

# Report On

## Sensitization Workshop for health professionals to enhance awareness on provision of the IMS Act

Organized By

**Association for Promotion of Child Nutrition (APCN), Assam**

&

**National Health Mission, Assam**

Supported By

**Breastfeeding Network of India (BPNI)/ International Baby Food Action  
Network-Asia**



ৰাষ্ট্ৰীয় স্বাস্থ্য অভিযান, অসম



Association for  
Promotion of  
Child Nutrition



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## **Sensitization Workshop for health professionals to enhance awareness on provision of the IMS Act**

Infant Milk Substitute Feeding bottle and Infant Food Act 1992 as amended in 2003, (IMS Act), was enacted by Parliament, to Protect, Promote and Support breastfeeding, in our country. The main objective of this Act is to prevent promotion of Infant Milk Substitute, Feeding bottles and Infant Food as a substitute of breast milk, so that all infants and children in this country can have adequate nutrition, for proper growth and development. But, it has been observed that at times, representation of Infant Milk Substitute Manufacturers approach Health Care Staff, and mothers and try to promote their products, by sponsoring and organizing, seminars, discussions etc. in the name of Child Nutrition. These representatives sometimes provide free samples to the mothers, thereby trying to motivate them to use Infant Milk Substitute. Formula food manufacturers also provide commission for sale to retailers for sales promotion. Such acts of promoting Infant Milk Substitute, violates the IMS Act. This issue had been discussed in the state Advocacy workshop on IYCF held in 2013 in Guwahati, where it was recommended that activities like workshop on monitoring of IMS Act need to be conducted both at State and District level, to identify and empower district level officers for monitoring violations of IMS Act and establishing a reporting system.

To strengthen the Infant and Young Child Feeding (IYCF) initiative and successful implementation of IMS Act in the state of Assam, Association for Promotion of Child Nutrition (APCN), Assam has organized a One day sensitization workshop to enhance awareness on provision of the IMS Act in collaboration with National Health Mission (NHM), Assam and with financial support from Breastfeeding Promotion Network of India/International Baby Food Action Network-Asia on **17<sup>th</sup> November'2014** at Conference hall, NHM, Assam. The participants were the Joint Directors of Health Services (JDHS) and Food safety Officers from 27 districts of Assam. In addition representatives from IAP, BPNI state life members, UNICEF representative and officers of MCH division of NHM, Assam attended the w/shop.

This programme was a part of World Bank project SAFANSI (South Asia Food and Nutrition Security Initiative) by BPNI/IBFAN Asia.

The main objectives of the workshop were:

1. Informing participants on background of enacting the IMS Act and its objectives.
2. Awareness of the stakeholders on the provisions under IMS Act and its implementation
3. To list out plan of action and appeal to the Govt. of Assam to identify and designate district level officers for implementation and monitoring violations of the Act.

### **Day of workshop (17<sup>th</sup> Nov'14):**

The registration of participants was started from 9:45 to 10:15 am. The welcome address was delivered by Dr. Bishnu Prasad Adhikary, Consultant, child Health, National Health Mission (NHM), Assam at around 10:30 am. The self introduction was also done. Then the objectives of the workshop were briefly explained by Dr. J. P Dadhich, National coordinator, BPNI/IBFAN Asia. The expectations from the participants were also taken along with the challenges in different coloured VIPP cards and displayed on boards.

Dr. J. P Dadhich explained on “Why protecting breastfeeding from commercial influence is important”. The participants were actively participated in the session and asked relevant questions and queries. During the presentation of Dr Dadhich, audio visual clippings were also shown to get clear ideas about the history of baby food manufacturing and IMS Act violations. The trends of advertising of baby foods along with how different commercial company violated the act earlier and how it has been changed with times were explained. The session was very vibrant and all took active participation.

After that, Ms. Manisha Choudhury, Secretary, APCN took session on “IYCF, Child Health and Nutrition Indices of Assam” to get an idea about the detail indicators of the state. She explained about the IYCF indicators of the state along with child mortality indicators and Nutrition indices. She also explained about the gaps and reasons related to the indicators.

Shri. Manish Thakur, Mission Director, national Health Mission, Assam delivered his speech and appealed the participants to take proactive role in implementation of the IMS Act in the state. He also expressed that the act will help in improvement of health and nutrition indicators in the state in real chance if properly executed. He also suggested to put up the issue to the Govt. of Assam by BPNI, for designating district level officers for implementation of the Act and Monitor violations.

The President, IAP, Dr. Arati Deka explained about the role of private and government sector health officials for successful implementation of the act. The IAP is not encouraging any support from baby food companies in the state which was also mentioned by Dr Deka. Dr. Rashna Dass Hazarika, Secretary, IAP also mentioned about some violations how companies used to practice. She also mentioned that though many private practitioners used to entertain baby food companies in many ways, some are really strict on it. It all depends on the awareness and strong implementation.

Dr NeelamBhatNagar, Nutrition specialist, UNICEF, also addressed the participants and dealt in brief on the dangers posed by the Multi-National Companies producing Infant Milk Substitute.

The “Provision of the IMS Act & present status of implementation” was explained by Dr. Neelima Thakur, senior Programme Officer, BPNI/IBFAN Asia. She explained about the objectives and components under IMS Act. The key provisions were briefly explained for easy understanding. She also explained that Protecting Breastfeeding is crucial in improving breastfeeding practices. IMS Act is one of the very strong tools to protect breastfeeding and a coordinated and concerned effort will be required for strengthening implementation of IMS Act at district and state level.

Dr. J. P Dadhich explained procedure and steps about how to monitor the implementation of the Act and briefed about the group work. Three groups were formed and they have been provided with three sets of questions as below:

**Group 1:** Filling forms for monitoring of Labelling on Infant Milk Substitute product Containers

**Group 2:** Filling forms for monitoring of Labelling on Infant foods product Containers

**Group 3:** Analysis of online internet violation

The groups actively participated in the group work. They did analysis of labelling and fill the questionnaires. They did very correct analysis. The participants were seems to be very enthusiastic. They presented their group work and very fruitful discussion was held for improving the implementation of the act in the state. The role of JDHS and Food Safety officers were also discussed and how further steps to be taken were discussed.

Dr. Sajida Ahmed, HoD, Community Medicines, NEIGHRIHMS cum President, APCN, Dr. C. R Hira, executive body member of APCN also expressed their views and experiences on the subject.

It was resolved that Mission Director, NHM, Assam would be requested to take up the issue of identifying and designating district level officers in each district of Assam, with Govt. of Assam.

It was also stated by Dr B P Adhikary, consultant Child Health, NHM, that five Zonal level work-shops would be conducted on the issue during Jan.2015.

For Block level workshops it was decided that, APCN would request both NHM, Assam and UNICEF, Assam for financial support, so that all front line workers and even the mothers are aware of the provisions of IMS Act.

The workshop concluded with concluding remarks from Dr. A. C Sarma, State Coordinator, BPNI cum Vice President, APCN.

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## Annexure

### Programme for the **Sensitization Workshop for health professionals to enhance awareness on provision of the IMS Act**

Date: 17<sup>th</sup> November 2014      Venue: Conference Hall, NHM, Assam, Guwahati

Time	Topic and Resource Person	Facilitators
09.30 -10.00hrs.	Registration	
10.00 -10:30 hrs	Welcome address	<b>Dr. B. P Adhikary,</b> Consultant, Child Health, NHM, Assam
	Objectives of the Workshop	<b>Dr. JP Dadhich</b> BPNI/IBFAN Asia
	Inaugural Address & Inauguration	<b>Shri Manish Thakur</b> MD. NHM, Assam
<b>10.30 -10.45 hrs.</b>	<b>Tea</b>	
10.45 -11.30 hrs.	Expectations and challenges Why protecting breastfeeding from commercial influence is important	<b>Dr. JP Dadhich</b> BPNI/IBFAN Asia
11.30—12.00 hrs.	IYCF, Child Health and Nutrition Indices of Assam	<b>Ms. Manisha Choudhury</b> Secretary, APCN
12.00-12.45hrs.	Provision of the IMS Act & present status of implementation	<b>Dr. Neelima Thakur</b> BPNI/IBFAN Asia
12.45-1.00 hrs	How to monitor the implementation of the Act - Group work briefing	<b>Dr. JP Dadhich</b> BPNI/IBFAN Asia
<b>1.00-2.00</b>	<b>Lunch</b>	
2.00-3.00 hrs.	<b>Group Work:</b> Group 1: Filling forms for monitoring of Labelling on Infant Milk Substitute product Containers Group 2: Filling forms for monitoring of Labelling on Infant foods product Containers Group 3: Analysis of online internet violation	Manisha Choudhury Sangita Saikia
3.00-3.30 hrs	Group work Presentations	Participants
<b>3.30-3.45</b>	<b>Tea</b>	
3.45-4.15 hrs.	Concluding sessions	

## Images of the workshop



### List of Participants

Sl. No	Name of the Participants (From Districts)	Designation
1	Dr. S.C. Goswami	Joint DHS (i/c), Baksa
2	Sri Raju Mohan Das	Sr. Food Safety Officer, Bongaigaon
3	Sri S.Z. Choudhury	i/c Designated Officer for Food Safety (DOFS)
4	Dr. Dwigendra Ramchiary	DSO (IDSP) & Sr. MO, Chirang
5	Mr. Lintumoni Kalita	Food Safety Officer, Chirang
6	Dr. Navashri Mudai	Joint DHS, Darrang
7	Dr. Abhedya Kr. Buragohain	Joint DHS, Dhemaji
8	Dr. Sayed Md. Emdadullah	CM&HO (CD), Dhubri
9	Mr. Nayan Kr. Das	Food Safety Officer, Dhubri
10	Mr. Mahendra Kalita	Food safety Officer (FSO), Dibrugarh
11	Sri Hidreswar Kemprai	Food Safety Officer, Diphu, Karbi Anglong
12	Dr. Ratna Basumatary	Joint DHS, Goalpara
13	Sri Paresh Banikya	Food Safety Officer, Goalpara
14	Mr. B.B. Das	Food safety Officer, Golaghat
15	Dr. Umesh Phangso	Addl. CM & HO (FW), Hailakandi
16	Dr. Tapan Ch. Dutta	SD&HO , Jorhat
17	Ms. Meghali Konwar	Food Safety Officer, Jorhat
18	Dr. Arati Deka	President, IAP, Assam Chapter, Kamrup (M)
19	Dr. Ganesh Saikia	Joint DHS, Kamrup (M)
20	Dr. K.K. Deka	Deputy Superintendent, MMCH, Kamrup (M)
21	Mr. Samiran Baruah	Food safety Officer, Kamrup (M)
22	Dr. Narendra Sing Tishya	SDM&HO (HQ), Kamrup
23	Sri Munindra Bhuyan	FSO, Rangia
24	Dr. Putul Ch. Saikia	Joint DHS, Karimganj
25	Mr. P. Ghose	FSO, Karimganj
26	DR. Jadab Chandra Boro	Joint DHS, Kokrajhar
27	Mr. Bilifang Brahma	Food Safety Officer, Kokrajhar
28	Mrs. Chandamita Basumatary	Food Safety Officer, Gossaigaon, Kokrajhar
29	Mrs. H.H. Aind	Food safety officer, Lakhimpur
30	Dr. Udayan Bordloi	Joint DHS, Morigaon
31	Mr. B.K. Bhuyan	FSO, Morigaon
32	Dr. Jayanta Kr. Das	DIO, Nagaon
33	Mr. B.K. Karje	Sr. FSO, Nagaon
34	Dr. J.N. Barman	Joint DHS, Nalbari
35	Dr. Nabanita Haloi	Food Safety Officer, Nalbari
36	Mr. Debajit Sarma	Food Safety Officer, Sivsagar
37	Dr. (Mrs.) Jyoti Bhuyan	Joint DHS, Tinsukia

38	Sri Ranjan Hazarika	Food Safety Officer, Tinsukia
39	Dr. A.K. Brahma	Joint DHS, Udalguri
<b>Sl. No</b>	<b>Name (Others)</b>	<b>Designation</b>
1	Dr. A. C Sarma	State Coordinator, BPNI and Vice President, APCN
2	Dr. Neelam Bhatnagar	Nutrition Specialist, UNICEF, Assam
3	Dr. B. P Adhikary	Consultant, child Health, NHM, Assam
4	Dr. K. Zaman	Consultant, Maternal Health, NHM, Assam
5	Dr. Rashna Dass Hazarika	Paediatrician cum Secretary, IAP
6	Dr. Arundhati Deka	Dy. DHS, Govt. of Assam and Jt. Secretary, APCN
7	Dr. Narayan Sarma	Consultant, child Health, NHM, Assam
8	Ms. Manisha Choudhury	Secretary, APCN
9	Ms. Swati Mahapatra	State Nutrition Consultant, NHM, Assam
10	Ms. Sangita Saikia	Programme Executive (Nutrition), NHM, Assam, Publicity Secretary, APCN
11	Mr. Sanjay Kalita	Administrative Assistant, NHM, Assam and Member, APCN
12	Mr. Kishor Barman	Student and Member, APCN
13	Mr. Gaurav Das	Reporter, Times of India
<b>Sl. No</b>	<b>Name (Resource persons)</b>	<b>Designation</b>
1	Dr. J. P Dadhich	National Coordinator, BPNI
2	Dr. Neelima Thakur	Sr. Programme Officer, BPNI/IBFAN Asia



Times of India dated 18<sup>th</sup> Nov'14

## Workshop on baby food act

TIMES NEWS NETWORK

**Guwahati:** A daylong sensitization workshop on the Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution Act, 1992, and Amendment Act, 2003, was held here on Monday.

The workshop was organized by the National Health Mission, in collaboration with the Association for Promotion of Child Nutrition, and was addressed by members of the Breastfeeding Promotion Network of India (BPNI).

It was attended by food safety officers, joint health directors, medical officers and other bodies from some of the districts of the state.

The workshop was aimed at creating awareness about the act at the grassroots level so that information on the protection and promotion of breastfeeding is made available across a broad spectrum.

Any violation of the act leads to criminal proceedings.