



putting child nutrition
at the forefront
of social change

**Breastfeeding
Promotion Network of India**
(Registered Under Societies Registration
Act XXI of 1860, Delhi R.No. S-23144)
BP-33, Pitampura, Delhi-110 034
Tel: (91) 011-27312705, 42683059
Email: bpni@bpni.org
Website: www.bpni.org

BPNI/IMS Act/2020/12

January 24, 2020

To,
Ms. Preeti Sudan,
Secretary
Ministry of Health and Family Welfare
Government of India
Delhi -110011

Sub: Violation of Section 8(1) and section 3 (c) of IMS Act.

Respected Madam,

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

The Government of India notified "Breastfeeding Promotion Network of India (BPNI)" vide 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 distribution of, promotional materials for the increasing sales through health claims in a hospital in Delhi by Danone Nutricia address of the company given on the above mentioned promotional materials is Nutricia international PVT. Ltd, The Centrium, Office Premise No. 1, 3rd Floor, Level 4, Phoenix Market City, LBS Marg, Kurla (West), Mumbai – 400 070 (Annex-1)

- As per the section 8(1) of the IMS Act, "No Person shall use any health care system or the display of placards or posters relating to, or for the distribution of, materials for the purpose or promoting the use or sale of infant milk substitutes or feeding bottles of infant foods".
- As per the 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".

I request you to kindly take necessary action against the manufactures in this regards

With regards,

Yours Sincerely,

Dr. Arun Gupta
Central Coordinator BPNI

Cc: Shri Rabindra Panwar, Secretary, Ministry of Women & Child Development

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*Data on file

Reference:

1. Ziegler EE, Foron S. Lactose enhances mineral absorption in infants. J Pediatr Gastroenterol Nutr 1983;2:188-94. 2. Kodaguchi A, Kawai S, Ohe Y, Nagashima Y. Effects of dietary lactose and lactase preparation on the intestinal absorption of calcium and magnesium in normal infants. Am J Clin Nutr 1975;28:681-3. 3. Maren Camilla, Long Re-a, George Blackburn. Review: Review of Infant Feeding: Key Features of Breast Milk and Infant Formula. Nutrients 2016; 8: 279. doi:10.3390/nut805279 www.mdpi.com/journal/nutrients

Important Notice

The World Health Organization (WHO)¹ has recommended that pregnant women and new mothers be informed of the benefits and superiority of breast-feeding. In particular, the fact that it provides the best nutrition and protection from illness for babies. Mothers should be given guidance on the preparation for and maintenance of lactation, with special emphasis on the importance of the well-balanced diet both during pregnancy and after delivery. Unnecessary introduction of partial bottle feeding or other foods and drinks should be discouraged since it will have a negative effect on breast-feeding. Similarly mothers should be warned of the difficulty of reversing a decision not to breastfeed. Before advising a mother to use an infant formula, she should be advised of the social and financial implications of her decision. For example, if a baby is exclusively bottle-fed, more than one can (1500) per week will be needed, so the family circumstances and cost should be kept in mind. Mother should be reminded that breast milk is not only the best but also the most economical food for babies. If a decision to use infant formula is taken, it is important to give instruction or correct preparation methods, emphasizing that unboiled water, unsterilized bottles or incorrect dilution can lead to illness.

-See: International Code of Marketing of Breast-Milk Substitutes, adopted by The World Health Assembly in Resolution WHA 34.22, May 1981.

Mothers should be explained the following advantages & nutritional superiority of breastfeeding:

- Immediately after delivery, breast milk is yellowish and sticky. This milk is called colostrum, which is secreted during the first week of delivery. Colostrum is more nutritious than mature milk because it contains more protein, more anti-infective properties which are of great importance for the infant's defence against dangerous neonatal infections. It also contains higher levels of Vitamin A.
- Breast milk.
- a. is a complete and balanced food and provides all the nutrients needed by the infant (for the first six months of life) b. has anti-infective properties that protect the infants from infection in the early months
- Breast-feeding is much cheaper than feeding infant milk substitutes as the cost of the extra food needed by the mother is negligible compared to the cost of feeding infant milk substitutes
- Mothers who breast-feed usually have longer periods of infertility after child birth than non-lactators

Details of management of breast-feeding as under:

- Breast-feeding.
 - Immediately after delivery enables the contraction of the womb and helps the mother to regain her figure quickly
 - is successful when the infant suckles frequently and the mother wanting to breast-feed is confident in her ability to do so
 - In order to promote and support breast-feeding the mother's natural desire to breast-feed should always be encouraged by giving where needed, practical advice and making sure that she has the support of her relatives
 - Adequate care for the breast and nipples should be taken during pregnancy
 - It is also necessary to put the infant to the breast as soon as possible after delivery
 - Let the mother and the infant stay together after the delivery, the mother and her infant should be allowed to stay together (in hospital, this is called "rooming-in")
 - Give the infant colostrum as it is rich in many nutrients and anti-infective factors protecting the infants from infections during the few days of its birth
 - The practice of discarding colostrum and giving sugar water, honey water, butter or other concoctions instead of colostrum should be very strongly discouraged
 - Let the infants suckle on demand
 - Every effort should be made to breast-feed the infants whenever they cry
 - Mothers should keep her body and clothes and that of the infant always neat and clean
- Breast-feeding is the best form of nutrition for babies and provides many benefits to babies and mothers. It is important that, in preparation for and during breast-feeding, you eat a healthy, balanced diet. Combined breast and bottle feeding in the first weeks of life may reduce the supply of your own breast-milk, and reversing the decision not to breast-feed is difficult. Always consult your Healthcare Professional for advice about feeding your baby. The social and financial implications of using infant formula should be considered. Improper use of an infant formula or inappropriate foods or feeding methods may present a health hazard. If you use infant formula, you should follow manufacturer's instructions for use carefully - failure to follow the instructions may make your baby ill.

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IMPORTANT NOTICE: MOTHER'S MILK IS BEST FOR YOUR BABY

DEXOLAC 1 INFANT FORMULA, INFANT MILK SUBSTITUTE

