

# BPNI / IBFAN Asia

## Annual Report

(January - December 2013)

*putting child nutrition  
at the forefront  
of social change*



# ABOUT BPNI

The Breastfeeding Promotion Network of India (BPNI) was founded on 3rd December, 1991 at Wardha, Maharashtra. It is a national network of organisations and individuals dedicated to promote mother and child health through protection, promotion, and support of breastfeeding. 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).

In the context of breastfeeding and infant and young child feeding, BPNI works on several areas, including policy advocacy to educate policy makers, managers, and health workers; training of care providers; capacity building of the states in counselling on breastfeeding and infant and young child feeding; social mobilisation especially initiating work on World Breastfeeding Week each year; information sharing and monitoring the compliance of the “Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992 and Amendment Act 2003” (IMS Act), for which it has been notified in the Gazette of India as Child Welfare NGO to initiate action under section 21(1)(c) of the Act.

BPNI is the Regional Focal Point of South Asia for the World Alliance for Breastfeeding Action (WABA) and the Regional Coordinating Office (RCO) of International Baby Food Action Network (IBFAN) Asia. In its capacity as RCO, BPNI launched the World Breastfeeding Trends Initiative (WBTi), a tool to track, assess and monitor the implementation of the Global Strategy for Infant and Young Child Feeding in 2005. Over 80 countries have used and are using this tool, of which many countries, including all South Asian countries, have used it more than once to study trends in breastfeeding action. The tool has demonstrated potential to generate action at local level. In 2008, the One Million Campaign “Support Women to Breastfeed” was launched in the wake of the infant formula disaster in Sanlu, China. A petition demanding support was signed by over 100,000 people and presented to the Chair of the World Health Assembly in 2009. At the World Breastfeeding Conference in 2012 we launched our flagship campaign called the “Babies Need Mom-Made Not Man-Made!” as an extension of “One Million Campaign” which was launched online in 2009. “Babies Need Mom-Made Not Man-Made!” campaign advocates a universal approach that mothers know what's best for their children and expresses it powerfully by placing it in contrast to the man-made alternative i.e. commercial baby food, industrially made. People need to compare and go for what is a better option for our children. This campaign's focus is to expose misinformation spread by baby food companies and their allies. The year also saw the initiation of the World Breastfeeding Costing Initiative (WBCi), consisting of an advocacy document giving an indicative global estimate of the financial resources needed for supporting women to practise optimal breastfeeding, and a financial planning and costing tool to enable governments and planners to accurately budget national plans of action.

In 1996 BPNI was awarded to be “Strong Regional Advocate” at the WABA Global Forum in Bangkok. In 1998, the IBFAN network received the Right Livelihood Award, popularly known as the Alternative Nobel Prize.

## **Vision Statement**

BPNI is viewed as the last word in protecting breastfeeding from the industry, defending and supporting women and children's rights to attain good health and development by ensuring breastfeeding and infant and young child feeding practices.

## **Mission Statement**

BPNI seeks to enhance breastfeeding rates by ensuring protection, promotion and support for breastfeeding and infant and young child feeding, through:

- proactively countering commercial influence of industry and collaborating with other organizations of similar interest
- advocating for policy and programmes to be in place
- working on capacity building with the governments and others

## **Core Value**

BPNI follows clear ethical and funding policies that do not lead to any conflict of interest. BPNI does not accept funds or sponsorship of any kind from the companies producing infant milk substitutes, infant foods, feeding bottles, and related equipment and from organization/agency/industry having conflict of interests.

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

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BPNI follows clear ethical and funding policies that do not lead to any conflicts of interest. BPNI does not accept funds or sponsorship of any kind from the companies producing infant milk substitutes, feeding bottles, related equipment, or infant foods (cereal foods) or from those who have been ever found to violate the IMS Act or the International Code of Marketing of Breastmilk Substitutes.

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# Abbreviations

ASHA	Accredited Social Health Activists
BPNI	Breastfeeding Promotion Network of India
CCC	Central Coordination Committee
CCNFSDU	Codex Committee on Nutrition and Foods for Special Dietary Uses
CRC	Convention on the Rights of the Child
gBICS	global Breastfeeding Initiative for Child Survival
IBCoCo	IBFAN's Coordinating Council
IBFAN	International Baby Food Action Network
ICDS	Integrated Child Development Services
IMCH	International Maternal and Child Health
IMS Act	Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992 as Amended in 2003
IYCF	Infant and Young Child Feeding
MLTs	Middle Level Trainers
NACO	National AIDS Control Organisation
NIPCCD	National Institute of Public Cooperation and Child Development
Norad	Norwegian Agency for Development Cooperation
NRHM	National Rural Health Mission
PDC	Partner Driven Cooperation
RCO	Regional Coordinating Office
SAFANSI	South Asia Food and Nutrition Security Initiative
Sida	Swedish International Development Cooperation Agency
WABA	World Alliance for Breastfeeding Action
WBC	World Breastfeeding Conference
WBCi	World Breastfeeding Costing Initiative
WBTi	World Breastfeeding Trends Initiative
WHO	World Health Organization

# From the National Coordinator's Desk

The annual report of BPNI for the year 2013 includes brief description of activities during the year. The report highlights BPNI's efforts in to protect, promote and support breastfeeding and infant and young child feeding (IYCF) through Advocacy, Networking and Social mobilisation, Training and Capacity building, Strengthening the IMS Act in India, Research, Communication and Campaigns.

On advocacy front, BPNI worked closely with Government of India, many state governments, and other government institutions to establish IYCF as a core intervention for child survival and preventing child malnutrition. BPNI continued to work with various international agencies to highlight relevance of optimal IYCF practices. This year, BPNI strengthened state level action on IYCF in the state of Punjab, Assam, Karnataka and Jammu & Kashmir. State advocacy meetings were organized in these states in collaboration with respective state governments.

BPNI continued capacity building of health and nutrition care providers in various states of India using the '4 in 1' Training Course (an integrated course on Breastfeeding, Complementary Feeding, Infant Feeding & HIV- Counseling and Growth Monitoring) apart from organizing a training for the national trainers in New Delhi.

In the field of research, BPNI undertook many innovative ventures during the year. One such action was developing a report titled 'Scaling Up Breastfeeding and IYCF Rates What Will it Cost?' This report was a part of a unique initiative titled 'World Breastfeeding Costing Initiative (WBCi)' developed by BPNI/IBFAN Asia. The initiative was released in India and has been disseminated in many countries across the globe.

Protecting breastfeeding from commercial influence is a core activity for BPNI since its' inception. This year also, BPNI highlighted violation of the IMS Act in India through monitoring, developing and disseminating newsletters and press interaction.

The ongoing work of developing and disseminating reports, newsletters, information sheets, electronic communications etc. on various aspects of IYCF continued this year also.

Activities during the year 2013 provided a sense of satisfaction and accomplishment. I am confident, BPNI team will strive hard to achieve even more in the coming years.

**Dr. J.P. Dadhich**



# INTRODUCTION

**B**PNI is spreading the cause of infant and young child feeding since 1991, its year of inception. While a focus on policy development remained our forte, monitoring the compliance of the IMS Act and capacity building remained as one of our core activities.

BPNI is being increasingly recognised for its role in protecting, promoting, and supporting breastfeeding, and is now being called upon to support governments in planning action plans to support breastfeeding mothers. The continued advocacy with policy makers and stakeholders has led to the 12th Five Year Plan, making a clear reference to improving optimal infant and young child feeding practices, especially exclusive breastfeeding for the first six months, continued breastfeeding for 2 years or beyond, and timely and appropriate complementary feeding after six months along with continued breastfeeding.

The Ministry of Health's *Guidelines on Enhancing Optimal Infant and Young Child Feeding Practices*, released in 2013, reiterates the commitment to improved child nutrition. The strengthening and restructuring of ICDS and the implementation of the ICDS scheme in the mission mode includes promotion of infant and young child feeding and counseling as a service.

BPNI is an active member of the Working Group for Children under Six (A Joint Working Group of the Right

to Food Campaign, Jan Swasthya Abhiyan and BPNI).

BPNI's priority programme of capacity building in IYCF counselling is gaining acceptance with many state governments. In 2005, BPNI had launched a comprehensive training programme by merging the three courses provided by W.H.O. on breastfeeding, complementary feeding and infant feeding and HIV into one course, *The '3 in 1' course- Infant and Young Child Feeding Counselling: A training course (an integrated course on Breastfeeding, Complementary feeding and Infant feeding & HIV)*. This course has been revised and updated in 2012 to include growth monitoring and has now been launched in several Indian states and a few other countries as the *'4 in 1' course- Infant and Young Child Feeding Counselling: A training course (An Integrated course on Breastfeeding, Complementary feeding, HIV & infant feeding counselling & growth monitoring)*. In year 2013, an independent consultant reviewed the training programme and we are in the process of revamping it.

This annual report for the period January 2013 to December 2013 provides details of the work done towards strengthening the policies and programmes on breastfeeding and IYCF in the country and globally and also advocacy and networking to impact the nutrition, health, development, and survival of infants and young children.

# ADVOCACY

## National Level Advocacy Initiatives

BPNI continued its advocacy for early initiation of breastfeeding, exclusive breastfeeding for the first six months of life, followed by continued breastfeeding along with introduction of adequate and appropriate complementary feeding till two years and beyond.

### **Workshop on Results, Reporting and Communication” at Swedish Embassy**

Dr. J.P. Dadhich and Dr. Shoba Suri participated in the workshop on results, reporting and communication organised by Sida at the Swedish Embassy on 7th February 2013. The purpose was to share the partner's views and experiences on the Sida PDC project and to understand & discuss the reporting format.

### **Regional Workshop on IYCF Indicators**

Workshop on indicators for the infant and young child feeding in ICDS for nutrition surveillance” organised by NIPCCD at their Regional Centre Lucknow from 12-14th March 2013 was attended by expert from UNICEF, faculty from Medical and Home Science College, Doctors, ICDS functionaries like DPO, CDPO, and researchers. The purpose was to present WBTi India Assessment Report 2012 and assist in group work on strategies and indicators for effective monitoring of IYCF and implementation of IMS Act through nutrition surveillance mechanism. The follow up action for its implementation is in progress. Dr.J.P.Dadhich and Dr. Shoba Suri attended the workshop.

### **International Film on Baby Food Issues**

Dr.Arun Gupta visited Patiala from 22-23rd March 2013 to view the shooting of the International movie being shot on baby food issues and give some feedback on the film scenes. He also interacted with the lead actor, Emraan Hashmi, the Director, Danis Tanovik, and the editor, Perna Saigal as well as many of the production staff as well as the assistant director.

This is a movie that has been penning since we heard a story in 1997 about expose of an employee in a baby food company. Once in cinema halls, the director Danis said “I wish it is shown in every street and corner on small screens where people see it for free!”

### **Participation and inputs in meeting of the project on “Rapid Survey of Children” by Ministry of Women and Child Development**

On 2nd April 2013 the BPNI team participated and gave inputs in the Second meeting of the technical advisory committee for the project on “Rapid Survey of Children” organized by Ministry of Women and Child Development (MWCD). The meeting was chaired by the Joint Secretary Dr.Shreeranjana. The questionnaire to be used for survey was discussed in detail based on comments received from the members. BPNI contributed by providing inputs as to the feeding indicators to be included in the survey.

### **Roundtable discussion: Unpacking the 12th five year plan**

On 8th April 2013 BPNI organized a roundtable discussion on “Infant and Young Child Feeding: Unpacking the 12th five year plan: Beginning of the rise of breastfeeding”.The meeting was chaired by Dr.Syeda Hameed, Member Health & MWCD, Planning Commission, and attended Dr.Shreeranjana, JS, MWCD, Dr.Vandana Prasad, Member NCPCR, Faculty of



Roundtable discussion: Unpacking the 12th five year plan

Medical Colleges, NGO's, key stakeholders etc. Various discussions on breastfeeding in the food security bill, maternity entitlements, capacity building, training, IMS Act etc, took place with questions put to the participants. These recommendations have made impact at high level in the MWCD and considering action to set up a national resource centre and mechanisms to monitor IMS Act.

***National workshop for capacity building of state representatives***

BPNI facilitated National workshop for local/state advocacy on breastfeeding, infant and young child feeding and child survival from 26-28 April 2013. There was a keen interest shown by states in the state advocacy to be carried out on IYCF and Child Survival. After continued discussions and relevance to the current governmental interests as well as availability of funding, BPNI decided to go ahead with six states in the first phase namely Andhra Pradesh, Assam, Punjab, Karnataka, Uttar Pradesh, and Jammu & Kashmir. After having done work in 2013, gain some experience, learnt lessons, and fundraising in late 2013 for 2014, we would be keen to take on other states. The workshop had a representation of two people from each state, thus a total of 12 participants and six from the BPNI secretariat were a part of the 3 day workshop. The national workshops had a mix of scientific presentations, discussions and group work on development of plan of action of the project with timelines and specifically on the state advocacy meeting to be organized at the state headquarter as the main activity in the project. They developed specific plans to organize state level workshops,

translate BPNI's parent guide and WBW materials into local languages, as well other activity.

***Participation in Shadow committee on CCFNSDU***

BPNI attended several meeting and gave inputs in formulating India's position on various proposals being discussed in the CCFNSDU at international level in the capacity of a member of the national Codex Committee on Nutrition and Food for Special Dietary Use (CCFNSDU).

***Participation in Launch of the Second Lancet Series on Maternal and Child Malnutrition***

The second Lancet Series on Maternal and Child Nutrition was launched on 26th June 2013 in India, after its launch in London on 6th June, with the objective to enhance political commitment and investment on nutrition. Among the speakers at the launch were two with acknowledged conflict of interest Dr. Robert Black and Mr. Venkatesh Mannar. (Sitting on Nestle Creating Shared Value Advisory Committee). Issues of conflict of interest were raised publically and media took this up with keen interest.

Print media carried details of a letter issued by seven experts in child health and nutrition including Dr.Arun Gupta, questioning the conclusions of the Lancet Series on the basis of science and conflict of interest. These reports had made the speakers defensive. As eight interventions were based on nutritional products, the point was made clearly that private sector wants its role. The audience challenged both the science behind the series and the call to involve

the private sector in nutrition interventions. The discomfort of this was especially evident in this session, where the authors who presented either underplayed the challenges or tried to defend their positions saying that the private sector was too well-trenched to be ignored, and trust needed to be built. Authors talked about telephone industry and its role, and denied that they are supporting to bring in all private sectors. The authors have cautioned indirectly against "missed opportunity" because of the distrust of the food industry by a few organizations and "tension". It lauded the SUN initiative, especially the creation of the SUN Business Network.



**National Workshop for Capacity Building of State Representative on Breastfeeding, IYCF and Child Survival**

### **Lancet Series presentation at Planning Commission**

BPNI presented the Lancet series on Maternal and Child Nutrition and the various issues of conflict of interest to the planning commission on 19th July 2013. It emphasized on the need to implement the IMS Act and need for the key ministries to take action and strategize to improve IYCF and child nutrition.

### **Successful State Level Advocacy Workshops on IYCF**

#### **Punjab**

Department of Health & Family Welfare, Punjab, Department of Women & Child Development in the State Institute of Health & Family Welfare, Punjab at SAS Nagar and BPNI jointly organized this state level workshop on 19th July 2013. The workshop was attended by more than 100 participants from Ministry of Health, Ministry of Women and Child Development, District level health officers, Professors of Medical Colleges, Mission Director-NRHM, NGOs, Punjab, BPNI, Delhi.

Various recommendations emerged from the group work on Implementation of IMS Act with focus on actions to enhance awareness about the provisions of the IMS Act and effective implementation of the IMS Act. There was agreement on having lactation counsellors in all govt. health facilities and need to issue advisory note for private hospitals to have counselors to improve their image as well. Govt. medical colleges in the state should have a resource centre on IYCF with BPNI curriculum of 4 days for frontline worker and 7 days for specialist counselors in health facility should be adopted. All these were made a part of the child health policy.



Participants at the Punjab State Advocacy Workshop

#### **Assam**

The workshop jointly organized by NRHM Assam and BPNI was attended by 64 participants from Ministry of Health, Department of Social Welfare, District level



State Advocacy Workshop-Assam

health officers, Professors of Medical Colleges, Mission Director-NRHM, NGOs, Media, and BPNI on 12th August 2013. Various recommendations emerged from group work on Implementation of IMS Act, Capacity building on IYCF & community level in Assam, and Social mobilization, campaign, WBW, information sharing. The key highlights were that govt should notify district level officials (district state food safety officer) as authorized officer to monitor violations of IMS Act and take appropriate measures. To conduct sensitization workshops for administrators, medical and food safety officers on provisions of IMS Act. Also to display the provisions of IMS Act in maternity wing and public places like AWC etc. The participants agreed on need for capacity building of doctors, nurses, paramedics and frontline workers on IYCF, using a cascade '4 in 1' training programme to enable health and nutrition care providers in supporting mothers by skilled counselling. Establishing an IYCF resource centre at Medical College Guwahati is in the process, thereafter more such resource centres in other medical colleges to be taken up.

#### **Jammu & Kashmir**

Organized the State Advocacy workshop on Infant and young child feeding (IYCF) along with Dept. of Health, Jammu & Kashmir at GB Pant Children Hospital, Srinagar on 27th December 2013. IYCF being a priority area of Ministry of Health and Family Welfare and based on the various initiatives as per govt of India, the state NRHM endorsed the recommendations of this workshop. There was

proposal for establishment of state IYCF resource centre has been incorporated in the state programme implementation plan (PIP) of 2014-15 as a major step. Also the budget for printing and distributing parent guide on breastfeeding during the antenatal period to be projected in supplementary PIP.

### **Karnataka**

Organized Karnataka state level advocacy workshop on enhancing optimal IYCF practices for improving child survival along with Govt of Karnataka, Dept of Health & Family Welfare & Directorate of Women and Child Development, Indian Academy of Paediatrics, National Neonatology Forum, FOGSI & M.S.Ramaiah Medical College Hospitals on 28th December 2013. The workshop emerged with various recommendations on implementation of IMS Act, enhancing optimal IYCF practices and social mobilization. On the



State Advocacy Workshop-Karnataka

implementation of IMS Act the group suggested capacity building of state level/ district level/ taluk level/ PHC level staff, frontline workers / NGOs/Rotary/IAP/FOGSI and notifying district Food officer/ Drug inspector/ THO/ Food inspectors/ WCD/ MO as a member of the team in order to monitor violations. Also suggested conducting survey for base line information of KAP on IYCF of health provider and develop a pool of middle line trainers (MLT) at all the 30 districts by 2014-15 for enhancing IYCF practices in the community.

### **Policy Dialogue on Scaling Up Breastfeeding and IYCF Interventions: What Will it Cost?"**

IBFAN Asia shared the results of their exercise to estimate indicative global costs for the protection, promotion and support of breastfeeding as part of

the World Breastfeeding Costing Initiative (WBCi). The WBCi comprises of an advocacy document for investing in comprehensively implementing the Global Strategy and an excel-based web tool for assisting in preparing and budgeting work plans for this. Participants included Dr. Chessa Lutter PAHO/WHO, Urban Jonsson (Tanzania), Julie P Smith (Australia), Judith Galtry (New Zealand), Muztafizar Rahman (Bangladesh government), Vicenta Borja (Philippines government), Homayoun Ludin (Afghanistan government), Vandana Prasad (National Commission for Protection of Child Rights, India), UNICEF India, Save the Children (India), Mobile Crèches (India), academicians and the IBFANers.

The discussions centred on breastfeeding as Human Rights issue, and placing the State as a primary duty bearer in its promotion, protection and support. Women's contribution to breastfeeding must also be reflected in the indicative costs. Maternity protection should be costed for at least nine months. It is also essential to work out the finances required for universalising child-care facilities, as well as provision of drinking water and sanitation facilities.

The tool was found useful and potential to be used for multiple purposes, especially macro and micro planning and working out actual budgets, whether at the national, or at the sub-national level, and prioritising action. The tool could also be used by civil society and other organisations to build proposals and projects. It was suggested to make tool more user-friendly; with instructions embedded in the tool itself, along with a detailed user manual.



Policy Dialogue on Scaling up Breastfeeding and IYCF Interventions: What will cost?

## **Global World Breastfeeding Trends Initiative (WBTi) Review Workshop**

International Baby Food Action Network (IBFAN) World Breastfeeding Trends Initiative (WBTi) has been introduced in 82 countries since 2004-05 all over the world. The programme is now a central component of all our regions and serves as a strategic tool to generate action for infants and young children's right to get optimal nutrition. The tool was reviewed with global partners to get an improved and updated assessment in the coming future from 9-11 October, 2013.



Global WBTi Review Workshop in Progress

## **Montek Singh Ahluwalia launched the WBCi investment paper for breastfeeding**

IBFAN Asia initiated to break the silence on the need

to protect, promote and support breastfeeding on 10th December 2013 when the Deputy Chairperson of the Planning Commission of India, Montek Singh Ahluwalia launched the World Breastfeeding Costing Initiative (WBCi) Report "The Need to Invest in Babies" by IBFAN. The paper were supported by the South Asia Food and Nutrition Security Initiative (SAFANSI) managed by the World Bank. Norad and Sida also supported the dissemination of the Report. The Report calls upon governments and global communities to invest at least US\$ 17.5 billion annually if they genuinely want to improve optimal breastfeeding practices. The Report is accompanied by an excel-based WBCi Financial Planning Tool, which helps governments and planners to accurately budget interventions for improving breastfeeding rates in their country at both national and sub-national levels (for details of the launch, see <http://www.bpni.org/wbci.html>)

The Report was simultaneously released in the LAC countries of Mexico, Guatemala, Colombia, and Costa Rica. In Mexico, during the release, the government of Mexico announced that of the 290,000 millions Mexican pesos of the stellar Crusade Against Hunger, 1000 million will be used for the protection, promotion and support for breastfeeding. (for details of LAC release, see (for details of LAC release, see <http://ibfan.org/wbci/Report-LAC-WBCi-launching.pdf>)



Launch of The Need to Invest in Babies by Sh. Montek Singh Ahluwalia

### **Advocacy with Political Leaders**

BPNI leadership team had a meeting with leader of opposition party, Smt. Sushma Swaraj for advocacy purpose on 30th April 2013 to brief her about increasing commercial interests in food and nutrition policy. It was attended by a broad range of Government, Non-Governmental, Inter-Governmental and development agencies, which generated a range of ideas for further collective action. Many recommendations emerged and raised issues of the conflicts of interests which find its space in the recommendations, as stated below it calls for development of safeguards to protect policy and programmes aiming to prevent and control NCDs from the undue influence of industries and other vested interests contributing to the NCD burden.

## **International Level Advocacy Initiatives**

### **South Asia Food and Nutrition Security Initiative: A BPNI-World Bank Project**

As a part of the South Asia Food and Nutrition Security Initiative (SAFANSI) of the World Bank, BPNI/IBFAN Asia coordinated activities to enhance IYCF practices, particularly breastfeeding in focus countries (Afghanistan, India, Bangladesh, & Nepal). National workshops and advocacy meetings were conducted in four focus countries (India, Bangladesh, Nepal and Afghanistan) to bring together at the national level government departments, the media, other stakeholders such as development agencies, civil society organizations etc, to endorse the plan of action and finalize it. Reports available at <http://www.bpni.org/safansi-2013>

### **BPNI at International Forums**

IBFAN Asia stressed on the importance of breastfeeding, and its promotion, protection and support at several international forums:

#### **Thailand's 4th National Breastfeeding Conference takes headway to the International Code**

Thailand hosted the 4th National conference supported by the health promotion funds of the Royal programme and organized by Thailand IBFAN group, Thai Breastfeeding Foundation. More than 1000 people from all over Thailand participated in the

conference. Dr. Arun Gupta represented BPNI/IBFAN at the conference and also delivered a talk on the global breastfeeding movement. This activity, happening every 2 years, is an example for other nations.

### **WHA and side event with Human Rights Council in Geneva (24-29 May 2013)**

IBFAN Asia along with GIFA organised a joint meeting with Human Rights Council and made a presentation on the 51-country report "Are Our Babies Falling through the Gaps". This was followed by a panel discussion with Member of the CRC Committee, Francesco Branca Director Nutrition WHO, and Joyce from Africa. Dr. Arun Gupta presented the mechanisms in place at the national level and shared what is the global picture of policies and programmes on infant and young child feeding as in the report on the state of breastfeeding in 51 countries. Key recommendations were proposed to the house to take it forward. It proved to be a useful event to further the implementation of World Breastfeeding Trends Initiative (WBTi).

### **Meeting with Oliver de Schutter, UN Rapporteur for Right to Food**

As a part of the Right to food movement, IBFAN Asia representative were invited to meet Mr. Schutter on 3rd July 2013. Few important issues concerning early child nutrition including breastfeeding and the link to food security, Code Violations as to how baby food industry is continuing to violate the International Code of Marketing of Breastmilk Substitutes (Code) and national legislations giving examples of advertisements doubting mother's ability to breastfeed in Turkey (Danone) and sponsorships in India (Nestle) raised. Also the concerns surrounding the so called global movement i.e. SUN Movement on nutrition is moving rapidly to set up multi-stakeholder platforms in countries which in principle include business network.

### **One Asia Breastfeeding Partner's Forum at Luang Prabang**

IBFAN Asia, Lao PDR along with Ministry of Health Lao PDR and Lao Women's Union organized the One Asia Breastfeeding Partner's Forum from 28-30 October 2013. More than eighty participants from 28 countries from South Asia, South East Asia and East Asia came together to support Maternal, Infant, Young Child Feeding and Nutrition issues at the 9th One Asia Forum with the theme, "Food Security, Food

Sovereignty in Maternal, Infant and Young Child Nutrition”, and discussed core issues around breastfeeding and infant and young child feeding and its relation with maternal, infant and young child nutrition. Implementation of the International Code for Marketing Breastmilk Substitutes and WBTi assessment emerged as the key priorities for generating policy actions. Declaration and call to

action emerged there which had major recommendations including developing a plan of action with clear objectives to implement the global strategy on infant and young child feeding in its entirety and allocate adequate budget and financial resources, etc <http://www.ibfanasia.org/OABPF-9/Luang-Prabang-Declaration.pdf>



**ONE ASIA BREASTFEEDING PARTNERS FORUM - 9, Luang Prabang**



# NETWORKING AND SOCIAL MOBILISATION

## ***World Bank SAFANSI Project meeting***

World Bank organized a meeting to discuss SAFANSI project on 18th March 2013. The progress, details of reporting and clarifications if any in connection with “Strengthen Infant and Young Child Feeding Capacity in South Asia Region with SAFANSI were discussed in the meeting. All aspects of financial, procurements etc. of the projects were discussed.

## ***World Bank Client Connection Workshop***

World Bank organized the client connection workshop on 18th April 2013, to acquaint their clients about the system/procedures for use of the Client Connection website of World Bank to gather information related to the SAFANSI project. All the features of the website were explained and it was emphasized to use the website for better implementation of the activities. Dr.J.P.Dadhich and L.R.Gupta attended the workshop.

## ***Participation in “Orientation Training on Social Empowerment of Women” organized by NIPCCD***

BPNI representative participated in the workshop from 18th to 22nd March 2013. Purpose of attending this conference was to have update on policies and programmes for social empowerment of women, empowerment process, gender issues, health & reproductive rights, imparting nutrition & education etc.

## ***Participation and Inputs at “India's Zero Hunger Challenge” Conference***

Dr.Neelima Thakur from BPNI attended the meeting “India's Zero Hunger Challenge” organized by NAVDANYA on 19th March 2013. The purpose was to support the network and also to raise our voice on the “False and Biased Solution to Children's Malnutrition” and also exposed the role of company commercialization of child malnutrition.

## ***Concerns raised at meeting “Issues of Nutrition in the Civil Society” of Planning Commission***

BPNI along with members SSMI on 17th April 2013 participated and gave inputs to nutrition agenda in the meeting. Also raised issues on having credible coordination mechanisms at the centre like an authority including technical committee and also alerted on the upcoming threat on “fortified foods” and “packaged foods” being introduced in the public programmes as well as calls to weaken the existing legislative framework including *Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992, and Amendment Act 2003.*

## ***Participation in WABA-Extraordinary Breastfeeding Partners' Meeting***

On behalf of IBFAN, Dr. JP Dadhich participated in a 3-day *Extraordinary Breastfeeding Partners' Meeting (EBPM)* held from 8-10 November 2013 in Penang, Malaysia. This was a strategic planning meeting to further consolidate the new WABA Strategic Plan (2014-2018). He contributed in discussion on various agenda items putting forward IBFAN's point of view.

## ***Participation in the “Scientific Dissemination of Comprehensive Nutrition Survey (CNSM)”***

Dr. Shoba Suri attended the meeting organized by International Institute for Population Sciences (IIPS) at Pune on 13th December, 2013. The purpose of the meeting was the scientific dissemination of the Comprehensive Nutrition Survey in Maharashtra that provides estimates of nutritional status and feeding practices of infants and young children in their first two years. The survey undertaken was a joint initiative of the Government of Maharashtra and UNICEF, and implemented by IIPS, Mumbai.

### **World Bank SAFANSI Review meeting**

World Bank organized a review meeting to discuss SAFANSI project on 17-18th December 2013. The meeting was attended by BPNI, World Bank and DFID representatives. The discussion included the progress made since project inception, the deliverables completed, the timeline for the remaining tasks, and key lessons and gaps identified during the implementation of the project. An update on the procurement plan and the finances (total budget, expenditures already incurred and amount remaining) were presented and discussed. The additional financing proposal under SAFANSI was also a part of the discussion.

### **World Breastfeeding Week Celebration 2013**

The World Breastfeeding Week 2013, with the theme “Breastfeeding Support: Close to Mothers” was observed all across the South Asia. BPNI/IBFAN Asia coordinated actions in these countries.

BPNI developed an announcement, a power point presentation, a petition (See: <http://bpni.org/wb-2013>) and an India specific action folder based on the WBW theme, adapting information provided in WABA' WBW action folder. BPNI'S action folder was translated

in 6 Indian languages, namely, Assamese, Kannada, Hindi, Punjabi, Urdu, Telugu and disseminated widely. The translated action folders were shared with WABA secretariat

(See:<http://worldbreastfeedingweek.org/2013/download/ads.shtml>). An information booklet (parent book) was also translated and disseminated in 6 states of India.

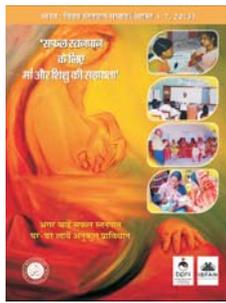
World Breastfeeding Week from 1st to 7th August 2013 was celebrated all across the country and was coordinated by BPNI. BPNI office received a total of 79 reports from various organizations and individuals from different parts of the country. These reports were assessed by experts and 15 winners from organizational category and only 3 winners from individual category were selected due to insufficient entries in the individual category. So, as mentioned in the announcement instead of total 20 award only 18 awards will be given away.

Ministry of Women and Child Development, Government of India wrote a letter to all the State governments directing them to observe WBW and get assistance from BPNI. (See: <http://www.bpni.org/WBW/2013/Dr-Shreeranjana-JS-WBW-Letter.pdf>) BPNI facilitated the process of sending this letter.

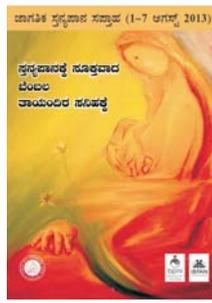
## **WBW 2013 Celebration in India**



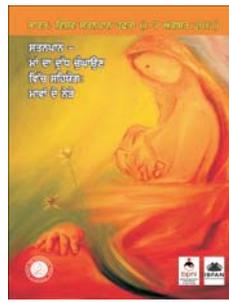
## WBW 2013 Action Folder in Different Languages



Hindi



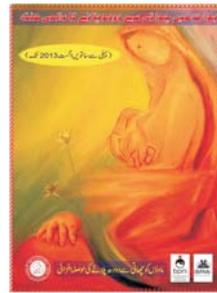
Kannada



Punjabi



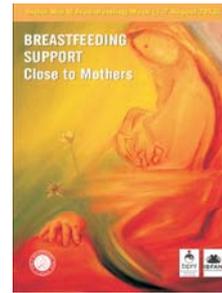
Assamese



Urdu



Telugu



English

In South Asian countries, WBW action folder prepared by WABA was disseminated. It was translated in local language in Afghanistan, Nepal and Bangladesh and disseminated during the week. World Breastfeeding week was celebrated and media events were organized during World Breastfeeding Week in the four countries in South Asia i.e. Afghanistan, Bangladesh, India and Nepal, to showcase and highlight policy and program gaps, how to bridge these and dissemination of these messages in local languages through the media, as well as to position IYCF as an integral part of the food security agenda of these countries. Reports available at: <http://www.bpni.org/safansi-2013>

**Bangladesh** printed and disseminated various IEC

materials like posters, flyer, and action folder throughout the country. A TV talk show was organized on benefits of breastfeeding. Also organized a roundtable discussion on BMS Code with an aim to build consensus among stakeholders including journalist on the violations of the Code in hospitals and clinics and conflict of interest by health professional practice.

**Afghanistan** celebrated World Breastfeeding Week 2013 by organizing a press conference in collaboration with Ministry of Public Health, UNICEF, WHO and IBFAN Asia. 500 participants participated in this media event including good representation from media. Minister of Public Health emphasized on mother to mother support and emphasized on the importance of



WBW 2013 Celebration in Bangladesh



WBW 2013 Celebration in Afghanistan

peer support and counselling in improving IYCF practices at both community and facility level.

**Nepal** celebrated the World Breastfeeding Week 2013 by organizing various activities throughout the week. The action folder was translated in Nepali, printed and widely disseminated. Exhibition on breastfeeding and complementary feeding was organized by nursing college students. A live talk program on breastfeeding and complementary feeding was organized on Nepali FM. Many orientation programmes related to breastfeeding, complementary feeding and peer support were organized for medical and nursing students and interactive sessions with lactating mothers and family members attending immunization clinic on breastfeeding and complementary feeding.

### Networking through Google Groups

- IBFAN Asia/BPNI led Alliance Against Conflict of Interests(AACI) has been sending out information to its members of Google-groups and hosting informal meetings with relevant partners on the issues to orient on moving towards a bill on conflict of interest. During the year Update 3 was published (available on the website. <http://aacindia.org/>). AACI members include public health activists, people's health movement, rights

activists, women health, media, lawyers, and health professionals.

- A google group titled 'Effects of Environment and Climate Change on Infant feeding' has been established and being coordinated from IBFAN Asia. Members of the group are from India, Philippines, South Korea, UK, Switzerland and Malta. Group members share information, publications etc. on the subject regularly.
- A google group titled 'HIV Infant Feeding Google Group' has been established and being coordinated from IBFAN Asia. This is a group of professionals working on the issue of infant feeding and HIV. Group members share information, publications etc. on the subject regularly.

### Sub-regional Networking & Coordination

- Sub-regional networking and coordination in SEA and EA region has led to strong participation of country groups in both WBT/ process and at the Forum. Country points are actively involved in democratic process of the IBFAN Asia general body for which policy council elections are due next year at Brunei. Operational plans are developed with three regions annually and followed.

<p style="text-align: center;"><b>Alliance Against Conflict of Interest (AACI)</b></p>	<p style="font-size: 1.2em; font-weight: bold;">Conflict of Interest: A Case for Legislation</p>
<p><b>AACI Update-3</b> January 2013</p>	<p style="text-align: center; font-weight: bold; color: #000080;">Protecting people against vested interests in public policy</p> <p><b>The purpose of this update is to provide specialised information on the issue of conflict of interests in food, health and nutrition sectors to the concerned people including members of AACI, public interest groups, people fighting corruption, interested policy makers and others.</b></p> <p><b>WHA Resolution 68.6 passed on Conflict of Interest.</b></p> <p>WHA 68.6 calls on governments to establish 'adequate mechanisms' to deal with conflicts of interest. (apps.who.int/gho/wha/pdf_files/wha68/wha68_en.pdf). The Resolution is especially important in relation to the new partnerships and 'multi-stakeholder' arrangements, many of which are pushing fortified processed baby foods.</p> <p>In spite of this resolution, UN's nutrition initiatives such as <b>Global Alliance for Improved Nutrition (GAIN)</b>, which works with over 600 companies, and <b>Scaling Up Nutrition (SUN)</b> have yet to formulate their own conflict of interest safeguards.</p> <p><b>Maternal, infant and young child nutrition (WHA 65.6)</b> The Sixty-fifth World Health Assembly, PPH, Having considered the report on maternal, infant and young child nutrition: draft comprehensive implementation plan</p> <ol style="list-style-type: none"> <li>1. ENDORSES the comprehensive implementation on maternal, infant and young child nutrition;</li> <li>2. URGES Member States<sup>2</sup> to put into practice, as appropriate, the comprehensive implementation plan on maternal, infant and young child nutrition, including:</li> <li>3. establishing a dialogue with relevant national and international parties and forming alliances and partnerships to expand nutrition actions with the establishment of adequate mechanisms to safeguard against potential conflicts of interest;</li> <li>3. REQUESTS the Director-General:             <ol style="list-style-type: none"> <li>3. to develop risk assessment, disclosure and management tools to safeguard against possible conflicts of interest in policy development and implementation of nutrition programmes consistent with WHO's overall policy and practice;</li> </ol> </li> </ol> <p><b>12<sup>th</sup> Plan calls for preventing conflict of interest</b></p> <p>The 12<sup>th</sup> Plan Document on Social Sectors recognizes the problem of conflict of interest in the health and nutrition sectors. (<a href="http://www.plancommission.gov.in/sectors/12thplansectors/3.pdf">http://www.plancommission.gov.in/sectors/12thplansectors/3.pdf</a>) In the context of implementation of the IMS Act, the document in point 23.258 calls for developing policy guidelines and mechanism to ensure "that commercial influences and conflict of interest do not undermine optimal infant and young child feeding practices."</p> <p>In relation to medical practices and pharmaceuticals, the Plan document in point 20.76, urges that "to avoid medical conflicts of interest, legislation requiring drug companies to disclose payments made to doctors for research, consulting, lectures, travel and entertainment would also be considered." It further states in point 20.134, that the Dept. of Health Research would, on the lines of UK's National Institute of Clinical Excellence, develop expertise to assess therapies and technologies for cost effectiveness, and among other things, suggest inclusion of new drugs and vaccines in the public health system, formulate standard treatment guidelines and treatment protocols. According to the Plan, "the justification for housing the proposed institute outside the Department of Health, but within the Ministry, is to provide it an element of objectivity and independence from practitioners, and to avoid conflict of interest."</p>
<p><b>Special</b></p> <ul style="list-style-type: none"> <li>• WHA Resolution on Conflict of Interest</li> <li>• 12<sup>th</sup> Plan calls for preventing conflict of interest</li> <li>• Immunisation schedule recommendations root of conflict of interest</li> <li>• Intellectual conflict of interest</li> </ul>	 <p style="font-size: 0.8em;">Could we at least acknowledge that the published data shows a strong link cancer when sugar under the net?</p>

# TRAINING AND CAPACITY BUILDING

## ***IYCF training Programme expert meeting at NIPCCD***

BPNI organised a meeting of the Expert Group to discuss issues related with IYCF training Programme at NIPCCD, New Delhi on 8th March 2013. The meeting was attended by the Central Coordination Committee members of BPNI, faculty from medical colleges, and experts in the field of IYCF. The meeting, chaired by Dr.Dinesh Paul, stressed on the need and relevance of the BPNI training programme and incorporate with NIPCCD training programme. Also the new guidelines on IYCF developed by the Ministry of Health, and the 12th Plan document were discussed.



**IYCF Training Programme Expert Meeting**

## ***Organized International Training of Trainers***

An International Training-of-Trainers in Infant & Young Child Feeding Counseling: a 4-in-1 course (An Integrated Course on Breastfeeding, Complementary Feeding, Infant Feeding & HIV counselling and Growth

Monitoring) was organized by BPNI/IBFAN Asia to develop six Master Trainers and twenty five IYCF Counseling specialists. The 13 days training programme was held from 24th June to 7th July 2013 at New Delhi. Three health professionals each from Afghanistan and Nepal were trained as master trainers, who further trained the twenty five IYCF counselling specialist. The training helped in assessing the practicality of running the 13 days training course.

## **International Training of Trainer in IYCF Counseling**



## **Vertical training course on Infant and Young Child Feeding for ICDS**

BPNI training team imparted training session at the Vertical training course on Infant and Young Child Feeding for ICDS functionaries” organized by NIPCCD during the World Breastfeeding Week from 5th to 7th August 2013. BPNI imparted training on IYCF and related issues like IMS Act etc. during the training course.

## **Capacity Building Across States**

### **Punjab**

A capacity building training with the intent to enhance optimal breastfeeding rates was jointly organized by NRHM Punjab and BPNI for middle level trainer's (MLTs) in 2 districts of Punjab namely Taran Tarn & Mukhtsar, to strengthen the districts capacity for counseling on breastfeeding and complementary feeding. A total of 90 MLTs were trained in 4 batches.



IYCF Training in Punjab

### **Karnataka**

A capacity building training was jointly organized by SIHFW Karnataka and BPNI for MLTs in 4 districts of Karnataka namely Belagum, Gulbarga, Kolar and Mysore, with an objective to enhance IYCF practices. A total of 58 MLTs were trained over a period of two month between February and March 2013.

### **Haryana**

The SIHFW Haryana and BPNI jointly organized the training of MLTs in district Panchkula. In this training 46 MLTs were trained in the '4 in 1' IYCF Counseling training course.

### **Bihar**

BPNI successfully completed 5 rounds of Middle Level Training of Integrated Child Development Services functionaries, Government of Bihar at Patna in

collaboration with UNICEF Bihar and Nalanda Medical College Patna. A total of 121 Middle Level Trainers had been trained in these trainings held between October to December 2013. Participants were principal and instructors of AWTC's, instructors of MLTC's & Lady Supervisors from all 38 districts of Bihar. These Middle Level Trainers would impart further training to frontline workers over the year.



IYCF Training in Patna

### **Tamilnadu**

A capacity building training was jointly organized by Neyveli Lignites Corporation Hospital, Government of India and BPNI for Counseling Specialist on IYCF at Neyveli, Tamilnadu with an objective to enhance IYCF practices. A total of 24 counseling Specialist were trained during 30th September to 6th October 2013.

### **Delhi**

BPNI trained 26 Counseling Specialist on IYCF at Lady Harding Medical College and Kalawati Saran Children's Hospital, New Delhi from 17th to 23rd June 2013 and 24 Counseling Specialist on IYCF at University College of Medical Sciences and GTB Hospital, New Delhi from 1st to 7th July 2013.



IYCF Training in Delhi

# STRENGTHENING THE IMS ACT IN INDIA

BPNI is a notified NGO by the government of India for monitoring the compliance with the Infant Milk Substitutes, Infant Foods and Feeding Bottles (Regulation of Production, Distribution and Supply) Act, 1992 as amended in 2003.

## **Participation and inputs at “Sensitization programme for stakeholders on effective implementation of IMS Act” organized by NIPCCD**

Dr.J.P.Dadhich and Dr.Neelima Thakur from BPNI participated and presented at the workshop on “Sensitization programme for stakeholders on effective implementation of IMS Act” organized by NIPCCD at their Regional Centre Bangalore from 11th to 13th June 2013. The purpose of attending this workshop was to discuss significance and importance of IMS Act in child health and nutrition; familiarize the stakeholders with provision of IMS Act and their implementation; evolve the strategies for co-ordinations and action by the stakeholders for effective implementation of IMS Act towards optimal IYCF. Several recommendation on the effective implementation of the IMS Act emerged from the workshop.

## **BPNI-The Whistle Blowers**

### **India exposed the tactics of baby food giants**

BPNI organized a press conference during World Breastfeeding Week 2013 on “Heinz, Nestle, and Abbott: Breaking the rules, misleading mothers”. Nestle, Heinz and Abbott were found violating the *Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992, and Amendment Act 2003*. Violations include sponsoring doctors meetings, selling products on discount through web-sales, misleading women for use of cereal foods at 4 months are few to mention. When presented to media on 31st



July 2013, this was widely covered following day in Hindu, Business Standard, Reuters, and One World, including a video clip by ANI. This information has also been shared with Government of India for further action. BPNI has demanded strict enforcement of the Act both in letter and spirit and decentralised implementation at the district level.

### **Companies in Denial**

When the companies were contacted by Thomson Reuters Foundation, the three companies denied the allegations against them:

Nestle India said, “Nestle India does not have any contact and/or commercial relationship with any external websites for its infant nutrition products and we do not supply them”.

Abbott said that while it sells its products to a number of different channels and distributors, all are legally obliged to abide by the law.

Heinz's Vice President for Corporate Affairs, Moan V denied the allegations against the company, saying that Heinz neither manufactured nor sold infant food products in India and suggested that the products made in England were being “smuggled” into India and sold at websites by a third party.

We Continue to Report and Follow-up

BPNI is regularly monitoring and reporting the compliance with the IMS Act for the last 22 years. BPNI follows up with the Government of India for effective enforcement of the IMS Act.

Therefore as a part of internet search BPNI continue to call upon the Ministry of Women and Child Development, Government of India:

- i. To intervene with the Ministry of Communication and Information Technology to get the ban on advertisements and offers of discounts on products under the scope of the IMS Act and regulate e-Marketing.
- ii. To pursue the matter with Ministry of Company

Affair to ensure effective implementation of the IMS Act.

- iii. To interact with the Ministry of Import and Export, so that at the time of import, labelling regulations are implied on baby food products as per the Indian law.
- iv. To initiate legal action against the website [www.firstcry.com](http://www.firstcry.com) and Heinz Co. Ltd., UK for misleading labelling and promotion on the website.
- v. To ask for investigation on Mr.Mohan V claim for smuggling of Heinz products in India by competent law enforcing agencies.

# RESEARCH & DOCUMENTATION

**B** PNI continued to keep its members updated with the latest information on breastfeeding and infant and young child feeding by developing regular Bulletin/Newsletters, articles and scientific publications.

## **Research**

### **Workshop on Research Methodology at Indian Social Institute**

Participation in a 5-day workshop on Research Methodology at Indian Social Institute - Dr. Shoba Suri and Dr. Neelima Thakur took part in a 5-day Research Methodology workshop organized by Indian Social Institute, Lodi Road from 18-22nd February 2013. The course was a combination of classroom teaching, practical sessions and group work. It was useful to an extent as major topics, including statistics, were touched upon, though not dealt with in detail.

### **Presented paper at the first International Conference on empowerment of women in developing world"**

Dr. Shoba Suri participated and presented paper on "The state of Maternity Protection in 51 countries" at the First International Conference on empowerment of women in developing world" organized by Shivaji College, Delhi University on 1st April 2013. It was a very enlightening to hear all the wonderful work being done across the globe and to develop link with NIDM, for further action or work.

### **Research Data Collection at Maharishi Valmiki Hospital, New Delhi**

Initiated and completed data collection at Maharishi Valmiki Hospital, New Delhi for the study titled "A Study to assess the Knowledge, Attitude and Practices of Mother regarding Infant and Young Child Feeding: A Hospital Based Cross Sectional Study" from October to December 2013.

### **World Breastfeeding Trends Initiative (WBTi)**

World Breastfeeding Trends Initiative (WBTi) is a flagship programme of IBFAN Asia/BPNI. This year

also, advocacy for implementation of WBTi in different countries, reassessment, publications and using WBTi assessment for national and international advocacy continued. Some of the actions in this regard are as follows:

- In 2013, Nepal completed and published re-assessment report and China-Mainland, Hongkong-SAR, Mongolia, Republic of Korea, and Taiwan submitted re-assessment findings for verification. Timor Leste, Burkina Faso and Ethiopia have completed first assessment, and reports have been submitted for verification process.
- Eighteen countries from SEA, SA & EA were actively involved in the WBTi process and made presentations during the One Asia Breastfeeding Partner's Forum 9 at Laos PDR on the weaker indicators, reflecting gaps. Recommendations and the plan of action were thus developed to overcome the gaps.
- A prompt survey done by IBFAN Asia office from Asian countries has revealed that many countries are progressing on IYCF policies and programmes e.g. Indonesia imposed regulation on promotion of formula for 0-6 months, and provision of space for breastfeeding at public places, Afghanistan issued a communication policy, Vietnam amended its Code and put a ban on advertisements for BMS, complementary foods, 24 months, India issued new National Rural Health Mission IYCF Operational guidelines, Sri Lanka included IYCF for 2 years, updating of Code in progress in Mongolia, Korea has extended "fathers break" for baby care and Mainland China went forward on maternity protection with enacting of revised the Special Provisions on Labor Protection of Female Workers, which provide women prolonged maternity leave to 98 days required by ILO MPC No 183. And, the coverage of maternity insurance was increased to ensure mother's payment during maternity leave. Most countries report that governments are increasingly responding to allocate funding for activities related to breastfeeding or IYCF like e.g.

- BFHI/Code/maternity protection/skill training etc.
- WBTi country reports were used as a source of information in the WHO status report on Country implementation of the international code of marketing of breast-milk substitutes. (Available at: [http://apps.who.int/iris/bitstream/10665/85621/1/9789241505987\\_eng.pdf](http://apps.who.int/iris/bitstream/10665/85621/1/9789241505987_eng.pdf))
  - IBFAN Asia RCO submitted WBTi India country report for inclusion in the WHO Global database on the Implementation of Nutrition Action (GINA) which was uploaded on the website and may be seen at <https://extranet.who.int/nutrition/gina/en/node/14864>

### **Documents/Statements developed**

- IBFAN Asia contributed in developing the IBFAN statement calling for a review of UN and other programmes using 'commercial Ready-to-use Therapeutic Foods' and 'specially formulated foods' following two new Cochrane reviews. [Http://ibfan.org/ips/IBFAN-calls-for-a-review-of-UN-September-2013.pdf](http://ibfan.org/ips/IBFAN-calls-for-a-review-of-UN-September-2013.pdf)
- An advocacy draft document on climate change and infant feeding was developed and shared with the participants of the 9th One Asia Breastfeeding Partners' Forum at Lao PDR in October 2013. Consequent to getting feedback from experts, the final draft of the comment is now being developed and soon will be published and disseminated.
- BPNI made a submission for inclusion of conflict of interest to the Standing Committee of the Indian Parliament for amendments in the Prevention of Corruption Act. *This is fruitful to note that the report of the Standing committee of the Indian Parliament has recommended for including the definition of the conflict interest in the Amendment to Prevention of Corruption Action.*

### **Bulletin/Newsletter /Reports**

**Breaking the Law and undermining Breastfeeding. Series 5, 2013.** Available at <http://www.bpni.org/IMS-ACT/BTL-Series-5-2013.pdf>

**HIV and Infant Feeding-An information booklet for policy and programme managers in India.** Available at <http://www.bpni.org/Report/HIV-IF-information-booklet-for-policy.pdf>

**World Breastfeeding Trends Initiative. South Asia Report Cards 2012.** Available at <http://www.bpni.org/project/South-Asia-RC-2012.pdf>

**Are we doing enough for our babies? Trend analysis in infant and young child feeding policies, programmes and practices in South Asia.** Available at <http://www.bpni.org/project/Are-we-doing-enough-for-our-babies.pdf>

**Babies Need Mom Made not Man Made. A Global Consensus. A report of the World Breastfeeding Conference held 6-9 December 2012 at New Delhi, India.** Available at <http://worldbreastfeedingconference.org/World-Conference-Report-6-9-Dec2012.pdf>

**The World Breastfeeding Costing Initiative. The need to invest in babies. A global drive for financial investment in children's health and development through universalizing interventions for optimal breastfeeding.** Available at <http://www.bpni.org/wbcitool/THE-NEED-TO-INVEST-IN-BABIES.pdf>

**BPNI Bulletin No. 37 on Breastfeeding and Gender.** [Http://www.bpni.org/bulletin/Bulletin\\_37.pdf](http://www.bpni.org/bulletin/Bulletin_37.pdf)

### **Articles & Scientific publications**

- I. Interview published in Governance now on "Has private sector solved malnutrition problem anywhere in the world?" August 1-15, 2013 pp 51.
- II. How can global rates of exclusive breastfeeding for the first 6 months be enhanced? ICAN: Infant, Child, & Adolescent Nutrition 2013; 5: 133-140.
- III. Letter to the Editor on Lancet series Maternal and Child Nutrition. The Lancet 2013; 382: 1549.
- IV. Letter to the Editor on Lancet series Maternal and Child Nutrition. The Lancet 2013; 382: 1550.

## Bulletin/Newsletter/Reports published in 2013

**Breaking the Law**  
and undermining Breastfeeding

**Baby Food Companies Continue to Mislead Mothers**

A report on the marketing of baby food products in India, which has been found to be in violation of the Infant Food Act, 1956. The report highlights the aggressive marketing strategies of baby food companies, which include the use of misleading claims, such as 'natural' and 'organic', to attract mothers. It also discusses the role of the government in regulating the baby food market and the need for stronger enforcement of the Infant Food Act.

**HIV and Infant Feeding**

An information booklet for policy and programme managers in India

World Breastfeeding Trends Initiative (WBTI)

**South Asia Report Card 2012**

Progress and Status of South Asian Countries on a composite WBTI score

**Are We Doing Enough For Our Babies?**

Trend analysis in infant and young child feeding policies, programmes and practice in South Asia

**BABIES NEED MOM-MADE NOT MAN-MADE**

**A GLOBAL CONSENSUS**

A report on the World Breastfeeding Conference 6-9 December 2012, New Delhi, India

The World Breastfeeding Coding Initiative (WBCI)

**THE NEED TO INVEST IN BABIES**

A Global Plan for Financial Investment in Children's Health and Development through Universalizing Investments for Optimal Breastfeeding

Breastfeeding Programme Network of India

**BPNI BULLETIN**

Vol. 17 - December 2013

**BREASTFEEDING AND GENDER**

# COMMUNICATION AND CAMPAIGNS

## **THE NEED TO INVEST IN BABIES REPORTS LAUNCH**

“The Need to Invest in Babies A Global Drive for Financial Investment in Children’s Health and Development through Universalizing Interventions for Optimal Breastfeeding” was launched by the International Baby Food Action Network (IBFAN) and BPNI in India.



The report launch had a well planned communication strategy which was followed simultaneously in Canada, Mexico, Egypt, Columbia, Costa Rica, Guatemala and Nepal. BPNI assisted the country coordinators with communication material for executing the press conferences in their respectively countries. The communication material support included a communication brochure for the report prepared by a professional communication agency in India, the press release, a graphic demonstration video about the WBCi financial tool, WBCi financial tool

excel software, WBCi financial tool brochure and photographs for the journalists.

In India the press conference was attended by an overwhelming number of journalists and the launch was covered by 20 mainstreams media houses and news channels.

For more details check: <http://bpni.org/launch-of-the-need-to-invest-in-babies-new-delhi-india-dec-10-2013>

## **BPNI Film**

The BPNI film was conceptualized by Dr.Arun Gupta and assisted by Ms.Nupur Bidla (Program Officer-Communication and Research, BPNI) in aspiration to create an advocacy tool. “The Visual House” a social sector film production house scripted and directed the film for BPNI.

The process of making this film including scripting ,editing the content , shoot planning, listing out people for personal interviews, taking consent and fixing up interviews with concerned people and finalising shooting sites and logistics. The shooting was completed in four days, with each day scheduled for personal interview shoots. The Visual House team was provided with all supports documents, photographs and reports for the film compilation. BPNI Programme Officer for Communication Ms. Nupur Bidla accompanied the Visual House team at every shoot to



closely monitor each development in the film. The film has been disseminated to BPNI's national and global network through the BPNI Newswire, a monthly electronic link with latest updates. It has also been uploaded on YouTube for wider dissemination. Please check the link below for viewing the film.

[https://www.youtube.com/watch?v=NxLEpE0q27w&list=HL1401085779&feature=mh\\_lolz](https://www.youtube.com/watch?v=NxLEpE0q27w&list=HL1401085779&feature=mh_lolz)

### ***Communication tools developed***

- Ocean group for the whole of International Baby Food Action Network (IBFAN) network was developed at BPNI with support from the IT team.

- Global IBFAN Site was reorganized and redesigned by BPNI. This is being followed up and maintained/updated by the IT team.
- IBFAN Asia has begun a new communication activity supported by the IT team: the newswire, two times in 2013 it has been sent out with key highlights and information worth sharing.
- Global webmaster mails are received and managed by IT team and technical team in the office. Dedicated servers are being managed by the office team.

# OTHER ACTIVITIES/ DEVELOPMENT

## ***BPNI Central Coordination Committee***

### ***Administrative Meeting***

The Central Coordination Committee Meeting was held at BPNI office on 7th March 2013. The meeting was chaired by BPNI Chief Coordinator Dr.K.P.Kushwaha. Various issues like training, follow-up of WBC 2012, SAFANSI & Sida PDC project, WBTi assessment 2012, advocacy meetings and publications of 2012 were presented and discussed.

### ***BPNI association with Government of India***

- The Department of Women and Child Development, Government of India repositioned National Breastfeeding Committee as National Steering Committee on Breastfeeding and Infant and Young Child Feeding under the chairpersonship of Secretary, Ministry of Women and Child Development and constitute National Breastfeeding Coordination Committee under the chairpersonship of Jt Secretary, Ministry of Women and Child Development. Representative of BPNI is one of the members of the National Breastfeeding Coordination Committee.

- BPNI is a member of the Institutional Review Board of NIPCCD, and takes part in its deliberations over various important issues of the institute.
- BPNI is a member of the Codex Committee on Nutrition and Foods for Special Dietary Uses of the Food & Nutrition Board, Ministry of Women & Child Development, and Government of India. It regularly participates in the meeting of the Codex Shadow Committee organized under the Chairmanship of Jt Secretary, Ministry of Women & Child Development.
- BPNI is a member of the expert group constituted by the National AIDS Control Organisation (NACO), Government of India to formulate nutrition guidelines on HIV exposed children

### ***Sida PDC Evaluation Visit***

Sida commissioned Sipu International for conducting PDC evaluation interviews with BPNI to understand our learning's and experience with regards to being partners with SIDA for implementing the PDC. The interview was scheduled for 26th September 2013.

# PARTNERSHIPS, COLLABORATIONS & DONORS

BPNI/IBFAN Asia acknowledges the support and contribution of all partners (national and international) who have helped BPNI in its work to protect promote and support breastfeeding.

## ***Government of India***

The Planning Commission, Ministry of Women and Child Development and Ministry of Health and Family Welfare for placing breastfeeding and infant and young child feeding at the centre of their policies related to child survival and health and always extending support to BPNI in all its endeavours.

State Governments NRHM Punjab, SIHFW Karnataka, NRHM & NIPI Haryana, Bihar who contributed along the way, without which it is not possible to carry out the work.

## ***International Partnerships***

Swedish Development Cooperation Agency (Sida) and the Norwegian Agency for Development Cooperation (NORAD), who have been primarily responsible for funding our work on breastfeeding.

The World Bank for its contribution through the SAFANSI Trust Fund (contribution by DFID and AUSAid) is sincerely appreciated.

# MANAGEMENT & STAFF

## CENTRAL COORDINATION COMMITTEE

15 JUNE 2012-14 JUNE 2015

### Chief Coordinator

Dr. K.P. Kushwaha, *Gorakhpur, Uttar Pradesh*

### Central Coordinator

Dr. Arun Gupta, *New Delhi*

### Finance Coordinator

Dr Pawan Garg, *New Delhi*

### Members

Dr. Ajay Gaur, *Gwalior, Madhya Pradesh*

Dr. Sunita Katyayan, *Ranchi, Jharkhand*

Dr. Dinesh Khosla, *Rohtak, Haryana*

Dr. K. Kesavulu, *Hindupur, Andhra Pradesh*

Dr. Alka V. Kuthe, *Amravati, Maharashtra*

## BPNI/IBFAN ASIA STAFF 2013

Dr Arun Gupta, *Central Coordinator (BPNI) & Regional Coordinator (IBFAN Asia)*

Dr JP Dadhich, *National Coordinator (BPNI)*

Ms. Radha Holla Bhar, *Campaign Coordinator*

Mr PK Sudhir, *Coordinator, Training & Finance*

Dr Shoba Suri, *Senior Programme Officer (Research)*

Ms Beena Bhatt, *Senior Programme Officer (IT)*

Mr LR Gupta, *Programme Officer (Administration)*

Ms. Veena Rawat, *Programme Officer (Information & Social Mobilization)*

Dr Neelima Thakur, *Programme Officer (Research)*

Ms Nupur Bidla, *Programme Officer (Research & Communication)*

Mr Satya Prakash Madheshiya, *Programme Officer (Research & Communication)*

Mr Manish Kumar, *Programme Officer (Training)*

Ms Fariha Siddiqui, *Programme Officer (Training)*

Ms Arnika Sharma, *Programme Officer, Training*

Mr Amit Dahiya, *Programme Officer (DTP/IT/Training)*

Mohd Kashif Khan, *Programme Assistant (Accounts)*

Mr Vijay Pal, *Assistant cum Driver*

Mr Suresh Kumar, *Office Assistant*

Mr Ashok Kumar, *Assistant cum Driver*

Mr Vinay Kumar, *Office Assistant*

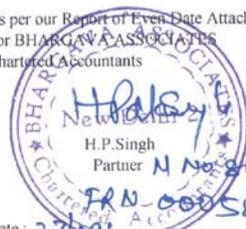
# AUDITED ACCOUNT STATEMENT AS ON 31-3-2013

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

### Balance Sheet as on 31 March 2013

Source of Funds (Liabilities)		Amount Rs.
<b>Membership Fees</b>	1,826,718.00	
Add: Received	16,000.00	1,842,718.00
CORPUS ACCOUNT	25,000.00	
Add: Transferred from Current years	134,498.15	159,498.15
<b>Current Liabilities</b>		
Sundry Creditors	274,233.50	
Expenses Payable	149,947.00	
Fixed Assets Fund	1,032,563.53	
Grant in advance	2,846,639.17	
Training fee in advance	15,903.00	
TDS payable	70,747.00	4,390,033.20
<b>Profit &amp; Loss a/c</b>		
Excess of Receipt over Expenditure for the last year	422,558.90	
Add: Excess of Receipt over expenditure for current yr	134,498.15	
	557,057.05	
Less: Transferred to CORPUS A/C	134,498.15	422,558.90
		<b>6,814,808.25</b>
<b>Application of Funds (Assets)</b>		
<b>Fixed Assets</b>		
(As per annexure "A")		346,344.01
<b>Current Assets</b>		
<b>Cash &amp; Bank Balances</b>		
Cash in Hand	5,024.89	2,680,081.14
Canara Bank (Corpus) a/c 84677	266,312.00	
Canara Bank (FCRA) a/c 84701	985,803.56	
Canara Bank a/c 17392	6,788.11	
Canara Bank a/c 26370	44,803.24	
ICICI Bank a/c 015401012949	95,976.59	
<b>Deposits with Bank</b>		
Deposits with Bank	1,275,372.75	
<b>Deposits</b>		
Misc. Security Deposit	134,750.00	134,750.00
<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 - 2010-2011	184,743.00	
TDS - 2011-2012	125,950.00	
TDS - 2012-2013	88,850.00	475,929.00
<b>Loans &amp; Advances</b>		
Grant Receivable	2,068,490.80	
Sundry Debtors	635,983.00	
Loans & Advances	410,832.30	
Prepaid Expenses	62,398.00	3,177,704.10
		<b>6,814,808.25</b>

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



Date: 27/04/2013  
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 31 March 2013**

**Income**

Grant Received

IBFAN Asia Project		21,852,430.52
SIDA-PDC- Improving Infant Health & Survival		5,902,569.21
SAFANSI project: Strengthen IYCF Capacity in SAR		10,084,939.21
WABA gBPM & Finance Meeting		621,962.00
Assessment of IYCF Practices in Nizamabad, AP		19,000.00
Capacity Building training in Punjab		2,650,981.80
Training for NRHM, Haryana		102,411.00
IYCF Counseling Specialists Course - Hindupur		248,000.00
Certificate course on IYCF - Delhi		126,000.00
Capacity building Training in Karnataka		400,497.00
Training Materials		3,081,830.00
Donation		213,070.00

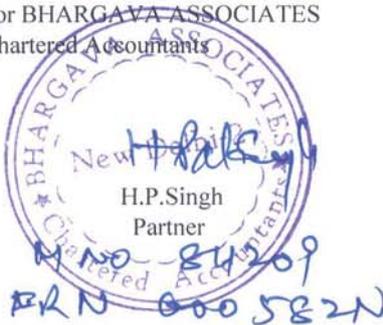
Supply of miscellaneous training tools	28,104.00	
Bank Interest	229,861.00	
Misc. Income	1,920.00	
	<hr/>	259,885.00

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**45,563,575.74**

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



For Breastfeeding Promotion Network of India

*Pawan Garg*  
Dr Pawan Garg  
Treasurer

*Arun Gupta*  
Dr. Arun Gupta  
Central Coordinator

Date : 27/09/2013  
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 ,2013

<u>Expenses</u>	<u>Amount Rs.</u>
<b>Grant Expenses</b>	
IBFAN Asia Project	21,852,430.52
SIDA-PDC- Improving Infant Health & Survival	5,902,569.21
SAFANSI project: Strengthen IYCF Capacity in SAR	10,084,939.21
WABA gBPM & Finance Meeting	621,962.00
Assessment of IYCF Practices in Nizamabad, AP	19,200.00
Capacity Building training in Punjab	2,636,816.41
Training for NRHM, Haryana	105,375.00
IYCF Counseling Specialists Course - Hindupur	212,798.00
Certificate course on IYCF - Delhi	218,375.50
Capacity builiding Training in Karnataka	410,846.00
Production of Material	1,854,876.50
BPNI Core Activity Expenses	493,835.00
Advocacy Expenses	100,337.50
Audit fee	25,000.00
Bank Charges	25,694.00
BPNI Core expenses	118,019.10
BPNI Admn. Costs	206,567.71
Depreciation	184,450.12
General Expenses	914.69
Meeting Expenses	7,741.00
Membership Subscription charges	7,338.00
Office Rent	119,000.00
Office repairs & maintennce	8,000.00
Postage & Courier	59,969.00
Printing & Stationery	17,214.00
Staffs welfare expenses	30,552.00
Write offs	4,760.31
Telephone & communication expenses	15,205.81
Trademark registratiion expenses	18,546.00
Travelling & Conveyance	65,745.00
	45,429,077.59
Transferred to CORPUS Account	134,498.15
	<b>45,563,575.74</b>

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

For Breastfeeding Promotion Network of India



FRN 600582/A

Date : 27/09/2013  
Place: Delhi

*Pawan Garg*  
Dr Pawan Garg  
Treasurer

*Dr. Arun Gupta*  
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 31.03.2013

ADDITIONS

Particulars	Depreciation Rate	Opening	Before	After	Sold/ Discarded	TOTAL	Depreciation for the year	Loss on sale of assets	Closing
		WDW as on 31.03.2012							30.09.2012
Computer	60%	2,589.86	225,855.00	64,275.00	2,589.86	290,130.00	154,795.50		135,334.50
Cooler	15%	2,030.82				2,030.82	304.62		1,726.20
Cycle	15%	1,316.38			1,316.38	0.00	0.00		0.00
Furniture	10%	128,900.03				128,900.03	12,890.00		116,010.03
Office Equipment	15%	73,474.79	14,800.00			88,274.79	13,241.22		75,033.57
Electrical Motor	15%	752.85				752.85	112.93		639.92
Electrical Fans	15%	1,119.51				1,119.51	167.93		951.58
Invertor	15%	12,851.31				12,851.31	1,927.70		10,923.61
Room Heater	15%	3,248.26				3,248.26	487.24		2,761.02
Water Cooler	15%	2,337.38				2,337.38	350.61		1,986.77
Gyser (Electric)	15%	1,149.18				1,149.18	172.38		976.80
		229,770.37	240,655.00	64,275.00	3,906.24	530,794.13	184,450.12	0.00	346,344.01

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



Date: 27/09/2013  
Place: Delhi

For Breastfeeding Promotion Network of India

*Dr Pawan Garg*  
Dr Pawan Garg  
Treasurer

*Dr Arun Gupta*  
Dr Arun Gupta  
Central Coordinator

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

## NOTES

# NOTES

# BPNI'S SWOT (STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS) ANALYSIS

## Strengths

- Established credibility with the government of India & state governments, professional bodies, national & international agencies and partners
- Established a Gazetted status from Government of India - notified under Gazette of India
- Follows a clear Ethical (core value) and funding policy
- Strong technical knowledge hub (training) & programme analysis
- Openness to evolve, broaden and diversification of work sphere
- Extreme perseverance to achieve goals
- Establishing a research team
- Excellent training team with experience of diverse groups of health systems & front line workers
- Commitment to respond to challenging and dynamic environment
- Supportive environment and staff with flexibility of work and timing
- Dedicated and committed leader since 20 years
- Flag bearers on infant and young child feeding
- Recognition as premier organisation for breastfeeding work

## Weaknesses

- Lack of field based programmes and resources to mobilise district or block level action
- Lack of visibility despite doing good work
- Not widening our reach, stuck to monitoring the IMS Act and advocacy role
- Weak communication/campaign strategies
- Lack of communication staff and inadequate human resources for effective follow up at different levels
- Uncertain financial resources
- Improper utilisation of available human resources
- Communication gap within the network
- Lack of organised work planning
- Lack of research opportunity
- Infrastructure (office rented)

## Opportunity

- Networking with governments
- Partnership with professional organisation like FOGSI
- Partnership with NIPCCD for World Breastfeeding Trends Initiative India Assessment 2012
- Advocacy efforts have led to inclusion of IYCF in the 12th five year plan and focus on under two years children in the restructuring ICDS-Mission mode document
- Networking with other organisations of similar interest
- Conflict of Interest more understood as an issue
- Increased global appreciation of issue of breastfeeding
- Monthly donor base idea to generate funding opportunity
- Using communication as an opportunity
- Global and national networking
- Growing interest in nutrition
- Social mobilisation through WBW catching up further
- Developing and promoting new tagline-Babies need mom made not man made
- Developing the tool State Breastfeeding Trends Initiative for assessment of state policy and programme

## Threat

- Corporate/Food industry/Infant milk substitutes companies are constant threat
- Misinformation/lack of awareness on formula feeding among people
- Misleading propaganda by commercial agencies in collaboration with politicians
- Lack of continuous funding and resources
- New attempts to undermine breastfeeding and growing strength of industry
- Commercial green wash from corporate & industry, manipulative strategies of association
- Lack of political support for breastfeeding
- Violations of protecting legislations
- Partnerships growing globally in Nutrition



**Breastfeeding Promotion Network of India (BPNI)/  
International Baby Food Action Network (IBFAN)-Asia**  
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Tel/Fax: +91-11-27343606  
Email: [info@ibfanasia.org](mailto:info@ibfanasia.org), [bpni@bpni.org](mailto:bpni@bpni.org)