

Exploitation of Covid-19 Pandemic by Baby Food or Feeding Companies

Dr. Arun Gupta, MD

Breastfeeding Promotion network of India

19 June 2020.

Look What they are doing ?

Capitalising on Covid-19 and blatant violations of the IMS Act and “manipulation by association”

1. Free distribution of baby milk powders such as infant formula, foods for young children...
2. Spreading misinformation to public
3. Sponsoring doctors/associations even for adult nutrition
4. Feeding bottle company has also joined the bandwagon.

Credit goes to Vigilant friends all over India.

Here are several examples of various companies playing in India.....



bpni
putting children's nutrition
at the forefront
of social change



IBFAN
defending breastfeeding


Nestle exploits Covid 19.....connivance with NGOs, Police, Admin..

INDIA: Nestlé Lactogen follow-on formula being given out by a charity



Government Officer distributing “Cerelac” (Nestle) in Chandigarh.



 **Manoj Parida, IAS** @manup... · 2d ✓
Baby food as promised 😊



👍 45 🔄 40 ❤️ 463 📤

 **Mayank Sharma**
@dr_mayanksharma ✓

Replying to [@manuparida1](#)
Sir, these infant feeds have little nutrition value. It should not be promoted especially by the Government. [@Moveribfan](#)

23:32 · 20/04/20 · [Twitter for Android](#)

1 Retweet 1 Like



“Lactogen” free distribution Kalamandir- CCAF Jamshedpur, Jharkhand

11:35

← Tweet

 **Kalamandir-CCAF**
@CcafKalamandir

Save Children
In Corona Lockdown period
Anganwadi s are closed.
Very small but significant effort at
the request of BDO, Dhalbhumgarh
to distribute Lactogen Step I
to babies of 0-6 months age in
Dhalbhumgarh by Kalamandir
Jamshedpur. @DCEastSinghbhum
@HemantSorenJMM



16:28 · 20 Apr 20 · Twitter Web App

Tweet your reply



29 April 2020



“Lactogen” free distribution in Jalpaiguri (West Bengal) by Prasary Foundation with Nagrakata police station



Jalpaiguri Police

@JpgPolice

Today Prasary Foundation in association with Nagrakata PS distributed 300 packets Lactogen to the children of needy Families . Some NGOs and Jalpaiguri District Police are trying to stay beside the needy people in this lock-down Period. #HumanityFirst #JalpaiguridistrictPolice



17:09 · 29 Apr 20 · Twitter Web App



Hiding behind..Nestle Nutrition Institute

 **Nestlé Nutrition Institute** 

5,425 followers

Promoted

Learn about the nutritional landscape & dietary patters in toddlers, as well as the effect of nutrition on toddler's growth and development, with the tutoi ...see more



**Your trusted
Educational Partner**

Find out more about the specific
nutritional needs of toddlers

TAKE TUTORIALS



Explore Toddler Hub tutorials

nestlenutrition-institute.org

[Learn more](#)

Nestle Again.....



*Listen to your patients
they are telling you the diagnosis !*

TOPIC

*Latest updates and clinical case
scenarios in Bariatric Nutrition*

Live Webinar By



SARFARAZ BAIG

Bariatric Surgeon,
Belle Vue Clinic, Kolkata



LILLIAN CRAGGS-DINO

RD, Cleveland Clinic,
Florida



Saturday, 30th May, 2020



Time: 6:00pm

An Educational Initiative by  **Nestlé** HealthScience & **OPTIFAST**

“Amulspray” ...AMUL-why would it be left behind !



Delhi April 2020

DANONE sponsors FOGSI Webinar



FOGSI
FOODS & DRUGS AND
MEDICO SURGICAL
EQUIPMENT COMMITTEE

Topics

**NUTRITION FIRST
FOR FIRST 1000
DAYS**

Date: On 18th June 2020
Time: 5:00 pm onwards

Special Guests



Dr. Alpesh Gandhi
President FOGSI



Dr. Rishma Dhillon Pai
President MOGS

Register to the program now
1 ICOG point on attendance



Moderator



Dr. Vidya Thobbi
Chairperson
Foods & Drugs And Medico
Surgical Equipment Committee

Speakers

Focus on nutrition in pregnancy and
lactation what should you know?



Dr. T. Ramani Devi
MD, DGO, FICS, FICOG
National Vice President FOGSI 2020

Micronutrients for immunity
in COVID times



Dr. Reena Wani
MD, FICOG, DNB, DFR, FCS, DGO, FICOG
Professor/Asst. & Head, Dept. of
Obstetrics and Gynaecology
HBTMC & Dr B N Cooper Municipal
Hospital, Juhu

Macronutrients and importance of
protein intake in pregnancy




Shilpa Joshi
MD
Vice President (2019-2021)- Indian
Dietetic Association

A series of 3 webinars with
3 credit points in total
STAY TUNED




DANONE reaches out to mothers !

Tweets Tweets & replies Media




 **Danone India** ... · 28/04/20 ▾

New mothers are looking for reliable sources of information that they can trust. In order to guide them through their journey of motherhood, we at [#Danone](#) are happy to introduce our digital initiative - [#VoiceOfExperts](#).

Subscribe now & stay tuned:
bit.ly/2KE2AJZ

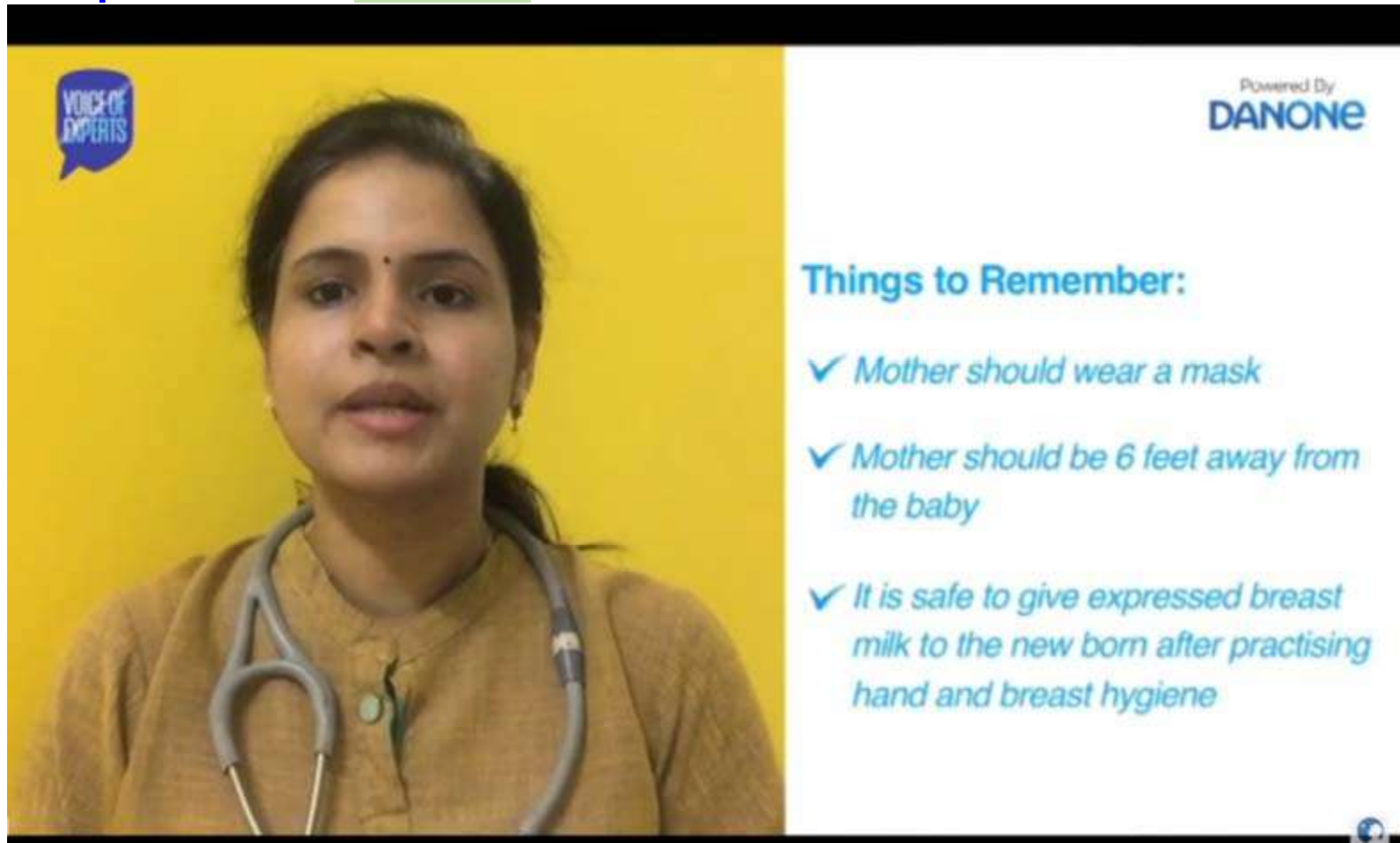


35 views

2020: DANONE EXPLOITING THE PANDEMIC THROUGH EXPERT ADVICE

Danone (the world's second biggest baby food manufacturer) sets up an “expert advice” [YouTube](#) channel for Indian mothers.



VOICE OF EXPERTS

Powered By
DANONE

Things to Remember:

- ✓ *Mother should wear a mask*
- ✓ *Mother should be 6 feet away from the baby*
- ✓ *It is safe to give expressed breast milk to the new born after practising hand and breast hygiene*

ABBOTT Infiltrating communities of doctors

Docplexus - Community of 380,000+ Doctors

WEBINAR

LIVE ON MAY 09, 5:30 PM



TOPIC

CMPI And Lactose Intolerance:

Difference & Implications



Dr. Prashanth Bachina

MBBS, MD
Pediatric Gastroenterologist and Hepatologist
Rainbow Children's Hospital,
Hyderabad

ABBOT's association with doctors

Abbott

For the use of a Registered Medical Practitioner in a Hospital or Laboratory only

EDGE

pEdiatrics knowleDGE enhancement
by Experts

14th June 2020
(West & South Zone)

Speakers



Dr. Nitin Shah



Dr. Kishore Kumar

Agenda

Topic	Speaker	Time Duration
Introduction	Abbott Medical	5 Mins
Immunisation during today's current situation	Dr. Kishore Kumar	20 Mins Talk + 10 Mins Q & A
Typhoid - Recent updates & practice	Dr. Nitin Shah	30 Mins Talk + 10 Mins Q & A
Medico legal aspects - Case based discussion	Mt. Mahendra Bappa Bx. Supreme Court Lawyer	30 Mins Talk + 10 Mins Q & A
Closing remarks	Abbott Medical	5 Mins

Abbott

Abbott's association with doctors



WELCOME TO

NEO CONNECT

DIGITAL INITIATIVE TO
ENHANCE THE WAY YOU
DELIVER NEONATAL CARE

THE EIGHTH SESSION
18 JUN 2020
THURSDAY
2PM ONWARDS

KEY NOTE SPEAKERS:



Dr Ashok Modi



Dr Jaikrishan Mittal



Webcast Registration:



Name*



Email*



Phone No*



Location*

Dear Doctor,

Abbott India Limited ("Abbott") is a global pharmaceutical company known for its innovative products and commitment to applying leading edge science and technologies to advance patient care. It has been our constant endeavor to propagate knowledge on various diseases, disorders, therapies

I accept these T&C's

SUBMIT

Medela selling bottles on discount !

Baby > Feeding > Bottle Feeding > Bottle Sets > Medela Feeding Bottle-250 ml + Calma Breastmilk Nipple (White)



Medela Feeding Bottle-250 ml + Calma Breastmilk Nipple (White)

by Medela

★★★★★ 5 ratings | 3 answered questions

M.R.P.: ₹ 2,198.00

Price: ₹ 1,879.00 **FREE Delivery.** [Details](#)

You Save: ₹ 319.00 (15%)

Inclusive of all taxes



10 Days
Returnable

In stock.

Delivery by: **May 30 - 31** [Details](#)

[Select delivery location](#)

Sold by R & R (4.2 out of 5 stars | 273 ratings).

2 offers from ₹ 1,879.00

- Feeding bottle
- Calma Breastmilk
- Breastmilk Nipple

[See more product details](#)

And....association with influencers

The image shows a screenshot of a Facebook Live event page. At the top, the user profile 'mahi0806' is visible. The event banner features logos for 'Rainbow Children's Hospital', 'BirthRight', and 'medela'. The event is scheduled for '8th April 2020 @ 4 PM' and is marked as a 'LIVE' event. The main title of the event is 'Q&A on COVID-19, Pregnancy, Childbirth & Breastfeeding'. Below the title, there are two circular profile pictures of the speakers: Dr. Jayasree Sundar and Dr. Mahima Bakshi. At the bottom, their names and titles are listed: Dr. Jayasree Sundar, Director - Obs & Gyn, and Dr. Mahima Bakshi, Women & Child Wellness Expert.



mahi0806

Rainbow Children's Hospital
BirthRight
medela

8th April 2020 @ 4 PM

f LIVE

**Q&A on COVID-19,
Pregnancy, Childbirth & Breastfeeding**



Dr. Jayasree Sundar
Director - Obs & Gyn

Dr. Mahima Bakshi
Women & Child Wellness Expert

This is a partial screenshot of the same Facebook Live event page, showing the top portion including the user profile 'mahi0806', the logos for Rainbow Children's Hospital, BirthRight, and medela, and the event date and time '8th April 2020 @ 4 PM'.

mahi0806

Rainbow Children's Hospital
BirthRight
medela

8th April 2020 @ 4 PM

Lessons and recommendations

- Widespread exploitation of COVID-19 is evident.
- Attracts provisions of IMS Act and its Rules
- Partnership with health workers continues
- **Conflicts of interest prevails**
- Promotion of BMS especially sponsorship is aggressive and contributes to increased sales of BMS and thus their consumption. This is a Commercial Determinant of Health (CDoH).
- Civil Society vigilance helps to check it.
- **Professional and associations should follow legal and ethical principles....OR stand the test of scrutiny !**
- **Governments should get serious in effective enforcement of IMS Act.**

Know This.....so simple ! Thank you !!

Dear Health Authority Officials,
Health Professionals,
Academics & Scientists,

Know this:

All your legitimacy, credibility,
and your professional
reputation is gone, as soon as
you take money from
bottle/formula industry.

It's that simple.
There is no debate.

Yours truly,

Dr. Magdalena Whoolery

