



putting child nutrition
at the forefront
of social change

**Breastfeeding
Promotion Network of India**

(Registered Under Societies Registration
Act XXI of 1860, Delhi R.No. S-23144)

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BPNI/2020/IMS Act/022

September 3, 2020

To,
Prof. AK Deorari,
The President,
National Neonatology Forum of India,
803, GD-ITL Tower, 8th Floor,
Netaji Subhash Place, Delhi, 110034

Sub: To seek your attention towards violation of Section 3 (a) and 9 (2) of "Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply & Distribution) Act 1992, and Amendment Act 2003" (IMS Act) by "Neolacta Lifesciences Pvt Ltd" and National Neonatology Forum of India.

Dear Prof. Deorari,

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 on 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.

We want to bring to your kind attention about the company "Neolacta Lifesciences Pvt Ltd" that has three products i) Neolact MMF (sachets), ii) Neolact MMF (liquid), iii) Neolacta Pasteurized human breastmilk (PHBM) 70 cal. **These three products are under the purview of the IMS Act, as these are "infant milk substitutes" (as per the legal opinion obtained by BPNI).**

Neolacta is aggressively marketing these products through the following strategies.

(a) Advertisement of the products in the Journal of Neonatology (Vol. 33 No.3 September 2019) (Annex-1): Infringes section 3 (a) of the IMS Act.

(b) Sponsorship of the conferences of National Neonatology Forum (NNF). (Annex-2) we also have information about sponsorship of other conferences by this company. Infringes Section 9(2) of the IMS Act.

As per the section 3 (a) of the IMS Act, "No person shall- "advertise, or take part in the publication of any advertisement for the distribution, sale or supply of infant milk substitutes, feeding bottles or infant foods".

As per the section 9(2) of the IMS Act, "No producer, supplier or distributor referred to in sub-section (1), shall offer or give any contribution or pecuniary benefit to a health worker or any association of health workers, including funding of seminar, meeting, conference, educational course, contest, fellowship, research work or sponsorship".

Activities of Neolacta and National Neonatology Forum of India mentioned in (a) and (b) above infringe Sections 3(a) and 9(2) of the IMS Act as per the legal opinion obtained by BPNI.

Please find attached the evidence to these two alleged violations of the section 3 (a) and section 9 (2) of the IMS Act. (Annex-1,2)

BPNI has reported these violations to the Ministry of Health and Family Welfare and waiting for a response from the Ministry.

It is important to note that Neolacta has been involved in commercializing human milk even as the guiding principles for using donor human milk in India in the MOHFW's 'National Guidelines on Lactation Management Centers in Public Health Facilities' clearly states, "DHM cannot be used for any commercial purpose".

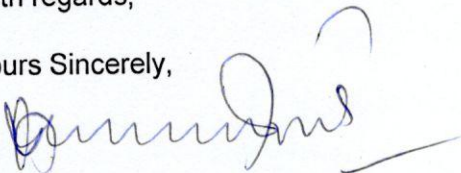
Therefore, we would like to request you to Kindly:

1. Refrain in future from accepting advertisements, sponsorship or any other support from this company, manufacturing and marketing infant milk substitutes for NNF's journal, conferences or any other activity.
2. Inform all your members about NNF's position of not collaborating/ entertaining sponsorship from Neolacta Lifesciences Pvt Ltd directly or indirectly.
3. Adopt a firm position to in the form of a GBM/EB resolution stating that NNF shall not accept the sponsorship in any form from any industry connected directly or indirectly with the products covered by the Infant Milk Substitutes, Feeding Bottles and Infant food (Regulation of Production and Distribution) Act 1992 and amendment Act 2003.

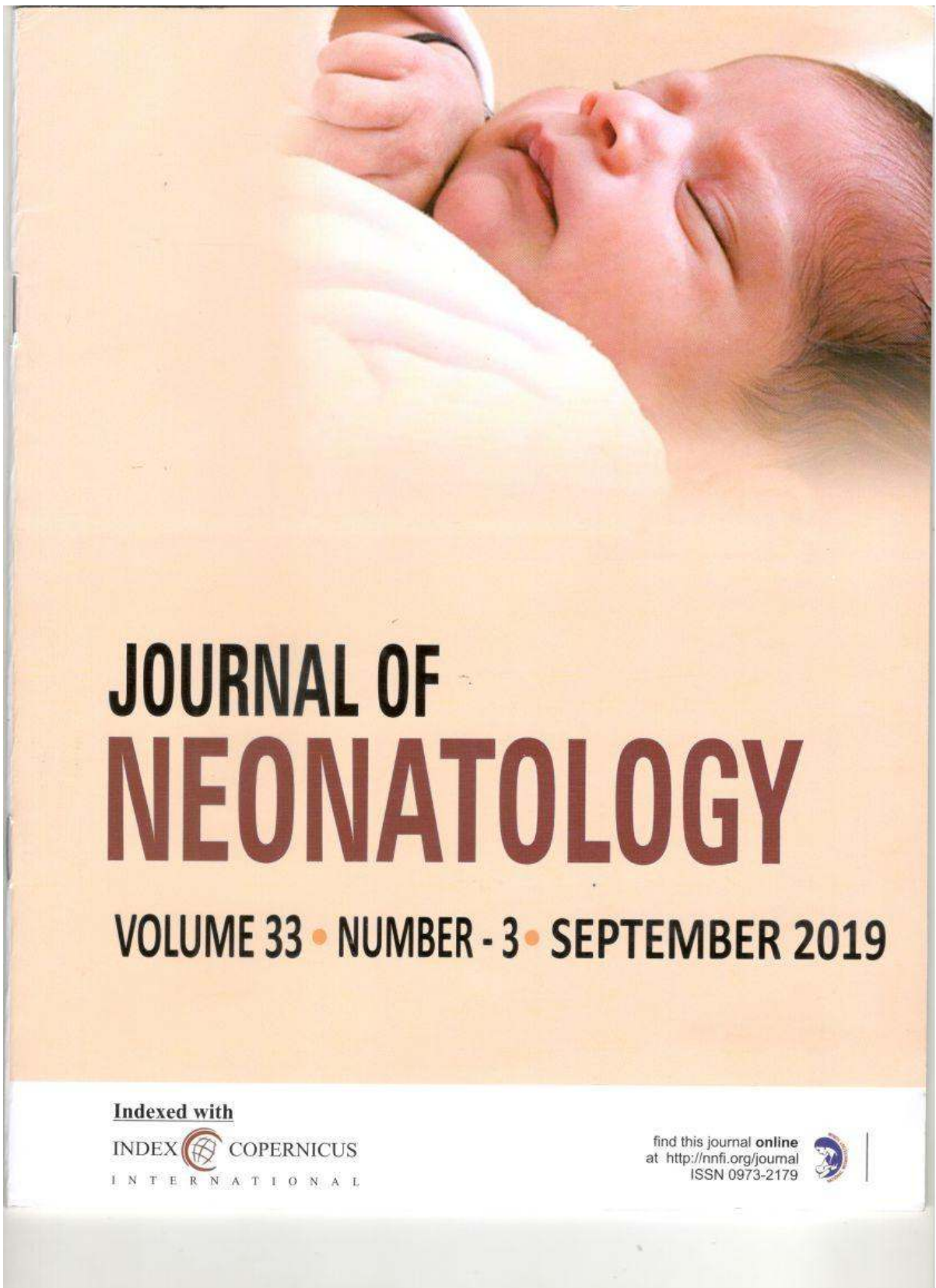
We look forward to an urgent action and hearing from you. We would be happy to clarify if there are any questions.

With regards,

Yours Sincerely,



Dr. Arun Gupta
Central Coordinator, BPNI



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An Exclusive Human Milk Diet

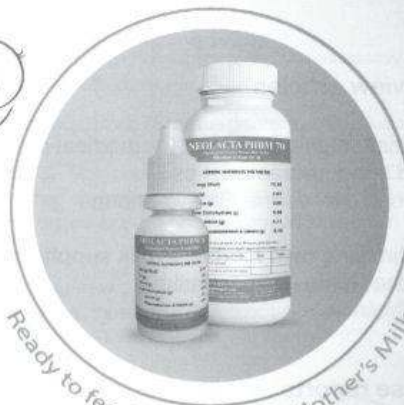
For fortification with Mother's Milk



NEOLACT MMF
1 gm / 0.5 gm



PHBM 70 CAL
15 ml / 50 ml



Ready to feed in absence of Mother's Milk

Benefits in NICU

77% reduction in risk of NEC

34% reduction in likelihood of requiring parenteral nutrition

Lower number of days to achieve full feeds

Benefits beyond NICU

Better neurocognitive outcomes

Lower risk of asthma, obesity and diabetes

Stronger immunity through healthier gut microbiome

When compared to a diet containing bovine milk products

An ISO 22000:2005 and GMP certified company



For further information visit us at
www.neolact.com

1800-103-2456 (Toll-free)
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South Neocon organised by National Neonatology Forum Andhra Pradesh and National Neonatology Forum of India, Vijayawada on 28-30 June 2019

