

Launch of **STANPAN SURAKSHA** A Mobile Application By BPNI

Nupur Bidla

Director Advocacy
BPNI

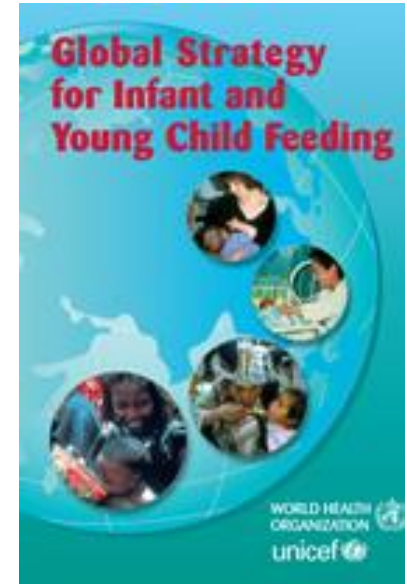
7th August 2020



Background

- The Global Strategy for Infant and Young Child Feeding observes that **“Mothers should have access to skilled support to help them initiate and sustain appropriate feeding practices, and to prevent difficulties and overcome them when they occur”**.

- According to WHO, **“Breastfeeding counselling should be provided to all pregnant women and to mothers with young children”**



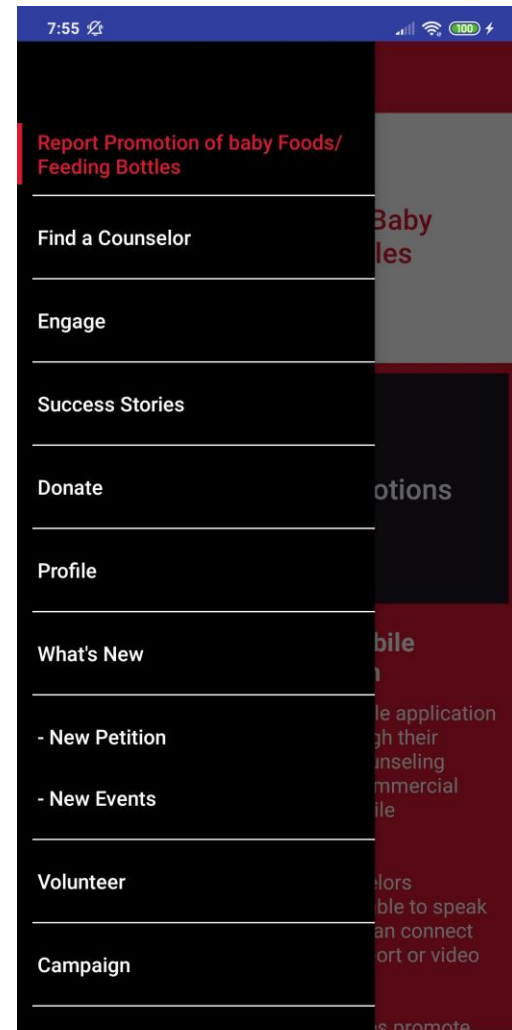
Vision

To enhance access to skilled lactation counselling support and protecting mothers from commercial baby food marketing, named “Stanpan Suraksha”.



Features of the Stanpan Suraksha App

- Report Promotion of Baby Foods/Feeding Bottles
- Find a Counsellor
- Engage (Become a Counsellor)
- Success Stories
- Donate
- What's New(Petition and Events)
- Volunteer
- Campaign
- Settings(About BPNI, Terms and Conditions)



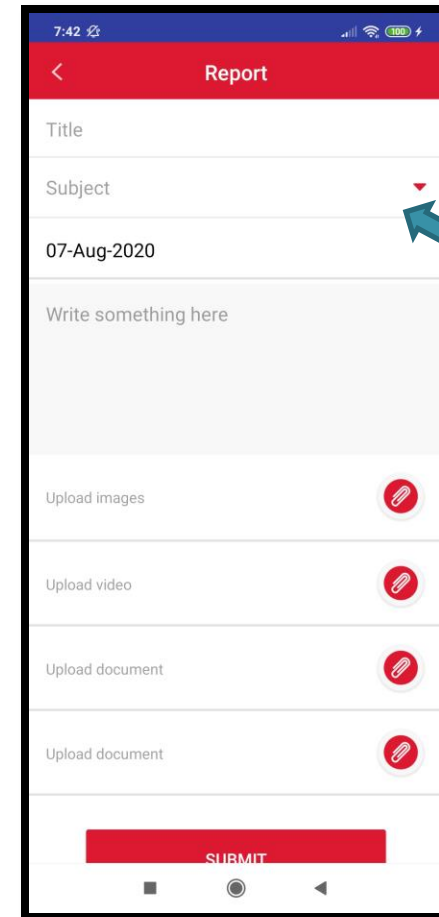
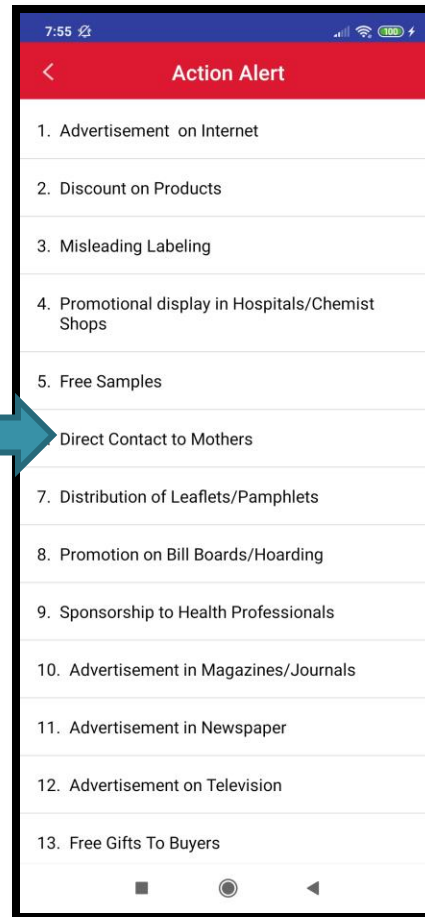
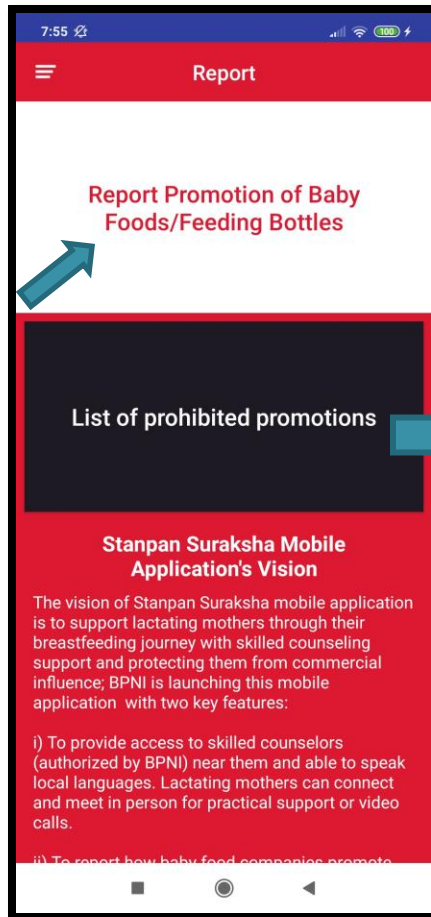
bpni

putting child nutrition
at the forefront
of social change

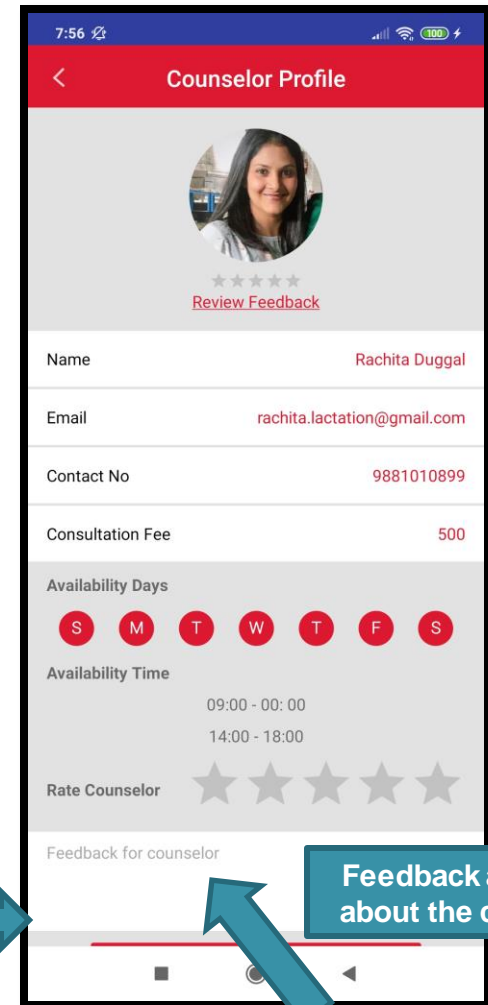
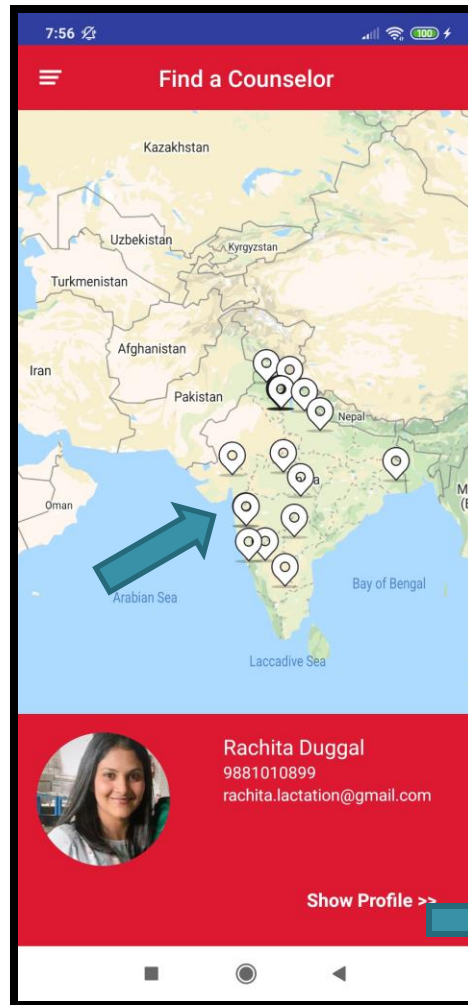
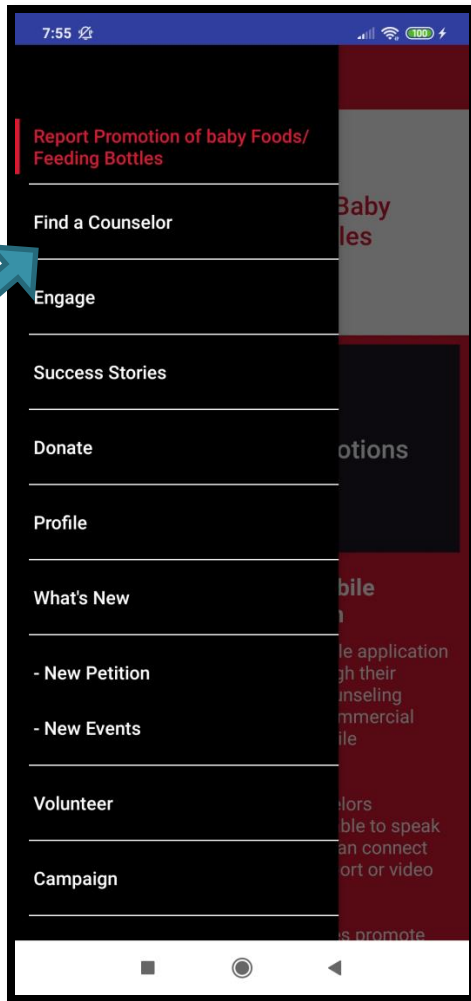


IBFAN
defending breastfeeding

Report Promotion of Baby Foods/Feeding Bottles

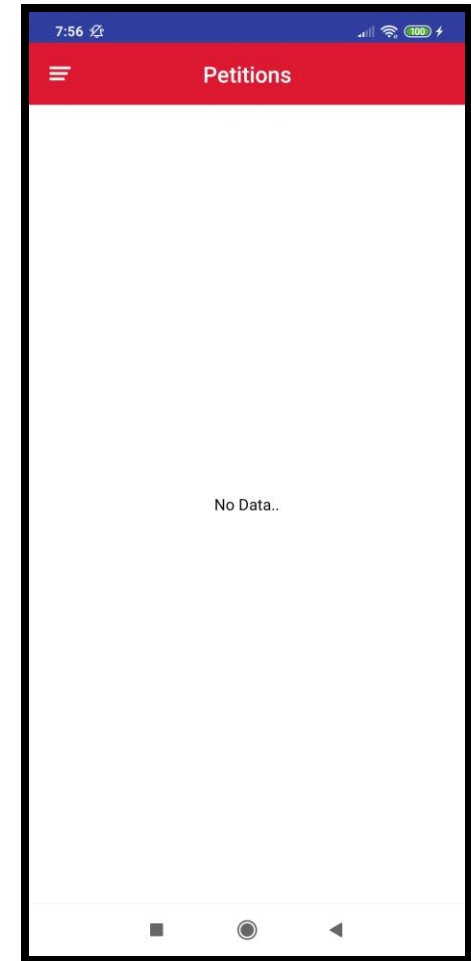
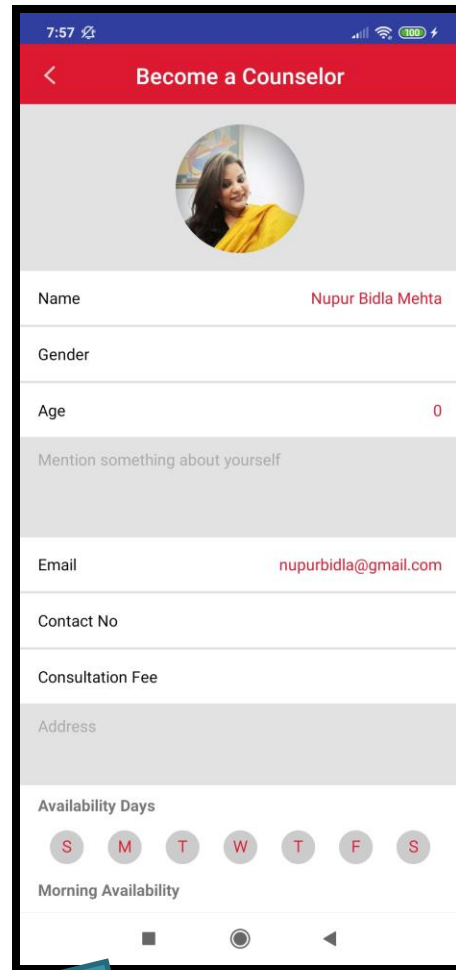


Find a Counsellor

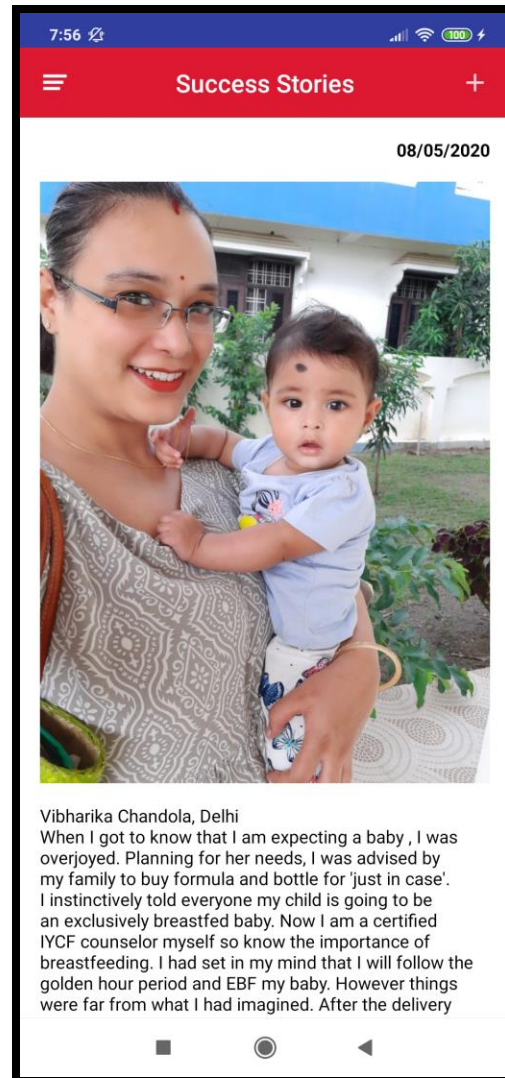


Feedback and rating about the counsellor

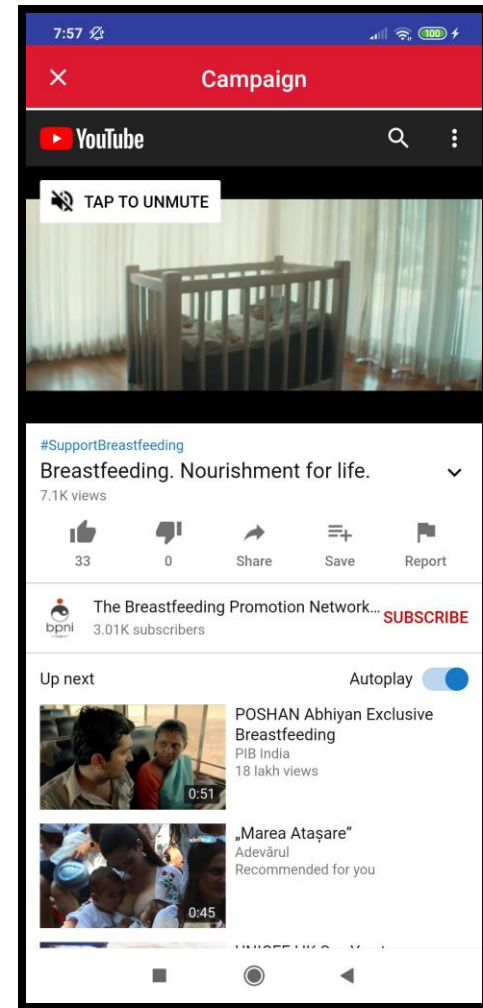
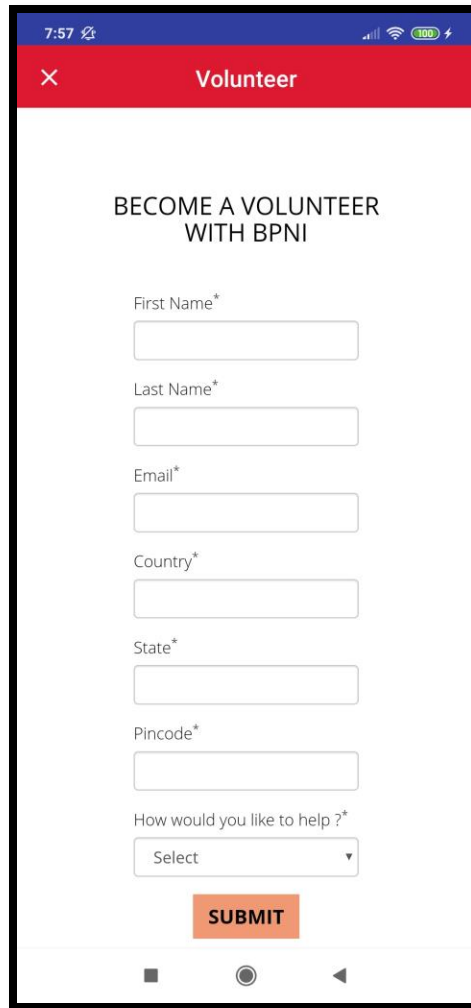
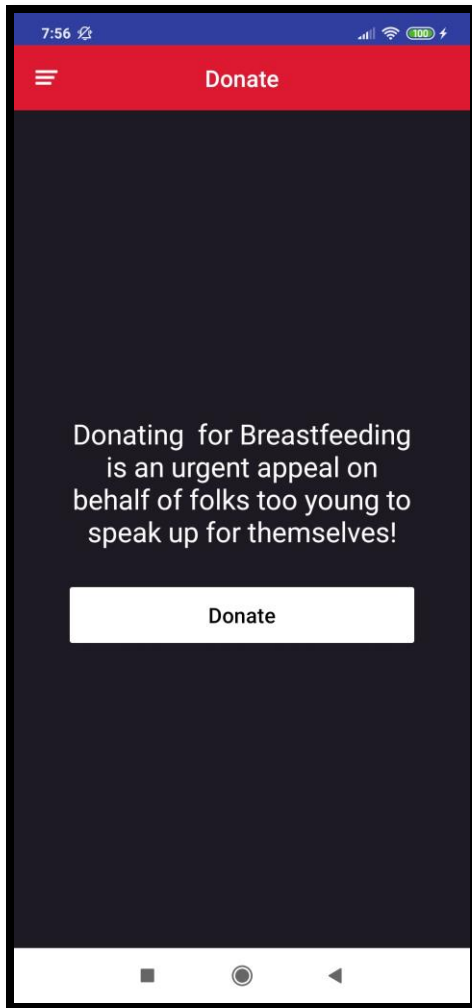
Engage (Become a Counsellor and Sign a Petition)



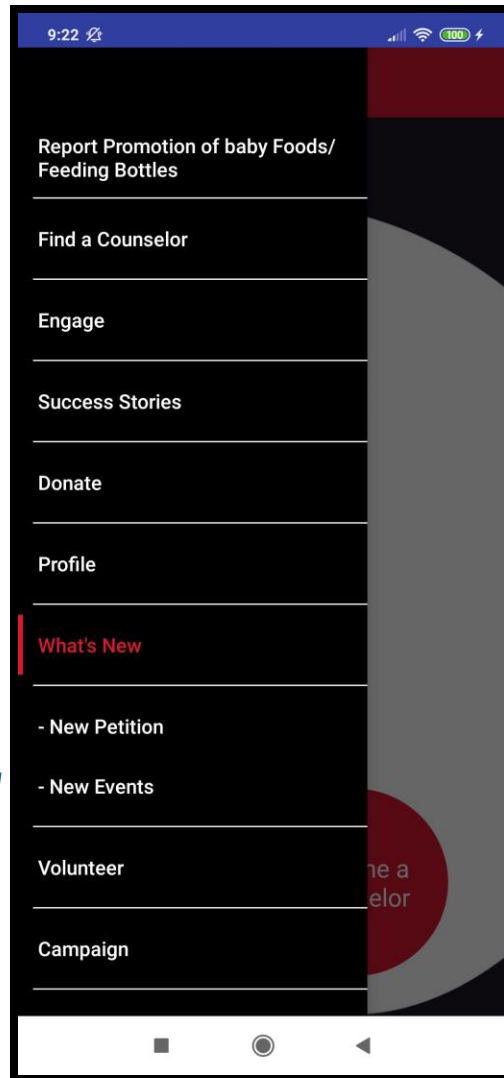
Success Stories



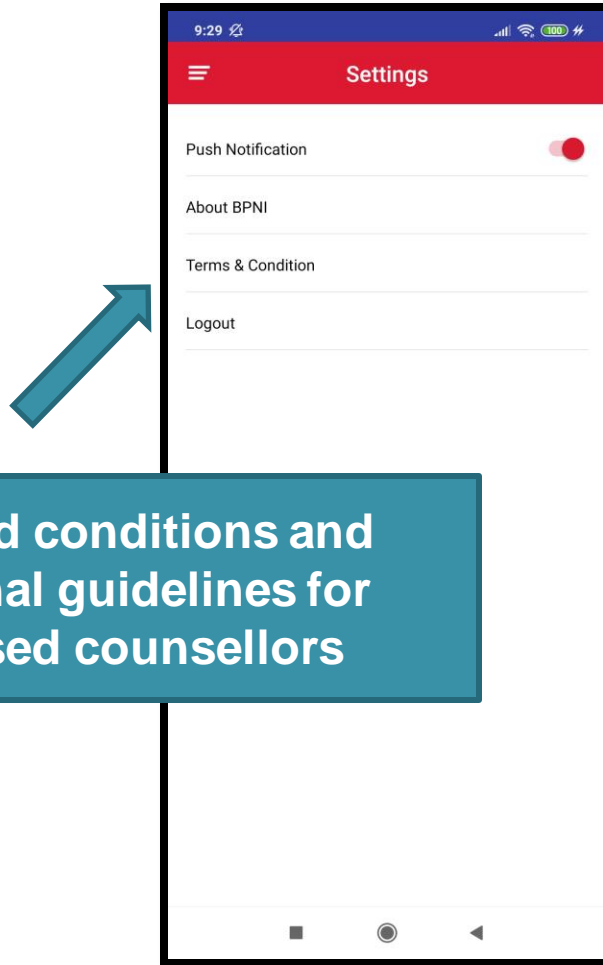
Donate, Volunteer and Campaign



What's New(Petition and Events)



Settings



Terms and conditions and operational guidelines for authorised counsellors



bpni

putting child nutrition
at the forefront
of social change



IBFAN
defending breastfeeding

Available on Android and IOS fro downlaod

Android App Play

Store: <https://play.google.com/store/apps/details?id=org.bpni.app>



android

iOS App Apple

store: <https://apps.apple.com/us/app/id1499323662>



Thank you
Happy to assist you
Write to us for queries
bpni.india@gmail.com



bpni

putting child nutrition
at the forefront
of social change



IBFAN

defending breastfeeding