



Breastfeeding Promotion Network of India

(Registered Under Societies Registration Act XXI of 1860, Delhi R.No. S-23144)

Central Coordination Committee

Chief Coordinator

Dr. K.P. Kushwaha
Gorakhpur, UP

Central Coordinator

Dr. Arun Gupta
Delhi

Treasurer

Mr. P.K. Sudhir
Delhi

Members

Dr. Ajay Gaur
Gwalior, M.P.
Dr. Chander Kant
Delhi
Dr. Dinesh Khosla
Rohtak, Haryana
Dr. K. Kesavulu
Hindupur, A.P.
Dr. Paramjeet Kaur
Patiala, Punjab

BPNI works in

- Advocacy
- Education & Training
- Infant Feeding in Difficult Circumstances (HIV, emergencies)
- IMS Act
- World Breastfeeding Week & Social Mobilization
- Research

BPNI is

- ♦ Regional Coordinating Office - IBFAN Asia
- ♦ WABA's Regional Focal Point - South Asia
- ♦ Member: Steering Group Right to Food Campaign
- ♦ Member: National Coordination Committee of Jan Swasthya Abhiyan
- ♦ Gazeetted 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)

National Coordinator

Dr. J.P. Dadhich

March 23, 2012

BPNI/2012/084

Mr. Vineet Jain,
Managing Director, Times of India
Times House
7 Bahadur Shah Zafar Marg,
New Delhi, Delhi 110002

Dear Mr Jain,

We are shocked to see in Times of India's 21st March, 2012, edition, page 5, that your esteemed newspaper has tied up with Nestle for the initiative '1000 days – A healthy foundation for life'.

As you are no doubt aware, Nestle, despite being a member of the UN Global Compact, is the world's biggest global violator of the International Code of Marketing of Breastmilk Substitutes, putting the lives of millions of infants at risk. The International Code Documentation Centre, which monitors violations of the Code by companies, has year after year shown that Nestle is involved in violation of the International Code or respective national legislations.

We attach herewith an example of global report. You would also see some examples of ongoing violations of the *Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992, and Amendment Act 2003*. (IMS Act)

Recently, Nestle has been named in a spying scandal on ATTAC in Europe. (See the Annex)

In India, Nestlé's violations of the Infant Milk Substitute Act continue unabated, and the Ministry of Health and Family Welfare was constrained to write to the Chief Secretaries of all states and Union territories to warn them of the company's tactics, which include Nestlé's setting up front organization like Nestle Nutrition Institute that sponsors doctors meetings and research.

Times of India has also covered the charges framed against Nestle by the as late as 19th of this month "Nestle India hauled up for flouting norms", while we appreciate this step, would like to emphasize to you about what Nestle does is not in public interest. Nestle is now facing a trial for violation of the IMS Act. (See Annex)

It is thus shocking to see the Times of India launch a joint initiative with Nestle, as this gives the impression that the Times of India supports Nestle in its violations. We believe that the call for 1000 days initiative is entirely a PR exercise and hope that Times of India also understands it. Times of India portraying Nestle being a champion for child nutrition is somewhat ironic and surprises us.

We believe that Times of India is in a position to promote good maternal and child nutrition without collaborating with Nestle, the leading violator of national and

All communications should be addressed to the National Coordinator, BPNI

National Secretariat, BPNI, BP-33, PITAMPURA, DELHI - 110 034 (INDIA)

Tel.: 91-11-27343608
91-11-42683059

Tel./Fax.: 91-11-27343606

E-Mail: bpni.india@gmail.com
bpni@bpni.org

Website: www.bpni.org

Join the ONE MILLION CAMPAIGN: Support Women to Breastfeed (www.onemillioncampaign.org)



Breastfeeding Promotion Network of India

(Registered Under Societies Registration Act XXI of 1860, Delhi R.No. S-23144)

Central Coordination Committee

Chief Coordinator

Dr. K.P. Kushwaha
Gorakhpur, UP

Central Coordinator

Dr. Arun Gupta
Delhi

Treasurer

Mr. P.K. Sudhir
Delhi

Members

Dr. Ajay Gaur
Gwalior, M.P.
Dr. Chander Kant
Delhi
Dr. Dinesh Khosla
Rohtak, Haryana
Dr. K. Kesavulu
Hindupur, A.P.
Dr. Paramjeet Kaur
Patiala, Punjab

BPNI works in

- Advocacy
- Education & Training
- Infant Feeding in Difficult Circumstances (HIV, emergencies)
- IMS Act
- World Breastfeeding Week & Social Mobilization
- Research

BPNI is

- ♦ Regional Coordinating Office - IBFAN Asia
- ♦ WABA's Regional Focal Point - South Asia
- ♦ Member: Steering Group Right to Food Campaign
- ♦ Member: National Coordination Committee of Jan Swasthya Abhiyan
- ♦ Gazeetted 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)

National Coordinator

Dr. J.P. Dadhich

international laws on infant and young child nutrition. This causes a conflict of interest, which we expect Times of India should remain free of.

The homepage mentioned in the partnership (<https://www.startthehealthystayhealthy.in/Home>) on the upper right hand mentions to register with the site for free SMS updates. This falls under violation of the IMS Act, which prohibits contacting the mothers directly, and it is also mandatory to follow certain norms under section 7 of the IMS Act.

The site also mentions that this collaboration is being initiated with an alliance with the doctors. Clarification is needed on this issue that, what kind of information material, brochures etc is being provided to the doctors. And also which doctors have agreed to participate in this collaboration.

Nestle in the advertisement has used graphics, pictures of infants, cartoons, etc. and is talking about health of infants for the first 1000 days. This is the most vulnerable period for luring innocent mothers of infants into formula feeding. Nestle is cleverly doing this through such initiatives that are perhaps for image building of the company.

We are concerned that Times of India in this partnership may provide continued legitimacy to Nestle either through publishing more stories of such sort in future or sharing other platforms.

Therefore we request you to abandon this partnership in the interest of country's mothers and children.

Look forward to hear from you,

Dr. Arun Gupta MD, FIAP

*Member, Prime Minister's Council on India's Nutrition Challenges
Chair, Global Breastfeeding Initiative for Child Survival.*

Central Coordinator Breastfeeding Promotion Network of India

Mobile No. 9899676306

Copy to:

Mr. Jaideep Bose, Executive Editor, Times of India

Mr. Jug Suraiya, Associate Editor, Times of India

All communications should be addressed to the National Coordinator, BPNI

National Secretariat, BPNI, BP-33, PITAMPURA, DELHI - 110 034 (INDIA)

Tel.: 91-11-27343608
91-11-42683059

Tel./Fax.: 91-11-27343606

E-Mail: bpni.india@gmail.com
bpni@bpni.org

Website: www.bpni.org

Join the ONE MILLION CAMPAIGN: Support Women to Breastfeed (www.onemillioncampaign.org)