



**Breastfeeding
Promotion Network of India**
(Registered Under Societies Registration Act
XXI of 1860, Delhi R-No S-23144)
BP-33, Pitampura, Delhi-110034
Tel: +91-11-42683059
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Website: www.bpni.org

BPNI/2024/008

February 12, 2024

**Sh. Anupam Mishra,
Joint Secretary (CA),
Ministry of Consumer Affairs, Food & Public Distribution,
Government of India.
Room No-365-A, Krishi Bhawan,
New Delhi 110001**

Subject: Request for meeting regarding baby food advertisements on social media platforms

Dear Sh. Anupam Mishra,

Greetings from Breastfeeding Promotion Network of India (BPNI)!

I am writing to you on behalf of BPNI, a 32 years old non-profit national organisation working to protect, promote and support breastfeeding. BPNI is one of the authorized organizations gazette by the Government of India to initiate action under the Infant Milk Substitute, Feeding Bottles, and Infant Foods (Regulation of production, supply and distribution) Act, (1992) amended in (2003). (Annexure-1). The IMS Act bans any kind of promotion of infant milk substitutes, feeding bottles-equipment and follow-on foods for children up to 2 years of age. BPNI monitors the IMS Act and submits a report annually to MoWCD and MoHFW.

As the digital space has grown exponentially, it is essential that our regulatory frameworks address the unique challenges posed by social media. In this case the pregnant women, lactating mothers and babies' health and wellbeing is at stake.

I am particularly interested in discussing the **CCPA Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022, section 8 (1)(children targeted advertisement)** about aggressive promotion of infant milk substitutes, feeding bottles and infant food.

In the CCPA Guidelines 2022, Section 9 Advertisements prohibited by law says that — In addition to the prohibited advertisements as set out in these guidelines, no advertisement shall be permitted which is designed, produced and published in respect of goods, products or service which are prohibited from being produced, sold or provided or which are prohibited from being advertised under any law for the time being in force or under any rules or regulations made there under. This provision complements the provisions of IMS Act. Some examples of promotion of infant milk substitutes, infant foods and feeding bottles are attached (Annexure-2, 3)

The department of consumer affairs plays a pivotal role in protecting consumers rights, health and wellbeing especially in case of FMCG advertisements. In today's time the significance of regulating and monitoring social media platforms has become increasingly evident. The **CCPA Guidelines 2022** serves as a crucial tool to protect mothers and babies from misleading misinformation that undermines breastfeeding and hampers their confidence in their own breastmilk supply.

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.



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I believe that a meeting with you would provide an invaluable opportunity to discuss these matters in-depth, share insights, and explore potential action.

I kindly request an appointment at your earliest convenience to discuss this issue further. Thank you for considering my request. I am looking forward to the opportunity to engage in a meaningful discussion on this important matter.

Sincerely,

Dr. Arun Gupta MD, FIAP.
Central Coordinator, BPNI

Encl: A/a

Annexure-1-IMS Act Gazette Notification authorising BPNI

Annexure-2-Indian Baby Food Law Offenders Report (2022-23) by BPNI

Annexure 3- Evidence

BPNI's Website <https://www.bpni.org/>