



## Breastfeeding Promotion Network of India

(Registered Under Societies Registration  
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May 19, 2021

**Dr. Harsh Vardhan**  
**Hon'ble Minister**  
**Ministry of Health and Family Welfare**  
**Government of India**

**Sub: Government action needed on two fronts**

Dear Dr. Harsh Vardhan,

Greetings from BPNI !

We would like to draw your kind attention to the following two areas that require urgent action by the Ministry of Health and Family Welfare, Government of India.

**The first one** is continued violations of the *Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992, and Amendment Act 2003* by the baby food, feeding bottles, web platforms and e-commerce corporations. The greedy practices of these corporations undermine breastfeeding. I'm sure you are aware of the dangers of inadequate breastfeeding, which is associated with unnecessary disease and deaths of children and mothers. The attached report "Under Attack" 2019-21, which is a tip of the iceberg, is an evidence of our assertion. This is a cognizable offence. The MOHFW has acted in several ways over the past two years. However, it is not enough. BPNI, therefore, requests you to take note of the BPNI recommendations in the report, and especially initiate investigation/prosecution using the Government of India's resources.

**Second, equally urgent** is regarding Covid positive mothers and breastfeeding. As you may be aware that more than 2 million babies are born each month, and at a given time more than 50 million women are breastfeeding their babies in India. These 5 Crore families need to be made aware of the simple fact that mothers who test positive can breastfeed using a mask, and babies at birth be kept in skin to skin contact with the mother. BPNI has been hearing a lot about separation of mothers from babies and one of the suffering parent said "if this was a part of their government's Covid Appropriate behavior, it could make a huge difference to this practice currently under threat." BPNI requests to include this communication in Covid appropriate behavior and notify it.

Dr. Harsh Vardhan, BPNI has been monitoring compliance with the IMS Act since 1995, when the Government of India notified BPNI in the official Gazette to perform this function.

BPNI requests for urgent action on both the fronts to save live of mothers and babies in this country.

With regards,

Yours Sincerely,

  
**Nupur Bidla**  
**Director, Advocacy, BPNI**

As a policy, BPNI does not accept funds of any kind from the companies manufacturing baby foods, feeding bottles etc. and from organization/industry having conflict of interest.