File No.Z-28020/47/2017-CHPart(6)

By Speed Post

No.Z-28020/47/2017-CH(Pt.6)
Government of India
Ministry of Health and Family Welfare
(Child Health Division)
***
Nirman Bhawan, New Delhi
Dated the 8th November, 2021.

Office Memorandum

Subject: Violation of IMS Act, 2003 by online website “Pharm Easy” – reg.

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The undersigned is directed to enclose a copy of the email received from Dr. Arun Gupta, Central Coordinator, Breastfeeding Promotion Network of India (BPNI) on the above subject for examination and necessary action at your end, as the implementation of IMS Act come under the domain of MWCD.

2. This issues with the approval of competent authority

Digitally Signed by Amit Sahai
Date: 08-11-2021 18:12:14
Reason: Approved
(Amit Sahai)

Under Secretary to Govt. of India
Tele. No. 23062550

The Secretary,
Ministry of Women & Child Development,
Shastri Bhawan,
New Delhi.

Copy to:- Dr. Arun Gupta, Central Coordinator, Breastfeeding Promotion Network of India, BP-33, Pitam Pura, Delhi-110034.
Fwd: PharmEasy is promoting the sale of infant milk substitute by giving discount

Sila Deb <dssiladeb@gmail.com>
To: CH Section <childhealth107@gmail.com>
Cc: Amit Sahai <a.sahai@nic.in>

Put up on file.

------ Forwarded message ------
From: Dr. (Mr.) P. Ashok Babu <jsrch-mohfw@gov.in>
Date: Fri, Oct 29, 2021 at 12:02 PM
Subject: Fwd: PharmEasy is promoting the sale of infant milk substitute by giving discount
To: dssiladeb <dssiladeb@gmail.com>

For n/a please.

Thanks & Regards,
O/o Joint Secretary (RCH),
Ministry of Health & Family Welfare,
Government of India,
259-'A', Nirman Bhawan,
New Delhi 110 011.
Tele : 2306 1447

From: "Mr Vikas Sheel" <sheelv@ias.nic.in>
To: "Dr. (Mr.) P Ashok Babu" <jsrch-mohfw@gov.in>, "Dr P Ashok Babu" <pashokbabu@ias.nic.in>
Sent: Friday, October 29, 2021 11:01:29 AM
Subject: Fwd: PharmEasy is promoting the sale of infant milk substitute by giving discount

From: "Mr Rajesh Bhushan" <secyhtw@nic.in>
To: "Mr Rajes Sheel" <sheelv@ias.nic.in>
Sent: Friday, October 29, 2021 9:55:22 AM
Subject: Fwd: PharmEasy is promoting the sale of infant milk substitute by giving discount

For n/a.

Regards,
Rajesh Bhushan
Secretary (Health & Family Welfare)
Tel: +91-11-23061863, 23063221

From: "bpni india" <bpni.india@gmail.com>
To: "Mr Rajesh Bhushan" <secyhtw@nic.in>
Cc: "arun ibfan" <arun.ibfan@gmail.com>
Sent: Thursday, October 28, 2021 5:29:29 PM
Subject: PharmEasy is promoting the sale of infant milk substitute by giving discount
https://mail.google.com/mail/u/0/?ik=da4cd0be6d&view=pt&search=all&permthid=thread-f%3A1714936453780960583&simpi=msg-f%3A1714936453...
Shri. Rajesh Bhushan
Secretary
Ministry of Health and Family Welfare,
Government of India

Subject: PharmEasy is promoting the sale of infant milk substitute by giving discount

Respected Sir,


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.

One of the concerned BPNI members from Maharashtra has shared this information with us that an online website called “PharmEasy” is promoting the sale of infant milk substitute by giving discount (on products from the mentioned companies “Nan Pro-Nestle, Enfamil-Mead Johnson, Dexolac- Danone Nutricia and Similac-Abbott.)

The Facebook page was accessed on Monday 18th October 2021, Time 17:36 through this link PharmEasy (Web URL: https://www.facebook.com/pharmeasy-LAddress provided on the website: 3WH5+ J62, Ghatkopar, Sindhu Wadi, Bhatkopar East, Mumbai, Maharashtra-400077 (evidence attached screen shot).

This is a clear violation of the Section 3 (c) and 4 (c) IMS Act:

As per the Section 3 (c) of the IMS Act prohibits any promotion - “No person shall- “take part in the promotion of infant milk substitutes, feeding bottles or infant foods”.

As per the Section 4 (c) of the IMS Act, “No person shall- “Offer inducement of any other kind, for the purpose of promoting the use or sale of infant milk substitutes or feeding bottles of infant foods”.

We request your office to kindly launch an investigation in this matter of violation of the IMS Act.

With regards,

Yours Sincerely,

https://mail.google.com/mail/u/0/?ik=da4c0d0be6d&view=pt&search=all&permthid=thread-f%3A1714936453780960683&simpl=msg-f%3A1714936453...
Gmail - Fwd: PharmEasy is promoting the sale of infant milk substitute by giving discount

Dr. Arun Gupta
Central Coordinator, BPNI

Warm Regards,

Dr. Sila Deb, MD-Public Health, MBA- HCA
Addl. Commissioner (CH & I/C - Nutrition)
Ministry of Health & Family Welfare
Room no. 431 C, Nirman Bhavan,
Maulana Azad Road New Delhi-110011
Phone/Fax : 011-23061218
Email: sila.deb@nic.in, drsiladeb@gmail.com

2 attachments

- Annexure.docx
  301K
- Shri. Rajesh Bhushan.pdf
  88K
BPNI/IMS Act/2021/025

Shri. Rajesh Bhushan
Secretary
Ministry of Health and Family Welfare,
Government of India

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With regards,

Yours Sincerely,

Dr. Arun Gupta
Central Coordinator, BPNI

Encl: a/a.

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.
Get All the Prescription Medicines You Need From The Comfort Of Your Home. Grab Flat ... See more

Dexolac

Get All the Prescription Medicines You Need From The Comfort Of Your Home. Grab Flat ... See more

Similac

Get All the Prescription Medicines You Need From The Comfort Of Your Home. Grab Flat ... See more

Enfamil

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