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,


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 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 Rabin德拉 Panwar, Secretary, Ministry of Women & Child Development

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 conflicts of interest.
Smarter with time. Steady with trust.

DEXOLAC

100% LACTOSE
**Important Note:** Mother's Milk is Best for Your Baby

**The Indian Choice for Growth & Development**

**Dexolac**

In the event of inadequate Breastmilk.