



प्रीति सूदन

सचिव

PREETI SUDAN

Secretary



सत्यमेव जयते

भारत सरकार
स्वास्थ्य एवं परिवार कल्याण विभाग
स्वास्थ्य एवं परिवार कल्याण मंत्रालय

Government of India
Department of Health and Family Welfare
Ministry of Health & Family Welfare

D.O.No. 587/DC-IC(CH&AH)/2019

Dated : 11th January, 2019

Dear Secretary,

As you are aware that, promotion of breastfeeding is an important and cost effective intervention for overall survival, physical and cognitive development of children. Breastfeeding within an hour of birth could prevent 20% of the newborn deaths and infants who are not breastfed are 15 times more likely to die from pneumonia and 11 times more likely to die from diarrhoea than children who are exclusively breastfed. Bottle feeding practices and feeding children with infant milk substitutes act as a deterrent to breastfeeding practices besides increasing the risk of various infections among infants and young children. This also has a long term consequence in terms of increasing adult non-communicable disease prevalence.

Keeping this in view, The Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992 as Amended in 2003 (IMS Act, 2003) has been notified in the country to prevent use of Infant Milk Substitutes. The various points related to health system are reiterated as follows:

- 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
- Bans sponsorship of health workers or their associations by companies manufacturing infant milk substitutes, bans commission on sales, bans direct contact of company staff with mothers etc
- Provides direction on appropriate labelling, quality control of infant milk substitutes
- Bans supply or distribution of samples of infant milk substitutes or feeding bottles or infant foods, or gifts of utensils or other articles by companies manufacturing these products.
- Directs that accurate information regarding breastfeeding be reached to women/mothers

The above information may be conveyed to all health institutions in your State for immediate compliance. It is also suggested that one-day sensitization workshops covering the framework of the IMS Act applicable to the health sector should also be carried out under Mothers' Absolute Affection (MAA) programme to sensitize all healthcare providers including private providers in your State. I am also attaching a copy of the IMS Act for your reference.

I would appreciate receiving an update from you regarding the action for sensitization of the health system on the provisions of the IMS Act.

Yours sincerely,

(Preeti Sudan)