



# DIRECTORATE OF FAMILY WELFARE

Heads of the Department Building,  
Department of Health & Family Welfare,  
Government of Odisha.

Tel/Fax-0674-2391625/2391112

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Letter No: ND-944

Date: 03-12-2019

From

**Dr. Samir Kumar Das**  
Director of Family Welfare, Odisha.

To

**All CDM & PHOs-cum-District Mission Directors, Odisha**  
Director, Capital Hospital, Bhubaneswar  
Director, RGH, Rourkela.

Sub: Protect and promote breast feeding and ensuring implementation IMS Act (regulation of production, supply and distribution Act, 1992 as amended in 2003)

Ref. File no: HFW-FW-FWMISC-0042-2019-29894 / H., Dated: 20/11/2019, Department of Health and Family Welfare, Govt. of Odisha.

Madam / Sir,

In enclosing herewith a copy of the letter under reference cited above, I am to inform you that in view to protect and promote breastfeeding and ensuring proper use of infant foods IMS-Act, 1992 as amended in 2003 was enacted to regulate production, supply and distribution of Infant Milk substitute.

In the above context, you are requested to take appropriate steps to nominate a district level authority who is trained on Infant and Young Child Feeding practices/ MAA(Mother's Absolute Affection) program as the district level Authorized Officer in your respective district and compliance report to the state.

This may be treated as **MOST URGENT**.

Yours faithfully

  
31/12/19  
Director of Family Welfare, Odisha.

Memo No. 945 /

Date: 03-12-2019

Copy submitted to Commissioner-cum-Secretary to Govt. of Odisha, Health & F.W. Department for favour of kind information.

  
31/12/19  
Director of Family Welfare, Odisha

Memo No. 946 /

Date: 03-12-2019

Copy submitted to the Mission Director, National Health Mission for information.

  
Director of Family Welfare, Odisha

P.T.O.



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Memo No. 947 /

Date: 03-12-2019

Copy forwarded to Team Leader, SHSRC/NHM for information and necessary action.

**Director of Family Welfare, Odisha**

Memo No. 948 /

Date: 03-12-2019

Copy forwarded to JD CH//JD Nutrition//Nutrition Officer for information and necessary action.

**Director of Family Welfare, Odisha**

Memo No. 949 /

Date: 03-12-2019

Copy forwarded to Consultant CH (Tech) // Consultant RMNCH+A (Tech) // Consultant RMNCH+A (Mgt) // Senior Consultant IYCF / SAM Mgt for information and necessary action.

**Director of Family Welfare, Odisha**