

Report
On Sensitization Workshop for health professionals to
enhance awareness on provision of the IMS Act
&
State Review Meeting on Infant and Young Child
Feeding

(Medical College Gorakhpur, Jhansi, Kanpur, Aligarh, Allahabad)

Organized By **StateIYCF Cell and Department of Pediatrics, BRD Medical**
College, Gorakhpur

Supported By **Breastfeeding Network of India (BPNI)/ International Baby Food**
Action Network-Asia, Unicef UP and NHM, UP



Sensitization Workshop for health professionals to enhance awareness on provisions of the IMS Act & State Review Meeting on Infant and Young Child Feeding

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Optimal infant feeding practices include initiation of breastfeeding within one hour of birth, exclusive breastfeeding for the first six months of life and continued breastfeeding after six months along with appropriate complementary feeding for two years or beyond.

The Parliament of India while enacting the *Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992 and Amendment Act 2003* (IMS Act) clearly expressed its objects and reasons that promotion of breastmilk substitutes is more pervasive than promotion of breastfeeding and it contributes to decline in breastfeeding, calling it a dangerous trend that leads to disease and malnutrition among children. Baby food industry created a huge market for the 'infant formula' as an alternative to breastfeeding, using all kinds of pervasive promotion techniques to woo parents including undermining women's confidence in breastfeeding. Work places are not very friendly to breastfeeding. This led to proliferation of formula feeding when corporations misused health systems and even contributed to separation of mothers and babies.

Protection of this endangered practice from the commercial baby food manufacturers has to be fully ensured.

Major provision of the IMS Act is to prohibit all kinds of promotion/advertisement for the milks or foods meant for children under the age two, including a ban on sponsorship of doctors by the baby food companies. Baby food companies continue to violate the IMS Act in spite of the fact that Government of India has issued clarifications and written to the State governments.

Therefore, coordinated actions are required by creating awareness on the provisions of the IMS Act to the health workers/stakeholders and to make them aware of their role. Only then it is possible to bring an end to the various promotional practices of manufacturers and continued violations of the IMS Act, to be able to implement the IMS Act effectively as also directed by Government of India.

Breastfeeding Promotion Network of India/International Baby Food Action Network-Asia with the support of the World Bank project SAFANSI (South Asia Food and Nutrition Security Initiative) Unicef, UP and BRD Medical College, Gorakhpur in partnership with state governments has organize a one day sensitization workshop on **20th December, 2014 at Hotel Clarks Avadh, 8, Mahatma Gandhi Marg, Lucknow-01** to enhance awareness on provisions of the IMS Act in the state. The participants were the stakeholders from government, medical officers, law faculties, medical faculties, and other health professionals. In addition representatives from IAP, BPNI, UNICEF, AMS, Local NGO representative and officers of NHM, Uttar Pradesh attended the workshop.

Objectives:

1. Informing audience on objectives and reasons of IMS Act
2. Awareness of the stakeholders on the provisions under IMS Act and its implementation
3. To list out plan of action and identify person responsible for effective implementation of IMS Act

The workshop says

The sensitization workshop started with the lighting of the lamp and inauguration by chief guest, Shri K. D. Shahi, Retired Judge Allahabad High Court. After welcome address and Bouquet presentation, Dr. K. P. Kushwaha, convener & Principal, BRD Medical College, Gorakhpur introduced about the IMS act and its progress till now. It was followed by inaugural address by Chief Guest Shri K. D. Shahi. He highlighted about the importance and weaknesses of this act and appreciated the effort for Sensitization about this act. He will be sending his observations on the procedural deficiency of this act.

Dr. Hari Om Dixit, GM (Training), National Health Mission, UP highlighted about the effort of U.P. Govt. in promoting proper breast feeding and Complimentary breast feeding. He assured about his whole hearted support for such activities.

Dr Richa S. Pandey, UNICEF, UP briefed about the basic physiology of breast feeding and steps to promote it through various health workers. It was followed by breakfast and hightea.

In second session Dr. K.P. Kushwaha detailed about the breast feeding situation in the society and obstacles in promoting it. He emphasised in detail about the progression of code and act for infant milk substitute, feeding bottles & Infant foods. He gave lots of examples regarding various ways adopted by manufacturing companies to promote infant milk substitute, feeding bottles & Infant foods. It was followed by presentation by guest of honour Shri SS Upadhaya, Legal advisor Governor of U.P. He discussed in detail about the various aspects of IMS Act. He said this is an additional Act and therefore this will go along with several Acts referred here. He has given a detailed comment on this Act. He also appreciated the efforts in generating awareness about the act.

Dr DK Srivastava, Professor discussed with examples about the marketing situation of infant milk substitute, feeding bottles & Infant foods before IMS act and changes brought by IMS act .

Dr Nilima Thakur from BPNI discussed in detail about the ongoing violation of IMS act and measures being taken by people with the help of BPNI and other such organization to control it.

It was followed by lunch. After lunch an interactive session was held in which participants clarified their doubts and discussed the strategy to promote proper breast feeding.

The last session was a presentation by Dr. Shweta Sharma IYCF Consultant, UNICEF, UP showing the progress report of IYCF project running in Allahabad, Aligarh, Kanpur, Jhansi and Gorakhpur Medical Colleges. This was followed by a discussion with Project Director (Prof KP Kushwaha), Dr. Richa S Pandey, Nutrition Specialist, Unicef, HODs (5 Medical Colleges)/Nodal of the IYCF Project along with Project Coordinator Mr. Praveen Dubey and Nutrition Counsellors regarding future course of action. It was stressed that there is an urgent need to improve the quality of counselling and reporting by all five lactation counsellors, especially those of MLB Medical College Jhansi and JN Medical College AMU, Aligarh. It was decided that the extension of the lactation counsellors would be based on their performance from their joining till year-end. The officials from five medical colleges were also asked to share the status of roll-out of integration of IYCF in Medical Curriculum. It was seen that except for BRD Medical College, Gorakhpur and JN Medical College, AMU, Aligarh, the integration of IYCF with medical curriculum had not been rolled-out in any other Medical College. The officials from different departments were urged to ensure the roll-out in their respective departments at the earliest. It was also decided that the next State-level IYCF review meeting would be held in Feb 2015.

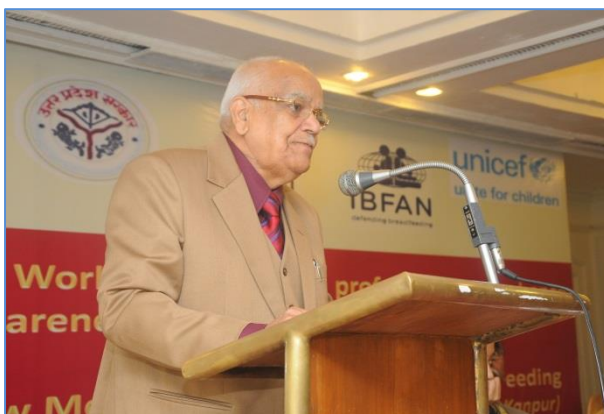
The Workshop ended with vote of thanks.

Agenda for the workshop

Comparer = Mrs. Tahira

Timing	Topic	Speaker
10:00-10:15	Welcome of Chief Guest and Opening Session <i>(Presentation of Buke and lightning of lamp)</i>	By Dr Hariom Dixit, GM Training, NHM, UP
10:15-10:45	Need for protection of breastfeeding from commercial influence	Prof. KP Kushwaha/Dr Richa S Pandey
10:45-11:15	Tea/Coffee	
11:15-11:45	Provisions of the IMS Act	Prof. K P Kushwaha, Principal, BRD Medical College, Gorakhpur
11:45-12:15	IMS Act: what we have achieved	Prof. DK Srivastava, Professor, SPM, BRD Medical College, Gorakhpur
12:15-12:45	IMS Act: violations continue still	Dr. Neelima Thakur, Programme Officer, BPNI-Delhi.
12.45-1.00	What needs to be done	Sri SS Upadhyay <i>(Legal Advisor, Governor of UP)</i>
13:00-14:00	Lunch	
14:00-14:30	Panel Discussion: How to prevent the continued violations	Dr Richa S Pandey, Nutrition Specialist, Unicef, UP
14:30-15:00	Concluding session	Dr. Hariom Dixit
15:00-17.00	State Review Meeting (IYCF Project)	
17.00	Tea/Coffee	

GLIMPSES OF WORKSHOP





List of participants

S.L	Name of Participants	Designation	Name of Medical College/ Organization
1.	Justice KD Shahi	Rtd. Justice	Allahbad High Court, Allahabad
2.	Sri SS Upadhyaya	Legal Advisor	Governor of Uttar Pradesh
3.	Dr KP Kushwaha,	Principal	Pediatric , BRD Medical College, Gorakhpur
4.	Dr.Hari Om Dixit	GM Training	National Health Mission, Lucknow
5.	Dr. A. K. Verma	GM Child Health	National Health Mission, Lucknow
6.	Dr. Shiv Prakash ,	Prof and Head	Community Medicine, MLN Medical College , Allahabad
7.	Dr.Richa S. Pandey	Nutrition Specialist	Unicef Field Office, Gomati Nagar, Lucknow, UP
8.	Dr. Deepak Anand	Lecturer	Obs&Gynae, MLN Medical College, Allahabad
9.	Dr.AnubhaSrivastava	Asst Professor	Pediatric, MLN Medical College, Allahabad
10.	Dr. D.K Srivastva	Professor	Community Medicine, BRD Medical College, Gorakhpur
11.	Dr. Manish Singh	HOD	Community Medicine, BRD Medical College, Gorakhpur
12.	Dr.RumaSarkar	Asst Professor	Obs&Gynae, BRD Medical College, Gorakhpur
13.	Dr. S. Manazir Ali,	Professor and Nodal IYCF	Pediatric, JN Medical College , Aligarh
14.	Dr GN Diwedi,	Asst Professor	Pediatrics, GSVM Medical College Kanpur
15.	Dr OM S Chaurasiya,	Asst Professor and Head	Pediatrics, MLB Medical College, Jhansi
16.	Dr Hema J Shobhane	Associate Professor	Obs&Gyne, MLB Medical College, Jhansi
17.	Dr RP Rai	Sr Consultant	District Hospital, MAhrajganj
18.	DrAK Gupta	Sr consultant,	AMS Lucknow
19.	Km BushraSiddique	Nutrition Counsellor	JN Medical Collage, Aligarh
20.	Dr SK Chatuvedi	Asst Prof	Dept of Law, HNB, Garhwal University, UK
21.	Dr Naveen Kr Gupta	EMO	District Women Hospital, Rampur

22.	Tahira Husain	Women activist	Lucknow
23.	PreetikaMaurya	Student (MBBS) II Prof	GSVM, Medical College, Kanpur
24.	Dr.Neelima Thakur	Sr. Programme Officer	BPNI, Delhi
25.	Dr. Alka Srivastava	Sr. Pediatrician	
26.	Dr.NupurSrivastava	Pediatrician	Gorakhpur
27.	Dr. SHI Zqidi	MO	Sitapur
28.	Dr.HarNath Singh	Pediatrician	Banda
29.	Dr.Brijmohan	DWH	Lakhimpurkhiri
30.	Dr. Sunil	Pediatrician	Lalitpur
31.	Dr. PK Srivastava	SNCU	Basti
32.	Dr. KA Pandey	Asst Professor, Law	RMLNL University , Lucknow
33.	Dr. RK Yadav	Asst Professor, Law	RMLNL University , Lucknow
34.	Dr Maneesh Kumar	Dy Lib, Law	RMLNL University , Lucknow
35.	Dr.Seshank	Asst Professor	Law, RMLNL University , Lucknow
36.	Dr AtalVerma	JD	Civil Hospital, Lucknow
37.	Dr.Kanchan Nigam	Pediatrician	Dr Symam Prasad Hospital, LKO
38.	Dr. MN Mishra	Pediatrician	Dr Symam Prasad Hospital, LKO
39.	Dr.SutanshuSrivastava	Prof pediatrics	Era Medical College, Lko
40.	Dr.AmitKushwaha	Intern	Dr RML Hospital, Lko
41.	Dr.VikashAgrwal	Pediatrician	Faizabad
42.	Dr.PremDyal	Pediatrician	District Female Hospital, Barabanki
43.	Dr. SK Gupta	Pediatrician	District Femal Hospital, Hardoi
44.	Dr. IV Vishkarma	ACMO	Gorakhpur
45.	Dr. OP Rao	DHEIO	Gorakhpur
46.	Dr.SwetaShrma	State Consultant IYCF	Unicef UP
47.	Dr.Satish Chandra	Asst Prof	Lucknow

48.	Dr. Ram Lakhan	Pediatrician	Women Hospital, Gonda
49.	Sri PromodShahi	Pharmacy Manager	Sahara Hospital, Lko
50.	Dr.Prashan Mishra	Asst Prof.	Bundelkhand University, Jhansi
51.	Dr.AnkitSrivastava	Asst Prof.	Bundelkhand University, Jhansi
52.	Dr.AnandPrakashTiwari	Asst Prof.	DAVG Collage Lko
53.	Mr JaswantSonker	Reporter	Gram SandeshLko
54.	Mr Ramlagan	Photographer	Gram SandeshLko
55.	Dr RadhashyamPandey	Asst Prof Law	Lko
56.	Km UshaDubey	Nutrition Counsellor	GSVM Medical Collage Kanpur
57.	Dr.Kailash	Pediatrician	RML Female Hospital Farrukhabad
58.	Adv. MunmunGoyal	Lawyer	Lucknow
59.	Mr Vijay Chaturvedi	NGO worker	Deoria
60.	Mr. Ashok Pandey	IYCF Cell	Gorakhpur
61.	Dr.Priyali Bhattacharya	Pediatrician	SGPGI LKO
62.	Dr. IA Ansari	Pediatrician	SGOGI LKO
63.	Dr.Mridula	Pediatrician	Varansi
64.	Km. AnujaBhargav	Nutrition Officer	Unicef UP
65.	Dr.Neeraj Sharma	DWH	Azamgarh
66.	Dr. Salman Khan	Pediatrician	VABMC, LKO
67.	Mr.AmulyaRastogi	Reporter	Lucknow
68.	Mr.VineetBajpai	Reporter	Lucknow
69.	Km. PoonamPandey	Nutrition Counsellor	MLN Medical ,Allahabad
70.	Km. Meenu Mishra	Nutrition counsellor	MLB Medical, Jhansi
71.	Mr. AK Mishra	NGO/reporter	Jhansi
72.	Mr. DK Singh	Sr. Assistant	DCME Office, LKO
73.	Mr. LS Rawat	CAO	DCME Office, LKO

74.	Dr. S N Kanchan	Sr. Physician	Jhansi
75.	Smt. Rani Soni	Nutrition Counsellor	BRD Medical Collage, Gorakhpur
76.	Km. Ashifa	IYCF Trainer	Lalitpur
77.	Mr. IM Ojaha	IYCF Trainer	Gorakhpur
78.	Mr. Girish Srivastava		DG Office, LKO
79.	Mr. Prakash Kapoor		DG, Office LKO
80.	MR. ANKIT SRIVASTAVA		LUCKNOW
81.	MR. SAUGANDH GARG		LUCKNOW
82.	Mr. Praveen Dubey	Coordinator IYCF/Workshop	Department of Pediatrics, BRD Medical College, Gorakhpur