

ABOUT BPNINI

BPNI

Breastfeeding Promotion Network of India (BPNI) was founded on 3rd December, 1991 at Wardha, Maharashtra. BPNI is a national network of organizations and individuals dedicated to promote mother and child health through protection, promotion and support of breastfeeding and optimal infant and young child feeding practices. BPNI is a registered, independent, non-profit NGO under societies Registration ACT XXI of 1860, Delhi R.No. S-23144) with a membership of 3100 spread all over India with 65 districts and 20 state branches. BPNI acts to achieve targets of Innocenti Declaration, National Plan of Action for the Child, Convention on the Rights of the Child (CRC) and International Code and believes that breastfeeding is the right of all mothers and children.

BPNI works in close liaison with IBFAN,WABA, GOI Ministry of Women & Child Development and UNICEF. BPNI also collaborates with Ministry of Health & Family Welfare,WHO, other International agencies, academic professional bodies, medical colleges and NGOs for protection, promotion and support of breastfeeding.

BPNI works all over India through education of people and health workers, policy advocacy, training, social mobilization, research, information sharing and monitoring the compliance with the "Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992" (IMS Act) as amended in 2003.

1. It is the South Asia Regional Focal Point for the World Alliance for Breastfeeding Action (WABA).
2. It is the Regional Coordinating Office (RCO) of International Baby Food Action Network (IBFAN), Asia Pacific.
3. BPNI is a member of NGO Committee on UNICEF.
4. BPNI is a Gazetted NGO under section 21(1)C of the "Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Amendment Act 2003" to initiate legal action against its violation.
5. BPNI is a member of National Breastfeeding Committee, GOI.

Funding Policy

BPNI does not accept funds or sponsorship of any kind from the companies producing infant milk substitutes, feeding bottles, related equipments, or infant foods (cereal foods) or from those who have ever been found to violate the IMS Act or the International Code.

Vision Statement

Optimal infant and young child feeding is established as a societal norm in all communities, in the best interest of the child and to ensure the best possible start to life to every child as foundation for fulfillment of every child's right to survival, growth, development, protection and participation without discrimination. By the end of 2007, technical breastfeeding support is available in at least 200 districts, and BPNI is established as a leader in this movement across the nation and its membership exists in all 600 districts up from 282 districts.

Mission Statement

BPNI seeks enhanced nutrition, health and development of infants and young children and through programmes designed to increase national and state commitments, education of public and health care workers, countering commercial influences, decentralized capacity development, providing technical support and training to enhance skills of community workers, and social mobilization to improve optimal infant and young child feeding practices. BPNI believes that breastfeeding is the basic right of every individual mother and baby; BPNI endorses the international and national instruments committed to improve infant feeding practices. BPNI works in collaborations and strengthened partnerships with Governments and UNICEF and other stakeholders to ensure achievement of its objectives. BPNI follows clear ethical and funding policies that avoid any *conflicts of interest*. BPNI does not accept funds or sponsorship of any kind from the companies producing infant milk substitutes, feeding bottles, related equipments, or infant foods (*cereal foods*).

Goals

To empower all women to exclusively breastfeed their children for first 6 months of age and continued breastfeeding till two years or beyond along with appropriate complementary feeding starting at 6 months.

Objectives

- ✍ To advocate for sound policies to develop support for infant and young child feeding.
- ✍ To educate and train health professionals at all levels including grass roots level for counseling in appropriate

infant and young child feeding practices.

- ✍ To monitor compliance with the IMS Act.
- ✍ To produce and disseminate information on infant feeding.
- ✍ To facilitate and conduct research on infant feeding issues.
- ✍ To advocate, prepare teaching material and networking on infant feeding and HIV

Strategic Plan 2003-2007

Activities

To achieve its objectives, BPNI works in following areas:

- 1. Training:** BPNI works towards training of health professionals and community child care workers to protect, promote, and support optimal feeding practices through its "Infant and Young Child Feeding Counseling : A Training Course: The 3 in 1 course (an integrated course on breastfeeding, complementary feeding and infant feeding & HIV counseling)". BPNI coordinates and facilitates the education and training of grassroots personnel in health and nutrition sector; both public and private hospitals. BPNI conducts national, international training of trainers, state trainers, courses for middle level trainers and frontline workers.
- 2. Information:** BPNI works to provide accurate information on breastfeeding and complementary feeding at the local, regional, state and national level. The National Resource Center of BPNI collects, uses and shares information to support state and national programmes. Important activities in this area include dissemination of materials produced by BPNI, IBFAN and WABA. BPNI has its own website for information campaign (www.bpni.org).
- 3. Research:** BPNI encourages research on breastfeeding and complementary feeding issues and disseminates this knowledge for protection, promotion and support of breastfeeding.
- 4. Women and Work:** BPNI supports special needs of working women through advocacy work and information campaigns towards ensuring their rights.
- 5. Monitoring and Implementation of the IMS Act:** BPNI works on systematic monitoring of

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Breastfeeding Promotion Network of India

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LIFE MEMBERSHIP FORM (PLEASE TYPE OR WRITE IN CAPITAL LETTERS)

National Secretariat

To, BPNI National Secretariat New Delhi

I wish to apply for membership of BPNI.

Mr/Ms/Dr. _____
(First Name)

_____ (Middle Name) _____ (Last Name)

Date of Birth _____ Sex M F

Educational Qualification _____

Profession / Work

Medical Doctor Nursing Nutrition

Education Lawyer NGO

Social Worker Others (specify)

Area of Work

Government Pvt.service Self Employed

Mailing Address _____

District _____ City _____

State _____ Pincode _____

Tel: STD Code _____ Off _____

Res _____ Fax _____

E-mail _____

Mobile _____

Endorsement

I endorse the national initiative of Breastfeeding Promotion Network of India (BPNI)

I believe that breastfeeding is a universal right of all mothers and infants and shall work to protect, promote and support this right.

I support all efforts to end promotion of breastmilk substitutes and commercial infant foods and to prevent practices that have negative impact on breastfeeding.

I will not accept any contribution, gifts or any monetary benefits for my self or for my association, District or State Branch of BPNI for funding of seminars, meeting, conference, educational course, contest, fellowship and research work or any other sponsorship from manufactures of baby foods, feeding bottles.

I will not indulge in activities in conflict of interest such as collaboration with Baby food manufactures, companies manufacturing related equipments and complementary foods or those who have been ever found to violate the IMS act or International Code of Marketing of Breast-milk Substitutes.

I am in full agreement and have signed the endorsement form.

Proposed by:

Name: _____

BPNI Membership No. _____

Signature: _____

Date:

Signature of Applicant _____

I am enclosing a Demand Draft (DD) Rs. 500/- in Favour of BPNI towards 'Life Membership' Fees.

FOR OFFICE USE ONLY

Payment Cash DD

DD No. _____

DD Dated _____

Bank _____

Date of Receipt _____

Receipt No. _____

Membership No. _____

the compliance with the IMS Act, International Code and subsequent World Health Assembly resolutions. It provides information, training and develops materials for all levels of workers.

6. Education (Pre-service, Medical, Nursing & others): BPNI works to strengthen basic curriculum on infant feeding at all levels. BPNI is working with various medical colleges towards strengthening of infant and young child feeding.

7. Social mobilization (World Breastfeeding Week): Each year BPNI initiates action on World Breastfeeding Week. BPNI is nodal agency in India and South Asia towards activities conducted during World Breastfeeding Week. BPNI supports social mobilization towards a breastfeeding culture for all communities all over India, and disseminates information to promote, protect and support breastfeeding.

8. Policy & Planning: BPNI works towards development of sound infant feeding policies and also advocates for such policies with the governments and other organizations.

Structure

BPNI is like an umbrella that encompasses all those working at the national, state and community level to protect, promote and support breastfeeding. There are six components in the BPNI. These include:

- ✘ National Secretariat
- ✘ Central Coordination Committee
- ✘ Task Forces
- ✘ BPNI State / district branches
- ✘ Collaborating Partners
- ✘ Technical Advisory Council

Secretariat: It coordinates BPNI's major programmes and maintains the flow of information among the six components of BPNI. Its small office serves mainly to network and facilitate action in support of breastfeeding. BPNI holds a conference annually and a convention every 3 years.

Central Coordination Committee: Its principal function is to manage BPNI and advise on how to achieve its goals and objectives. Central Coordination Committee consists of a Chief Coordinator, National Coordinator, Financial Coordinator and 5 Members.

Task Forces and Task Force Coordinators: These are specialized support arms of the network. The task forces are

- ✘ Training
- ✘ Research and Interventions
- ✘ Infant Feeding and HIV
- ✘ Monitoring the IMS Act
- ✘ Pre-service education
- ✘ Infant feeding during emergencies
- ✘ Social Mobilization
- ✘ Advocacy Policy and planning

Each of the task force has a coordinator who links the National Secretariat with groups and individuals among the BPNI members. To facilitate their area of work, a coordinator is appointed by the Central Coordination Committee.

State and district branches: BPNI has 20 State Branches and 65 District Branches spread all over India. The current membership is 3100.

Collaborating Partners: A large number of institutions and organizations collaborate with BPNI and assist in networking, information support and social mobilization activities in their area of influence.

Advisory Council: This is an advisory group of key and outstanding persons in the area of infant feeding, child health & development and infant nutrition. BPNI seeks them above on its staff and mission strategies.

Publications of BPNI

BPNI continue to work towards develop and production of commercial materials. The complete list is available on www.bpni.org

BPNI Membership

Membership of BPNI is open to all individuals and organizations that are committed to or engaged in promotion of breastfeeding. Membership is Rs. 500/-. Membership is consider after a proposal by a BPNI member.



**BREASTFEEDING PROMOTION
NETWORK OF INDIA (BPNI)**

Secretariat

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What is BPNI

The Breastfeeding Promotion Network of India (BPNI) is a national people's initiative to protect, promote and support of breastfeeding