Launch of
STANPAN SURAKSHA
A Mobile Application
By BPNI

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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)
Report Promotion of Baby Foods/Feeding Bottles

- Report Promotion of Baby Foods/Feeding Bottles
  
  List of prohibited promotions

Stanpan Suraksha Mobile Application's Vision
The vision of Stanpan Suraksha mobile application is to support lactating mothers through their breastfeeding journey with skilled counseling support and protecting them from commercial influence. BPNI is launching this mobile application with two key features:

1. To provide access to skilled counselors (authorized by BPNI) near them and able to speak local languages. Lactating mothers can connect and meet in person for practical support or video calls.

2. To report how baby food promotion takes place.

1. Advertisement on Internet
2. Discount on Products
3. Misleading Labeling
4. Promotional display in Hospitals/Chemist Shops
5. Free Samples
6. Direct Contact to Mothers
7. Distribution of Leaflets/Pamphlets
8. Promotion on Bill Boards/ Hoarding
9. Sponsorship to Health Professionals
10. Advertisement in Magazines/Journals
11. Advertisement in Newspaper
12. Advertisement on Television
13. Free Gifts to Buyers

Title
07-Aug-2020
Write something here

Upload images
Upload video
Upload document

SUBMIT
Find a Counsellor

Feedback and rating about the counsellor
Engage (Become a Counsellor and Sign a Petition)
Vibharika Chandola, Delhi
When I got to know that I am expecting a baby, I was overjoyed. Planning for her needs, I was advised by my family to buy formula and bottle for ‘just in case’. I instinctively told everyone my child is going to be an exclusively breastfed baby. Now I am a certified IYCF counselor myself so I know the importance of breastfeeding. I had set in my mind that I will follow the golden hour period and EBF my baby. However things were far from what I had imagined. After the delivery
Donate, Volunteer and Campaign

Donate for Breastfeeding is an urgent appeal on behalf of folks too young to speak up for themselves!

Donate

BECOME A VOLUNTEER WITH BPNI

First Name*

Last Name*

Email*

Country*

State*

Pincode*

How would you like to help?

Select

SUBMIT

#SupportBreastfeeding
Breastfeeding. Nourishment for life.
7.1K views

The Breastfeeding Promotion Network...
3.01K subscribers

Up next

POSHAN Abhiyan Exclusive Breastfeeding
PIB India
18 lakh views

Marea Ataşare
Adenărul
Recommended for you
What's New (Petition and Events)
Terms and conditions and operational guidelines for authorised counsellors
Available on Android and iOS for download


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