

BPNI

From: bpni-staff@googlegroups.com on behalf of Arun Gupta [arun.ibfan@gmail.com]
Sent: 19 June 2020 15:41
To: Dr Harshvardhan; Dr Harshvardhan
Cc: Preeti Sudan Secretary HFW GOI; Chattisgarh Dr.Subhash Pandey DD(CH); Manisha Panwar; Shipra Roy; Dr JH Panwal; DR. PV Ramesh; Amit Mohan Prasad; Deepika Shrivastava; Kumkum Marwaha; Dr Amarjit Singh; Secretary WCD; Archana Srivastava; Shri Gazzanfer Hussain, Secretary (Health & Medical Education); Shri Sanjeeva Kumar, Principal Secretary (Health & FW); Shri Anil Mukim, Principal Secretary (Health & Family Welfare); Smt. Indra Mallo, Secretary Health & Family Welfare; Shri Praveer Krishan, Principal Secretary (Health & FW); Shri Deepak Upreti, Principal Secretary (Health & FW); Shri Suresh Chanda, Principal Secretary; Shri Vinay Kumar, Joint Secretary (E&SA), MHA; Shri N. Sivasailam, Principal Secretary (H&FW); Shri Arvind Kumar, Principal Secretary (Health & FW); Shri Y. Tsering, Principal Secretary (Health & Family Welfare); Shri Deepak Kumar, Principal Secretary (Health & FW), Department of Health; Shri. Minhaj Alam, Mission Director (NHM),Kerala; Shri Atul Kumar Tiwari, Mission Director (NHM), Karnataka; Shri Hussan Lal, MD (NHM) Punjab; MD NHM Haryana; Shri Sandeep Kumar, Development Commissioner, Secretary Health & Family Welfare; Shri Amit Kumar Ghosh, MD (NHM), Uttar Pradesh; Smt. Rupa Mishra, MD (NHM), Odisha; Shri Praveen Kishore, Director (ICDS) Department of Social Welfare, Government of Bihar; Shri Anand Kishor, Mission Director (NHM), State Health Society, Bihar; Shri Faiz Ahmed Kidwai, Mission Director (NHM) , Madhya Pradesh; Smt. I. A. Kundan, Commissioner (Family Welfare) & Mission Director (NHM) Maharashtra; Shri M. R. Synrem, Mission Director (NHM) & Commissioner (Health), Meghalaya; Shri P.M. Basheer Ahmed, Principal Secretary Dept. of Social Welfare & Nutrition Meal Prog., Government of Tamil Nadu; Shri Jai Prakash Gupta, Commissioner & Secretary Mission Director (NHM), Gujarat; Shri Naveen Jain, Mission Director (NHM) Directorate of Medical and Health Services, Rajasthan; Ravish Sharma; Dr. Shrikar Pardeshi; Debashree Mukherjee; ICMR Director General; Anuradha Thakur; Dr Mangla Sood; JN Kansotiya; Dr Rajiv Kumar; Alok Kumar; Ratan Watal; secyhlt.pon@nic.in; acspubhealth@gmail.com; lk-coll@nic.in; cohealth@gujarat.gov.in; cs@maharashtra.gov.in; cs-maharashtra@nic.in; cs-bihar@nic.in; cs-assam@nic.in; cs-arnachal@nic.in; cs@ap.gov.in; cs-westbengal@nic.in; cs-goat@nic.in; cs-hp@nic.in; cs-jandk@nic.in; cs-jharkhand@nic.in; cs-manipur@nic.in; cs-mizoram@nic.in; cs-tripura@nic.in; cs-skm@hub.nic.in; cs@hry.nic.in; cs-uttaranchal@nic.in; cs@karnataka.gov.in; cs-andaman@nic.in; cs.pon@nic.in; Vinod Paul; D. Bairagi; Pawan Aggarwal; dineshbaswal2020; Anuj Tiwari; Milind Torawane; Policy Plan Div NDMA; Dr. Ved Prakash; CHILD HEALTH MOH; PK Sinha; Dr. Hemalatha R; Dr Sajan S Yadav; Sh Sanjeeva Kumar; Teja Ram; Manohar Agnani
Subject: { BPNI Staff } Action to Stop Exploitation of Covid-19 by the Baby food and Feeding bottle companies
Attachments: Arun Gupta Covid Exploitation Webinar 19 June-.pdf

Dear Dr Harshvardhan,

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 in August 1993. An offence committed under the law is cognizable.

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.Today, BPNI organised a webinar on COVID- 19 and Breastfeeding attended by more than 450 persons from all over India, in collaboration with WHO, UNICEF, and experts from India and abroad. One of the topics was how the baby food industry is exploiting the Covid -19. Attached my presentation made today.

I want to draw your attention to the fact that baby food and feeding bottle companies are out there exploiting and capitalising on COVID-19 situation in India and aggressively marketing their products and blatantly violating the central law India enacted in 1992 and 2003. Several sections of the IMS Act are blatantly violated. Please spend 10 minutes looking at the examples in the PPT. Many companies are involved shamelessly pursuing their profits in the name of charity.

I am sure you are aware of the negative impact of such marketing on infants' and mothers' health. Do we know, How many babies and young children have died during Covid-19 , because we didn't protect them against unethical and aggressive formula marketing? I guess we don't know.

Government of India and governments of the States are to enforce the central law enacted to protect the health of infants.

BPNI requests your utmost attention, to urgently to initiate concrete action to STOP this exploitation, by taking at least these 4 actions:

- 1. Set up a committee to have these violations examined and initiate action urgently.**
- 2. Meanwhile, direct MOH GOI and States to immediately stop such activity of free donations and sponsorship of health workers and their associations in order to save babies during Covid-19 and later.**
- 3. Write to all professional associations to remind them of their role in implementing the IMS Act and refuse sponsorships from baby food or feeding bottle companies.**
- 4. Plan of action to follow up the babies who received such free donations of formula, and identify hospitals where formula is unnecessarily used.**

We look forward to a positive response,

Sincerely,

Dr. Arun Gupta MD FIAP
Central Coordinator, BPNI <https://www.bpni.org/>

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.....

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 · 29 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

 Nestlé Nutrition Institute

Your trusted Educational Partner

Find out more about the specific nutritional needs of toddlers

[TAKE TUTORIALS](#)



Explore Toddler Hub tutorials [Learn more](#)

nestlenutrition-institute.org

Nestle confusing parents and bypass lawso clever.. And government looks the other way

2:21 4G LTE 36%
Nestlé NANGROW

LIVE CHAT ONLY ON APP

Decoding Nutrition For Growing Children
बढ़ते बच्चों के लिए पोषण डिकोडिंग

1st June 2020 4:00 pm to 5:00 pm

Dr. Barkha Chawla
डॉ. बरखा चावला
Developmental Paediatrician

BabyChakra



Nayana Nanaware Pawar

As a part of our exciting association with healthcare providers on BabyChakra a India's largest pregnancy and parenting platform, we have organized live chat on Decoding Nutrition For Growing Children. on 1st June, 2020 at 4:00 pm to 5:00 pm

To join the session and follow our Doctor Barkha Chawla on BabyChakra, use referral code *BARKHA* and download the BabyChakra app from: <http://app.babychakra.com/feedpost/162324>

Sponsored By: Nestlé Nangrow India

Timeline Photos · Yesterday at 20:46 ·

View full size · More options

Dictionary

Search for a word



toddler

/ˈtɒdlə/

noun

plural noun: **toddlers**

a young child who is just beginning to walk.

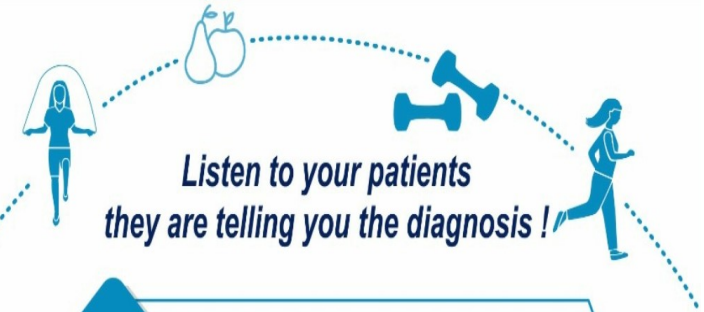


Translations, word origin and more definitions

Definitions from Oxford Languages

Feedback

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



Delhi April 2020

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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, FRCOG, DNBE, DFP, FCPS, DGO, FICOG
Professor(Addl.) & Head, Dept. of
Obstetrics and Gynecology
HBTMC & Dr R N Cooper Municipal
Hospital, Juhu

Macronutrients and importance of
protein intake in pregnancy



Shilpa Joshi
RD
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*

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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

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



EDGE
pEdiatrics knowlDGe 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
Immunization during today's current situation	Dr. Kishore Kumar	30 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	Mr. Mahendra Bajpai (Ex. Supreme Court Lawyer)	30 Mins Talk + 10 Mins Q & A
Closing remarks	Abbott Medical	5 Mins

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Abbott's association with doctors



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THE EIGHTH SESSION
18 JUN 2020
THURSDAY
2PM ONWARDS

KEY NOTE SPEAKERS:



Dr Ashok Modi



Dr Jaikrishan Mittal

bpni

putting child nutrition
at the forefront
of social change

Webcast Registration:

 Name*

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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

IBFAN
defending breastfeeding

Medela selling bottles on discount !

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Hello Select your address Mobiles Best Sellers Pantry Computers Amazon Pay New Releases Books Customer Service Sell Gift Ideas Amazon

Baby Baby Wish List Bestsellers Diapering Baby Care Feeding Activity & Entertainment Bedding, Furniture & Room Décor Potty Training Stroller, Prams & Carriers

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

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- Breastmilk Nipple

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And...association with influencers

mahih0806

Madhukar Rainbow Children's Hospital
Children First, Always


BirthRight
Your Right to a Safe Delivery


medela
mother's milk, everyday amazing

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

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

