



COME JOIN THE FIGHT

Countering market forces that promote unhealthy, ultra-processed, baby food, junk food/drinks for infants, children and adults

BE OUR PATRON

Who are we?

The Breastfeeding Promotion Network of India (BPNI) is a 31-year old non-profit and a watchdog group, officially notified in the Gazette of India to monitor marketing practices of baby food companies. Our work resulted in laws that banned promotion of powder milks, increased maternity leave and helped increased breastfeeding rates in India. We engage with maternity hospitals to turn them into breastfeeding friendly, and have trained hundreds and thousands of health workers. In 2016, BPNI became the host of 'Nutrition Advocacy in Public Interest (NAPi)', a national independent think tank of volunteer experts who advocate for right policy in public health interest.



- BPNI is registered as a society under the Societies Registration Act XXI of 1860, S-23144
- BPNI is registered under Foreign Exchange Regulation Act (FCRA) (FCRA No. 231650680).

Why we need you?

Our aim is to promote breastfeeding and healthy diets for all children. We expose misleading advertisements of baby foods and ultra-processed foods, which propagate unhealthy diets. BPNI and NAPi develops and disseminates awareness materials in several languages. We do policy analysis and issue statements on relevant issues. This work needs to be sustainable for continued protection of families from aggressive promotion of commercial baby foods and packaged food/drink industry for older children. This requires **independence** and individual citizens could donate to keep this spirit alive as we don't accept money from any commercial sources.

Therefore, we invite individual citizens to be our PATRONS!

HOW CAN YOU HELP US?

How a patron would help?

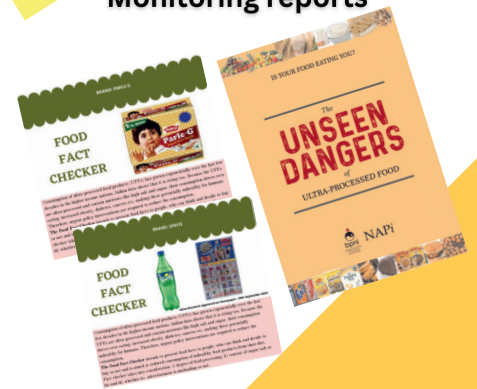
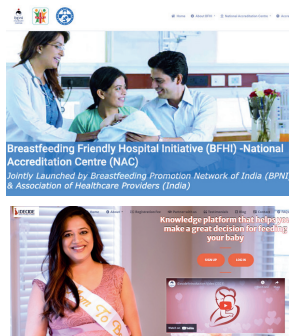
- **Patrons:** Indian citizens can annually contribute INR 2 Lakh
(All donations to BPNI are exempted under section 80G (5)(vi) of the IT Act, 1961 vide Provisional Approval Number AAATB1087GF2014)
Foreign citizens can annually contribute US\$ 2500
- Participate in the annual exchange of ideas

It will help us in...

- Monitoring and exposing aggressive promotion through reports and media advocacy
- Research & Analysis of implementation of Indian Laws that protect public health
- Filing complaints of misleading promotion with the Government of India
- Training of health workers
- Demanding a policy change
- Public awareness through communication material
- Accreditation of hospitals as "Breastfeeding-friendly"



Monitoring reports



Public awareness



Monitoring the advertisements of unhealthy food products

RECOMMENDATION OF FORMER UNION SECRETARY OF HEALTH



In the two decades I worked in the Ministry of Health & Family Welfare, Govt of India, there were several occasions when I interacted with the BPNI and their work. The BPNI was a great resource we turned to for taking policy decisions on breastfeeding practices. They played an exceptionally active role with us and the Ministry of Women & Child Development in helping us understand the implications of a policy proposal of reducing period of exclusive breastfeeding from six to four months.

The BPNI has been a passionate advocate of breastfeeding and their persistence and professional approach enabled us take policy initiatives to focus on breastfeeding and closely monitor the implementation of the IMS Act. We have, over the years come a long way but there is still a long way to go, particularly in the northern parts of the country. Besides, there is an urgent need to be vigilant against the marketing strategies of milk food companies that tend to misinform and divert mothers from the healthy practices of breastfeeding to consuming their products. Such continuous vigilance is possible only with the help and ground level assistance of activists committed to the cause of breastfeeding.

The BPNI barely gets any funding support from the Government. Since they do not take any funds from commercial entities in order to avoid any potential conflict of interest, funding has become a challenge. I endorse the work they do and hope citizens will step forward to become patrons of BPNI through sustained annual funding and support.

A handwritten signature in black ink, appearing to read 'Sujatha Rao', with a horizontal line underneath.

Ms. Sujatha Rao,
Former Union Health Secretary,
Ministry of Health & Family Welfare,
Government of India

OUR PATRONS



Chander Uday Singh
Senior Advocate,
Supreme Court of India,
New Delhi



Dr. Divya Gupta
Internal Medicine
Memorial Hermann,
Sugar Land Texas. US



Dr. K.P. Kushwaha
Pediatrician, Gorakhpur,
Uttar Pradesh



Gulshan Arora
Retired Businessman,
Ludhiana, Punjab



Dr K Kesavulu
Pediatrician, Hindupur
Member, BPNI Central
Coordination Committee



Dr Julie P Smith
Associate Professor
The Australian National
University, Canberra



**Drs Nirupama and
Rahul Laroia**
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Ravinder Bansal
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