

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.

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.

2393540/2021/CHILD HEALTH



MoHFW- Child Health Section <childhealth107@gmail.com>

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

1 message

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

Fri, Oct 29, 2021 at 12:31 PM

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: drsiladeb <drsiladeb@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" <secyhfw@nic.in>
To: "Mr Vikas 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" <secyhfw@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

2393540/2021/CHILD HEALTH**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,

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.

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>), Address 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,

2393540/2021/CHILD HEALTH

Dr. Arun Gupta


Central Coordinator, BPNI




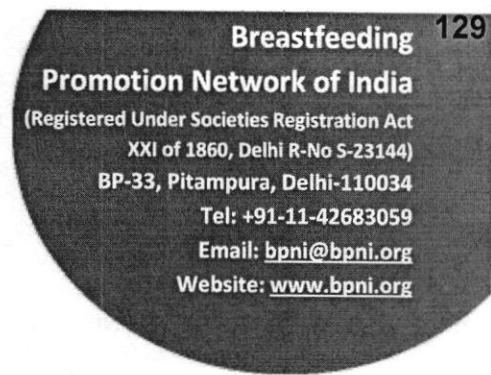
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Warm Regards,

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

October 28, 2021

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.

Annexure

21:42 2.4k 109 comments · 49 shares

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Dexolac SHOP NOW

Ghe Bharari Gayatri Shirish Kayande · Mon at 17:36

21:43 2.4k 109 comments · 49 shares

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21:41 2.4k 109 comments · 49 shares

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21:42 2.4k 109 comments · 49 shares

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Enfamil SHOP NOW

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