



BPNI/2019/IMS Act/05

August 28, 2019

Shri Rabindra Panwar
Secretary
Ministry of Women & Child Development
Government of India
Shastri Bhawan, Delhi -110011

Sub: Violation of Section 4 (c) IMS Act by online shopping website.

Respected Sir,

India enacted a "Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply & Distribution) Act 1992, and Amendment Act 2003" (IMS Act). An offence committed is cognizable. The IMS Act came into force on August 1993.

The Government of India notified "Breastfeeding Promotion Network of India (BPNI)"wide No G.S.R. 540 (E), dated the 27th June, 1994, to monitor the compliance with the above Act.

We draw your attention to the feeding bottles; Avent by Philips being sold on discount at Amazon.in (www.amazone.in). Attached is the Screen shot giving the evidence.

Accessed today this is the link to the evidence https://www.amazon.in/Philips-Avent-Natural-Feeding-Bottle/dp/B013SIU8Y8/ref=sr_1_21?crd=P4G99YZFJBP6&keywords=feeding+bottles&qid=1566984498&s=gateway&prefix=feeding%2Caps%2C297&sr=8-21

On the Website, infant feeding bottles are being promoted to general public. The shopping portal is **offering discounts on stated price** on purchase of Infant feeding bottles, which is a violation of IMS Act (Section 3 and 4 of the IMS Act.

Section 3 (c) of IMS Act prohibits any promotion -, "No persons shall- "take part in the promotion of infant milk substitutes, feeding bottles or infant foods" **As per the Section 4** of the IMS Act, **(c)** No person shall- "offer inducement of any other kind, for the purpose of promoting the use or sale of infant milk substitutes or feeding bottles or infant foods."

We request you to initiate action against the offending organisation.

BPNI delegation would like to come and see you to discuss about a system of monitoring and reporting about the compliance with the IMS Act. Therefore, we request for an appointment.

With regards,

Yours Sincerely,

Dr. Arun Gupta
Central Coordinator BPNI

CC: Shri. Ajay Tirkey, Additional Secretary, MOWCD, GOI
Shri Manoj Kumar Singh, Director, MOWCD, GOI
Dr. J. H. Panwal, Joint Technical Adviser, FNB, MOWCD, GOI

As a policy, BPNI does not accept funds of any kind from the companies manufacturing baby foods, feeding bottles etc. and from organization/industry having conflict of interest.



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feeding bottles

Back to results

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