



*Arun Kumar Panda*  
Additional Secretary &  
Mission Director NHM  
Tele: 23063155 Fax: 23063156  
E-mail: asand md@nhm.gov.in



संघीय लोकसेवा आयोग  
स्वास्थ्य एवं परिवार कल्याण विभाग  
विशेष भवन, नई दिल्ली-110011  
GOVERNMENT OF INDIA  
MINISTRY OF HEALTH & FAMILY WELFARE  
DEPARTMENT OF HEALTH & FAMILY WELFARE  
6/31 MANJHARA/AN NEW DELHI - 110011

D.O No: Z-28020/47/2017-CH  
5<sup>th</sup> June, 2017

*Dear Health Secretary,*

As you are aware, promotion and protection of breastfeeding for improving survival of infants and children is an important intervention under National Health Mission. It has been observed that use of Infant Milk Substitutes for feeding requirements of the babies is one of the deterrent factors in continuing breastfeeding. In this context, IMS Act, 2003 has been implemented in the country since 1<sup>st</sup> January, 2004 to prevent use of Infant Milk Substitutes.

The IMS Act bans advertisement anywhere of infant milk substitutes, feeding bottles and infant foods, bans the use of health systems for promotion of these products like display of posters or giving free samples, bans sponsorship of health workers or their associations, bans commission on sales, bans direct contact of company staff with mothers etc. among other provisions of labeling, quality control of infant milk substitutes and accurate information regarding breastfeeding to reach out to women/mothers (copy of IMS Act, 2003 is annexed for reference).

Taking cognizance of this fact, I would like to draw your attention to actionable points as per various sections (details in annexure) of the IMS Act as follows:

1. To take action to publicize activities (Annex 2) that are prohibited under the IMS Act through IEC.
2. Issue directive to State Government Offices, Medical Colleges, health care institutions and associations of doctors and Nurses to abstain from any kind of collaboration or receiving sponsorships from Baby food companies.
3. To direct all hospitals / nursing homes- public or private- to avoid receiving any gifts what so ever from baby food companies.
4. Take up meetings with professional bodies such as Indian Medical Association (IMA), Indian Academy of Paediatrics (IAP) / Federation of Obstetric and Gynecological Societies of India (FOGSI) etc. for facilitating implementation of the Act.

This would help us promoting breastfeeding and achieve higher rates of early breastfeeding within one hour.

I would appreciate if an action taken report can be sent to me on the above points.

*Regards,*

Yours sincerely,  
*Arun K Panda*  
(Arun K Panda)

All Health Secretaries  
Health and Family Welfare Department  
All States/UTs

Healthy Village, Healthy Nation

