Dec 2015.

### Programme & Projects /Advocacy

collaboration with researchers from Australia, Malaysia and Philippines.

- Organized state level IMS Act sensitization workshop in Haryana and Karnataka.
- As a member of CCNFSDU national shadow committee, contributed in shaping up Government of India's position for key e-Working groups on-Follow-up Formula, Ready to Use Therapeutic Food (RUTF), Bio-fortification and Nutrient Reference Value (NRV) for children etc.
- Organized a “Global capacity building workshop & symposium on Conflicts of interest and the infant and young child feeding arena - An assessment from a corporate accountability perspective” in December, 2015 at London in collaboration with IBFAN-GIFA, Geneva and Baby Milk Action (BMA), Cambridge.
- Completed India's 4th WBTi assessment in collaboration with PHRN and NIPCCD.

## Programme & Projects /Advocacy

- Launch of WBW 2014 with the theme “Breastfeeding: A winning goal for life”. South Asian countries also participated in the observation of WBW.
  - Implementing the project on “Protecting, Promoting and Supporting Breastfeeding through Human Rights and Gender Equality as part of a consortium composed of IBFAN Asia, Europe and the World Alliance for Breastfeeding Action (WABA) funded by SIDA till 2017.
  - Executed the project on Enhancing Breastfeeding Rates Contributes to Women's Rights , Health and a Sustainable Environment, funded by NORAD under Global Breastfeeding Initiative for Child Survival till 2015.
  - Implementing the project on Strengthening Infant and Young Child Feeding Policies and Programmes in South Asia Region under The South Asia Food and Nutrition Security Initiative (SAFANSI) implemented by the World Bank and funded by DFID and AusAid.
- Review and revision of WBTi assessment tool and inclusion of WBCi.
  - Introduced WBTi in 20 new countries of Asia, Arab World and Oceania region.
  - Launched WBCi at the World Health Assembly (WHA) in Geneva, Peru, Maldives, Nepal, Bangladesh, Arab World, Oman, Philippines, Australia, Oceania and Palau.
  - Reviewed and Updated “4 in 1” training programme on IYCF counseling
  - Trained 398 Middle Level Trainers in 20 training workshops with NHM Bihar, Haryana, NIPCCD and NCF .These MLTs further trained 2128 frontline workers of NHM Haryana and 1740 frontline workers of health and nutrition care programme of Government of Bihar.
  - Organised and conducted an International 'National Trainers' training with participants from Nepal and Afghanistan.

## Publications

- Book on Complementary Feeding titled “Best Feeding” documenting 100 recipes from 20 Asian countries.
- Electronic publication of IBFAN Asia Newswire Series 3 to 9.
- Electronic publication of research briefs series 1-3 on various aspects of breastfeeding practice at the community level.
- A report of Middle Level Trainers training on IYCF counseling for 10 districts of Haryana.
- An information booklet titled “Formula for Disaster”-Weighing the impact of formula feeding Vs breastfeeding.

## Articles

- Theory and social practice of agency in combining breastfeeding and employment: A qualitative study among health workers in New Delhi, India. OmerSalim A, Suri S, Dadhich JP, Faridi MM, Olsson P. *Women Birth*. 2014 Dec;27(4):298-306.
- Manipulation by Association - Is the Private Sector Undermining Nutrition? Arun Gupta, JP Dadhich, Navdeep Singh Khaira, Radha Holla. *Economic & Political weekly* July 26, 2014, vol XLIX no 30, page 18-21.
- Effect of peer counselling by mother support groups on infant and young child feeding practices: the Lalitpur experience. Kushwaha KP, Sankar J. *PLoS One*. 2014 Nov 4;9(11):e109181. doi: 10.1371/journal.pone.0109181. ECollection 2014.

### Programme & Projects /Advocacy

- Initiated work on Climate Change and Infant Feeding.
- Organized One Asia Partners' Forum I0 held at Brunie Darussalam.
- Exposed big baby food giants through a press conference on “Say no to big food companies in public nutrition policy and programmes” in partnership with Alliance Against Conflict of Interest (AACI) India Resource Centre, Working group for children under six of People's Health Movement and Right to Food campaign in New Delhi.
- Contributed in the Codex Alimentations process as a member of IBFAN Global Codex team and as a member of Government of India's Shadow Committee on CCNFSDU.
- Organized a national consultation on the legislative bill on prevention and management of conflicts of interest in New Delhi.
- Contributed in the National Nutrition Mission (NHM) MoWCD by providing inputs on policy document on IYCF.
- Participated at the International Conference on Nutrition Civil Society Organization (ICN CSO) Forum in November in Rome.
- Submitted the Annual Report on IMS Act monitoring to Government of India .
- Organized IMS Act sensitization workshops in 4 states i.e Odisha, Jharkhand, Uttar Pradesh and Assam with state governments.
- Organized a Regional Training Course on implementing the International Code of Marketing of Breastmilk Substitutes, Jakarta in October 2014.
- Organized a Gender training workshop with IMCH University, Sweden in New Delhi.



## Programme & Projects /Advocacy

- Launch of WBW with theme “Breastfeeding Support Close to Mothers” 2013.
- Organized a roundtable Discussion on Unpacking the 12th Five Year Plan in April with members of Planning Commission of India and senior officials from Ministry of Women and Child Development, Government of India.
- Contributed in “Rapid Survey of Children” by Ministry of Women and Child Development.
- Organized regional workshop with NIPCCD on infant and young child feeding in ICDS for nutrition surveillance in March.
- Contributed in an International Film 'Tigers', made on Baby Food issues directed by Danis Tanovik starring Emraan Hashmi.
- Contributed in the Codex Alimentations process as a member of IBFAN Global Codex team and as a member of Government of India's Shadow Committee on CCFNSDU.
- Organized National workshop for capacity building of state representatives on breastfeeding, infant and young child feeding and child survival in 6 states of India namely Andhra Pradesh, Assam, Punjab, Karnataka, Uttar Pradesh and Jammu & Kashmir.
- Contributed in the second Lancet series on maternal and child malnutrition.
- Organized policy dialogue on “Scaling Up Breastfeeding and IYCF Interventions: What will it Cost?” as part of World Breastfeeding Costing Initiative (WBCi).
- Organized review workshop for WBTi in New Delhi.
- Launched the World Breastfeeding Costing Initiative (WBCi) paper with Dr. Montek Singh Ahluwalia, Dy. Chairman, Planning Commission of India.
- Participated at the World Health Assembly (WHA) and organized a side

## Publications

- Breaking the Law and undermining Breastfeeding Series 5, 2013
- HIV and Infant Feeding An information booklet for policy and programme managers in India.

### Programme & Projects /Advocacy

event with Human Rights Council in Geneva in May.

- Initiated coordination in Afghanistan, Bangladesh, India and Nepal under the SAFANSI Project with World Bank.
- Contributed in Right To Food Movement advocacy and met Mr. Oliver de Schutter, UN Rapporteur for Right to Food.
- Contributed in Thailand's 4th National Breastfeeding Conference.
- Organized the One Asia Breastfeeding Partner's Forum at Luang Prabang.
- Trained 6 master trainers and 25 counseling specialists in International Training of Trainers on IYCF Counseling in New Delhi.
- Built state level capacity on IYCF counseling in Punjab, Tamil Nadu, Karnataka, Delhi, Haryana and Bihar.
- Organized a press conference exposing the big baby food giants like Nestle, Hienz and Abbott on violating the IMS Act.

### **Programme & Projects /Advocacy**

- Launch of WBW 2012 Theme “Understanding the past, Planning for the Future”.
  - Organized the first World Breastfeeding Conference in New Delhi.
  - Initiated a new project for strengthening Infant and Young Child Feeding (IYCF) capacity in South Asian Region as a part of South Asia Food and Nutrition Security Initiative.
- Completed World Breastfeeding Trends Initiative (WBTi)-India Assessment 2012.
  - Organized a workshop with South Asia Regions of Infant and Young Child Feeding with World Bank's Support.
  - Participated at the World Health Assembly in Geneva
  - Organized a Dialogue on Policy and Programmes Gaps in Breastfeeding in the 12th Five year plan.
  - Conducted capacity building workshops on IYCF counseling in Andhra Pradesh, New Delhi, Punjab and Rajasthan.
  - BPNI's advocacy led to Nestlé's products being seized by the Department of Health, Haryana under the IMS Act.
  - Government of India issues communication to apprise state on IMS Act.
  - Indian Academy of Pediatrics (IAP) boycotted scientific conference organized by Nestle Nutrition Institute.

### **Publications**

- “Are our babies falling through the gaps?” The state of policies and programme implementation of the Global Strategy of Infant and Young Child Feeding in 51 Countries.
- BPNI Bulletin No.35 on Skilled Counseling on IYCF- An effective intervention to promote optimal infant feeding”.
- BPNI Bulletin No.36 on “Dark Clouds and a Silver Lining”.
- IBFAN Asia position statement on HIV and Infant Feeding.
- Article on “Does Formula Feeding contributes to childhood obesity?” in Centre for Science and Environment.
- Infant Health, Nutrition and Survival Report Cards of 13 states in India.
- Marketing Offenders-Examples of inappropriate baby food promotion from around the world.

### **Articles**

- Ready to use therapeutic food is not the solution to malnutrition in World Nutrition, April 2012.
- Tackling Conflict of Interest and Misconduct in Biomedical Research in Indian Paediatrics 2012.
- The status of policy and programme on Infant and Young Child Feeding in 40 countries in Health Policy and Planning 2012.
- Commodifying Malnutrition in Infochange India's 2012 issue on Malnutrition.

### Programme & Projects /Advocacy

- Launch of WBW'11 theme: - "Talk to me! Breastfeeding - a 3D Experience".
  - Initiated a new project in selected districts of Bihar and Uttar Pradesh supported by Plan India.
  - Initiated a new project in Partnership Driven Cooperation with IMCH Sweden, supported by Swedish International Development Cooperation Agency (Sida).
- Organized & conducted IYCF Counseling Specialists Training in Delhi, Andhra Pradesh and Gwalior. 96 IYCF Counseling specialist trained.
  - Middle Level Trainers trained in UP & Bihar.
  - Conducted baseline survey in select districts of Uttar Pradesh and Bihar
  - Organized One Asia Breastfeeding Partners Forum-8 in Mongolia
  - Provided inputs in the 12th Five year Plan of the Planning Commission, Government of India.
  - Organized "National Consultation to Develop a Plan of Action Resource-Requirements for Enhancing Rates of Breastfeeding & Infant and Young Child Feeding
  - Organized a national function on "20 years of BPNI"
  - Organized a strategic planning meeting of the IBFAN network.

### Publications

- An article "Enhancing Optimal Infant Feeding Practices in India" published in India Health Beat (The World Bank)
- An article "The first priority for Children (Short communication: breastfeeding)" published in World Nutrition.
- BPNI Bulletin No. 33 and 34.
- Published report on "Training course on IYCF in 8 districts of Punjab"
- Published report on "National Consultation to - Develop a Plan of Action"
- Resource - Requirements for Enhancing Rates of Breastfeeding & Infant and Young Child Feeding in the 12th five year Plan.

### Programme & Projects /Advocacy

- Launch of WBW'10 theme: "Breastfeeding Just 10 Steps! The Baby Friendly Way!!"
- Conducted MLTs and Counseling specialist training in Punjab, Delhi, Hindupur and Gwalior. 610 MLTs and 75 counseling specialists trained.
- Organized One Asia Breastfeeding Partners Forum-7 in Jakarta, Indonesia
- The Prime Ministers Council on India's Nutrition Challenges has been set up and Dr.Arun Gupta, Central Coordinator BPNI has been nominated a member
- Secretaries of the Ministry of Health and Ministry of Women and Child Development write jointly to the state administrations to implement the IMS Act more effectively
- BPNI organized a conference to release the report of findings of the project on Baby Friendly Community Health Initiative at Lalitpur
- BPNI became is a member of the three working groups for the protection, promotion and support of breastfeeding in the NBC
- Prime Ministers Council on India's Nutrition Challenges informed on the need for enhancing breastfeeding rates and how to do it
- BPNI spearheaded the formation of the Alliance Against Conflict of Interest (AACI) to initiate a movement on this issue.

### Publications

- Review article "Breastfeeding and complementary feeding as a public health intervention for child survival in India" In Indian Pediatrics Dr.Arun Gupta, Dr. JP Dadhich and Dr. MMA Faridi
- Published the report of findings of the project on Baby Friendly Community Health Initiative at Lalitpur.

### Programme & Projects /Advocacy

- Launch of WBW'09 theme: "Breastfeeding - A Vital Emergency Response"
- Launched One Million Campaign globally an international web campaign to build global opinion to support women and mothers (includes developing, designing, hosting and maintaining website)
- Conducted Training of 107 Middle Level Trainers and more than 2000 frontline workers in 2 districts of Punjab, 200 Middle Level Trainers in Andhra Pradesh and Haryana
- Conducted Training of Trainers on IYCF in Yemen and Bhutan by BPNI course director
- Organized Global Conference on "Meeting Nutritional Challenges with Sustainability and Equity" that resulted in a Peoples Charter
- Conducted workshop on IMS Act in Haryana
- Organized One Asia Breastfeeding Partners Forum-6 in Colombo, Sri Lanka
- Release India report of World Breastfeeding Trends Initiatives (WBTi)
- Participated in 7th Asia Pacific United Nations Prevention of Mother-to-Child Transmission (PMTCT) held in Chennai
- Participated, discussed and commented on Codex Proposal of Government of India.
- Participate in the 2nd International Disaster Management Congress (NIDM) held in New Delhi.
- BPNI provide inputs to Member Health, Planning Commission, GOI on maternity entitlements.
- Participate and delivered a lecture in the Workshop on National Consensus on Management of SAM children at New Delhi.

### Publications

- Book "Recipes for Complementary feeding for Children"
- Peoples Charter for Food and Nutrition Security
- Report of Global Conference on Meeting Nutritional Challenges with Sustainability and Equity
- BPNI '3 in 1' training programme released
- An article "Mainstreaming early and exclusive breastfeeding for improving child survival" written by National Coordinator BPNI published in Indian Pediatrics

**Programme & Projects /Advocacy**

- Launch of WBW'08 theme: "Mother Support: Going for the Gold"
- Launched WBTi India Report and Report Card
- WBTi assessment in India done
- Organized South Asia Breastfeeding Partners Forum-5 at Thimphu, Bhutan in collaboration with the MOH, Royal Government of Bhutan
- Position statement on HIV and infant feeding and a document "call to drop mixed feeding" released
- Organized the evaluation of a district level project in Lalitpur
- Setting up BPNI's IYCF Counseling Specialist Google Group
- Translation of 3 day training material in Punjabi and Telugu done
- Protested against Conflict of Interest - Silent protest meeting of GAIN, New Delhi
- BPNI booth at Health camp in Rajasthan was visited by Prime Minister of Norway
- Media workshop on infant nutrition and survival conducted.

**Publications**

- WBTi India Report and Report Card
- BPNI Bulletin (Number 31 & 32)
- Initiation of Breastfeeding within one hour (Information Sheet-16)
- Exclusive Breastfeeding (0-6 months) (Information Sheet-17)
- Complementary Feeding (6-9 months) (Information Sheet-18)
- Find out more IMR per 1000 live births (Information Sheet-19)
- ORS Given to Children with Diarrhoea (Information Sheet-20)
- Under 3 years who are underweight (information Sheet-21)
- Report Card of children 12-23 months fully immunized (Information Sheet-23)
- Report card of children 12-23 months given Vitamin A (Information Sheet-24)
- Infant Survival and Development State Report Cards (Information Sheet-25)
- A consensus call to national child health programs "Drop mixed-feeding" (Information Sheet-26)
- The State of Infant Nutrition, Health & Survival (Information Sheet-27)

**Programme & Projects /Advocacy**

- Launch of WBW'07 theme: "Breastfeeding: the 1st Hour Save ONE million babies!"
- Study "Status of IYCF Uttarakhand" conducted by BPNI in 13 districts

- Organized a National workshop on strengthening pre-service curriculum of IYCF
- Conducted a National Consultation on developing a National Plan of Action on IYCF
- Organized 2nd International Training on IYCF Counseling to train the trainers of various countries
- Strengthening of Pre-service Medical Education on IYCF in Punjab and Gujarat

**Publications**

- Study report IYCF Uttarakhand- 2006
- BPNI Bulletin (Number 29-30)
- Series-4 Nestle provokes formula feeding in baby care books.

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### Programme & Projects /Advocacy

- Launch of WBW'06 theme: The IMS Act: Making it Known to People
  - Meeting held with Planning Commission in Delhi
  - Regional workshop on "Promoting Child Survival, Nutrition and Health by Achieving Optimal IYCF Practices" organised in Delhi.
  - Regional Consultation meet on Nutrition conducted at Chandigarh.
  - Organized & conducted 1st International Training course on IYCF counseling at GTB Hospital, Delhi
  - South Asia Breastfeeding Partner's Forum-3 held at Kabul.
  - WBTi report cards released.

### Publications

- BPNI Year Planner 2006
- BPNI Bulletin (Number 28)
- World Breastfeeding Week 2006 (Announcement)
- Creating a District Level Model for Effectively Scaling Up/Universalizing - BPNI HQ
- Series-3 Breaking the law and undermining Breastfeeding
- Mother to Child Transmission of HIV- Some facts (Hindi & English) (Information Sheet-13)
- Violation of IMS Act is if any Infant Food company (English & Hindi) (Information Sheet-14)

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### Programme & Projects /Advocacy

- Launch of WBW'05 theme: Breastfeeding and Family Foods: Loving & Healthy
- Uttaranchal Project on IYCF
- Haryana Project training in IYCF
  - Workshop to disseminate findings of the project "Training of Counselors of VCTC under PPTC of HIV Infection"
  - National Breastfeeding Committee (NBC) meeting held at Delhi
  - CARK Region- wide conference on Prevention of HIV infection in Infants at Kazakhstan.
  - 7th Ministerial Consultation on Children conducted at Cambodia
  - Participated in World Health Assembly at Geneva
  - State DWCD meeting of ministers & Secretaries at Parliament House Annexe
  - Regional Consultation meet on Nutrition at Bhubneshwar
  - National workshop on Rapid Assessment of the Status of GSIYCF
  - WABA- GBPM-4 meeting at Penang
  - Meeting of the National Committee on Infant & Young Child Feeding (IYCF) conducted in Delhi
  - South Asia Breastfeeding Partners Forum-2 held at Nepal

### Publications

- BPNI Year Planner 2005
- BPNI Bulletin (Number-27)
- Series-1 Breaking the law
- Series-2 Nestle Breaks the law
- Breastfeeding and Brain Development (Cognitive Development) (Information Sheet-9)
- World Breastfeeding Trends Initiative (WBTi) Report on "Assessment of Status of IYCF"- Achievements and Gaps 2005
- Compilation of the documents on IYCF



## Programme & Projects /Advocacy

- Launch of WBW'04 theme: Exclusive Breastfeeding: the Gold Standard
  - Release of the report of Revitalizing Breastfeeding: a report on Asia Pacific Conference on Breastfeeding & National Convention of BPNI
  - Shri Jairam Ramesh, launched "Status report of 49 districts on on Infant and Young Child Feeding"
  - The National Guidelines on Infant and Young Child Feeding report was released on 6th August during World Breast Feeding Week
- HIV & Infant Feeding Field Trips & Planning meeting at Zambia
  - APCON follow up meeting of Infant Feeding Experts- recommendations for key actions at Mussoorie
  - 31st Standing Committee on Nutrition (SCN) meeting at New York
  - Orientation of BPNI National Trainers in Infant Feeding & HIV Counselor's at GTB Hospital, Delhi
  - World Health Assembly at WHO Geneva
  - Release of 2nd edition of the book- "The Law to protect, promote & Support Breastfeeding"
  - IBFAN Coordinating Council (IBCoCo) meeting held at Costa Rica
  - IBFAN 25th Anniversary at Costa Rica
  - Attended WABA 3rd Global breastfeeding Partner's Meeting (GBPM)
  - South Asia Breastfeeding Partners Forum-I at Bangladesh
  - Workshop on ICDS held at Mussoorie
  - Preparatory Committee meeting for the 7th East Asia & Pacific Ministerial Consultation on Children held at Bangkok
  - National Coordination Committee of JSA
  - Training of Trainers (TOT) on Breastfeeding & Complementary Feeding Rajasthan, Bhopal
  - Media workshop on infant nutrition and survival.

## Publications

- BPNI year planner
- U-5 child deaths (%) saved with preventive interventions (Information Sheet-3)
- Where Under-5 children die? (Information Sheet-4)
- How many Under-5 children Die in India alone? (Information Sheet-5)
- How 9.7 million U-5 children die in 42 countries (Information sheet-6)
- Questions and answers sheet on exclusive breastfeeding and complementary feeding of infant and young children (Information Sheet-7)
- Achieving High Rate of exclusive breastfeeding -Technical Information (Series-6)
- BPNI Annual Report- 1st April 2003 to 31st March 2004
- Infant and Young Child Feeding Update-7 "Protecting Breastfeeding from Commercial Influence"
- Reference of interventions to improve initiation and duration of breastfeeding (Information Sheet-8)
- BPNI Bulletin (Number 24-26)

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### Programme & Projects /Advocacy

- Launch of WBW'03 theme:  
Breastfeeding in a Globalised World for  
Peace and Justice
- Organised Asia Pacific Conference on  
Breastfeeding , 38 countries took part
- Organised "Infant Feeding & HIV- A  
regional colloquium for the Asia pacific,  
Delhi ,29 countries took part
- Regional Workshop on Infant & Young  
Child Feeding in Bihar
- Breastfeeding & Complementary  
Feeding- A training Course at GTB  
Hospital, Delhi
- Assessment of Policy in Vietnam
- Regional Workshop on ICDS.

### Publications

- BPNI year planner
- Working method for State/ District  
Branch
- BPNI Bulletin (Number 21-23)
- A report on "How Industry  
Undermine Breastfeeding"
- Protecting Mothers and Children-A  
Law to protect, promote and support  
Breastfeeding (Information Sheet-2)
- Delhi Declaration on Infant and Young  
Child Feeding-a call for urgent action  
for child survival was formulated in the  
2003 Convention.

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### Programme & Projects /Advocacy

- Launch of WBW'02 theme:  
Breastfeeding: Healthy Mothers and  
Healthy Babies
- Project: Strengthening Breastfeeding  
Activities at Grassroots level
- Launch of qualitative & quantitative  
study on Breastfeeding
- Capacity Building Grants (9 groups  
received seed grants)
- Training of Trainers in Breastfeeding  
and Complementary Feeding  
Counseling (5 teams trained India,  
Philippines, Bangladesh, Maldives, Sri  
Lanka)
- Logical Framework Approach (LFA)  
Training (6 countries including India  
benefited)
- IBFAN South Asia Council (IBSAC)  
Meeting
- WHO Executive Board Meeting,  
Geneva
- UN General assembly Special session  
(UNGASS) at New York
- WABA Global Forum at Arusha,  
Tanzania
- Intervention with community workers  
on IYCF
- 4 Regional seminars on IMS Act
- World Health assembly (WHA) at  
Geneva
- Mother Support and Maternity

### Publications

- Summary Guidelines on Infant and  
Young Child Feeding available in 31  
state specific languages
- The Science of Infant Feeding
- Breastfeeding and Complementary  
Feeding: A Guide for the Parents
- Unethical Marketing of Infant Foods
- The IMS Act: Salient Features
- Core Training Package for the  
Community Workers.
- BPNI Bulletin Number 20.

## Programme & Projects /Advocacy

- Launch of WBW' 01 theme: Breastfeeding in the Information Age
  - Project with CARE-India
  - Launch of the project Protection of Breastfeeding in India - UNICEF/ NATCOM Luxembourg
- Participation in WHO meeting on training at Indonesia
  - Advocacy for ILO campaign with NHRC
  - Meeting on Maternity Benefits for Working Women - 25th May 2001
  - Meeting on Infant Feeding Issues - Challenges for Research - 26th May 2001
  - National Partners Meeting 20-22 November 2001
  - Members enrolled: 1485
  - State Coordinator: 26
  - City Coordinators: 250
  - State Chapters: 9
  - City Chapters: 7

## Publications

- A flyer and a catalogue were developed
- What is BPNI
- Position statement on HIV and infant feeding
- BPNI's recommended feeding practices for infant and young children
- Bulletin (Number 18 & 19)
- Breastfeeding and Food security
- Guidelines for breastfeeding and complementary feeding (Information Sheet-1)
- World Breastfeeding Week Kit
- BFHI brochure
- Infant and Young Child Feeding Update-5 "Breast Problems"
- Plan of Action to support infant feeding in South Asia
- State to support infant feeding in South Asia
- Health futures: challenges for the 3rd millennium - A report
- Book: Breastfeeding and Complementary Feeding - Guidelines for doctors
- Book: Breastfeeding and Complementary Feeding - Guidelines for nurses
- Book: Breastfeeding and Complementary Feeding - Guidelines for nutritional professionals
- Infant and Young Child Feeding Update-6 "Nutrition of the young child during first two years"
- Resource Centre Flyer

### Programme & Projects /Advocacy

- Launch of WBW'00 theme: Breastfeeding It's your right.
  - Launch of Website: <http://www.bpni.org>
  - Launch of Resource Centre on Infant Nutrition.
  - New South Asia project is funded by DGIS.
- World Health Organization Executive Board Meeting at Geneva.
  - Codex training course at Bangkok. (IBFAN/CI)
  - Codex Committee on Food Labeling (CCFL)- Ottawa
  - ILO Convention at Geneva
  - Strategic Planning on Infant and Young Child Feeding meeting of experts at Delhi
  - National Breastfeeding Committee meeting
  - Sensitization of MP's on Infant Feeding Issues (GOI/UNICEF/BPNI)
  - Training of Trainers: Breastfeeding & Complementary Feeding: A Counseling course (BPNI/UNICEF) at Gorakhpur, UP
  - BPNI /IBFAN Regional Training Seminar for South Asia
  - Members enrolled: 1207
  - State Coordinator: 26
  - City Coordinators: 250
  - State Chapters: 7
  - City Chapters: 2

### Publications

- WBW action folder in Hindi & English.
- Breastfeeding & Complementary Feeding - Guidelines for pediatricians
- Breastfeeding & Complementary Feeding - Guidelines for nurses
- Breastfeeding & Complementary Feeding - Guidelines for nutrition professionals
- Breastfeeding & Complementary Feeding - Guidelines for primary care doctor
- BPNI Bulletin (Number 16 & 17).
- WBW calendar
- Poster adapted from Swedish poster "Closeness and Warmth"
- Infant and Young Child Feeding Update 2 "Complementary Feeding"
- Infant and Young Child Feeding Update 3 "Problems in initiating breastfeeding"
- Infant and Young Child Feeding Update 4 "Not enough milk"
- Advocacy kit for Politicians
- A report "Under Attack" on the compliance with the IMS Act
- Resource centre: Brochure and catalogue

## Programme & Projects /Advocacy

- Launch of WBW'99 theme:  
Breastfeeding: Education for Life.
- Project Information for Action: BPNI-  
GOI-UNICEF
- Research Study- UNICEF Study on  
Newborn Care and Infant feeding  
Practices in 13 States (600 Hospitals)
- WABA/BPNI: Planning workshop for  
World Breastfeeding Week for South  
Asian Countries held at New Delhi,  
India
- Members enrolled: 1131
- State Coordinators: 22
- City Coordinators: 195
- Consultation on revision of curriculum  
of grassroot Anganwadi workers  
(GOI/DWCD)

## Publications

- WBW action folder in English
- WBW calendar
- Position statement on HIV and Infant  
Feeding
- Fact Sheet: Breastfeeding & Intelligence
- Infant and Young Child Feeding Update  
I "Exclusive Breastfeeding-the first 6  
months"
- A report on the workshop Child  
Nutrition and Media.
- A report on Training of Trainers:  
Breastfeeding Counseling and  
Complementary Feeding.
- Paper "Breastfeeding & Medical  
Education" in special FOGSI issue
- Paper "Cup feeding: an Alternative to  
Bottle Feeding in a Neonatal Intensive  
Care Unit" in Journal of Tropical  
Pediatrics
- A report on Training of Leaders in  
Monitoring The IMS Act
- BPNI Bulletin (Number 15)

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## Programme & Projects /Advocacy

- Launch of WBW'98 theme:  
Breastfeeding: The Best Investment
- Public seminar held at 10 hospitals in  
Delhi
- Research - Rapid Survey (Infant  
Feeding Practices)
- A workshop "Child Nutrition and  
Media" (GOI/UNICEF/BPNI)
- Training of Trainers: Breastfeeding  
Counseling & Complementary Feeding  
(BPNI/WHO/UNICEF)
- HLMT course at Gorakhpur, UP
- Training of Leaders in Monitoring: The  
IMS Act - A Training Course  
(BPNI/IBFAN/OXFAM)
- Members enrolled: 947
- State Coordinators: 18
- City Coordinators: 135
- National Task Force on amendments to  
the IMS Act reports to Government of  
India

## Publications

- WBW action folder in English
- WBW poster
- Fact sheet 9: Right to Information,  
Mother and Children
- Paper published in National Medical  
Journal on Economic Value of  
Breastfeeding in India 1998
- A report "Under Attack" on  
monitoring the compliance of IMS Act
- A report "Commercial Infant Food-  
Analysis of Promotion"
- BPNI Bulletin (Number 12 - 14)

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### Programme & Projects /Advocacy

- Launch of WBW'97 theme:  
Breastfeeding: Nature's Way
- Project: Information & Social Mobilization
- Memorandum submitted to the President of India for support to enhance maternity leave
- Training course to increase capacity of BPNI coordinators on monitoring the IMS Act, Delhi
- HLMT courses in Assam, Punjab & Andhra Pradesh.
- Members enrolled: 753
- National Breastfeeding Committee constituted with IMA, BPNI and ACASH as members.

### Publications

- WBW action folder in English
- WBW poster
- BPNI 'Souvenir'
- Book titled "The Law to Protect and Promote Breastfeeding"
- A video "Maa Ka Pyar Sishu Ahaar" (in Hindi & English)
- BPNI Bulletin (Number 8-11)
- Fact sheet 8: Breastfeeding Nature's Way
- A report: "Code Compliance: The Indian Scene"

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### Programme & Projects /Advocacy

- Launch of WBW '96 theme:  
Breastfeeding: A Community Responsibility
- National Task force BFHI: Review meeting
- Members enrolled: 579
- HLMT course at Puri, and Guwahati
- Mobilised opinion at national IAP AGM, a resolution passed at AGM to refuse infant formula industry money for IAP activities.

### Publications

- WBW action folder in English
- Posters - The Magic Only A Mother Can Do (Hindi & English)
- BPNI Bulletin (Number 7)

### Programme & Projects /Advocacy

- Launch of WBW '95 theme:  
Breastfeeding: Empowering Women
- Breastfeeding: Empowering Women, A National Workshop
- Members enrolled: 413
- IAP National Meeting
- Developed a Home Study Course in lactation management for IMA.
- Participation at trainers course for senior health professionals in Sri Lanka.
- BPNI invited to be a member of the Task Force on IMS Act to look into its Amendments.
- WABA Forum in Thailand. BPNI awarded one of the 12 for "strong regional advocacy"

### Publications

- WBW action folder in English
- BPNI So-far (1991-1995) A Report
- Assessing & Changing Practice Form (BFHI)
- BPNI Bulletin (Number 5 & 6)
- Fact sheet 6: "Breastfeeding: "A women's issue"
- Fact sheet 7: "Working mothers and Breastfeeding".

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### Programme & Projects /Advocacy

- Launch of WBW'94 theme: Protect Infant Health - Making the Act Work
- Organised a National Workshop - "IMS Act: Making it Work"
- National consultation on the IMS Act organized by NIPCCD.
- Members enrolled: 251
- National Task Force on BFHI established- BPNI is made a member
- Participation at Indira Gandhi National Open University (IGNOU) committee on MCH curriculum development
- Seminars in ten hospitals
- Analysis of the alleged violations of IMS Act
- Filed a complaint against Nestle in the Court of Delhi.

### Publications

- WBW action folder in English
- A report on National Workshop: Infant Feeding Act (Making it Work)
- HLMT Course: Guidelines for trainers.
- Fact sheet 5: on "Not Enough Milk"
- BPNI Bulletin (Number 4)
- Paper on Infant Feeding and Law published in IMA Journal.

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**Programme & Projects /Advocacy**

- Launch of WBW '93 theme: Mother-Friendly Workplace Initiative
  - Community Seminars.
  - Members enrolled: 136
  - Participation in the meeting "Infant feeding & Law" by National Commission for Women
  - HLMT Course (4th) at Shantiniketan, West Bengal
  - IMS Act got enacted and came into force.

**Publications**

- Poster on "Not enough milk"
- WBW action folders in English
- Fact sheet 3: What scientific research says about breastfeeding?
- Fact sheet 4: Economics of breastfeeding
- Stickers: "I support breastfeeding"
- BPNI Bulletin (Number 2 & 3)
- Published a paper on Economics of Breastfeeding in Economic and Political Weekly.

**Programme & Projects /Advocacy**

- Launched the first World Breastfeeding Week (WBW) on the theme "Baby Friendly Hospital Initiative (BFHI)"
  - BPNI registered as a Society under the Societies Registration Act XXI of 1860, at Delhi (S-23144, July 1992).
  - Study: "Infant Feeding Practices among patients of doctors" in collaboration with Indian Medical Association (IMA).
  - Training Courses: Three Human Lactation Management Training (HLMT) courses, in Karnal, Gorakhpur (North India) and Karamsad (Gujarat)
  - Five zonal coordinators appointed
  - Members enrolled: 55
  - Participation and exhibition at annual conference of Indian Academy of Pediatrics (IAP)
  - "Breastfed" Baby Show at Delhi.
  - National Consultation on World Breastfeeding Week theme.

**Publications**

- Breastfeeding and Infant feeding: Guide for the parents (in Hindi and English).
- Booklet: Exclusive breastfeeding: For the Baby You Love. (in English)
- Fact sheet 1: Infant Feeding Practices
- Fact sheet 2: Baby Food Code.
- HLMT course brochure
- Launch of BPNI Bulletin (Number 1)
- Published a paper in Indian Journal of Pediatrics: Infant feeding Practices Among Patients of Pediatricians and general Practitioners



### **Programme & Projects /Advocacy**

- The birth of BPNI, 3rd December 1991.
- BPNI born as a recommendation of the workshop on "Recent Advances in Human Lactation and Breastfeeding Management at Wardha, India" organized by ACASH/FOGSI/IAP on 21 Nov. to 3 Dec. 1991.

### **Publications**

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# WHY INDIA SHOULD UNIVERSALISE BREASTFEEDING



Reduces **under-5** mortality by 13%



Prevents 39,00,000 episodes of **diarrhea**



Prevents 34,36,560 episodes of **pneumonia**



Prevents 4,915 deaths due to **breast cancer**



Reduces **obesity** by 26%



Reduces **type-2 diabetes** by 35%



Improves **IQ** in children by 3 points



Add Rs 4,300 crores to the **economy**



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