

Indian Academy of Pediatrics is committed to child health and one of its many ways is breastfeeding protection and scientific propagation of infant and young child feeding. It endorses the International Code of Marketing of Breast-milk Substitutes and abides by Indian IMS Act. Under that context we strongly propagate that any individual / association / alike (including “health care organization” and “health worker”) CAN NOT take sponsorship / favors / collaborate in direct / indirect way or be a part of such activity / transactions or get involved in direct / indirect promotion from / of the manufacturers / companies / traders / their liaison / surveyors and alike who are dealing / concerned with IMS Act.

According to the Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992 as Amended in 2003 (Act enacted by Indian parliament)--

- “infant milk substitute” means any food being marketed or otherwise represented as a partial or total replacement for mother's milk, for infant up to the age of two years

- “infant food” means any food (by whatever name called) being marketed or otherwise represented as a complement to mother's milk to meet the growing nutritional needs of the infant after the age of six months and up to the age of two years

- “feeding bottle” means any bottle or receptacle used for the purpose of feeding infant milk substitutes, and includes a teat and a valve attached or capable of being attached to such bottle or receptacle;

- “container” means a box, bottle, casket, tin, can, barrel, case, tube, receptacle, sack, wrapper or other thing in which any infant milk substitute, feeding bottle or infant food is placed or packed for sale or distribution;

- “health care system” means an institution or organization engaged, either directly or indirectly, in health care for mothers, infants or pregnant women, and includes a health workers in private practice, a pharmacy, drug store and any association of health workers;

- “health worker” means a person engaged in health care for mothers, infants or pregnant women;

The WHO Code specifically includes dummies and breast pumps also.

As per search on drug compendium like IDR and word of mouth from colleagues, Raptakos, Nestle, Mead-Johnson, Wockhardt, Dalmia, and FDC are marketing products included under the Act.

We interpret that the vision of the IMS Act also extrapolates to any dairy also such as AMUL whose products are being used by parents as IMS by themselves. International manufacturers, though not marketing IMS products in India, e.g. Heinz Nutrition, Abbott, Nutrition, Wyeth Nutrition but markets other nutrition products should

also be a part of the list. Numico, Asda, Boots, Safeway, Morrisons, Sainsbury's, Tesco have been found to violate the Code in other countries.

From various website search is found a very big list of feeding bottle manufacturers in India: Sunbaby, Small Wander, Prama Exporters, Vaspar Packings Pvt. Ltd, Little Kids, Bonny Baby Care Products, Narula Enterprise, Little's (India), Medela, HR2 EXIM, Nalini R Export Pvt. Ltd. Bonasi Baby Care, Rm Industries, Born Babies, Adiyush Kitchenwares, Sparshva, JL Morrison Industries, Morrisons, Sanskruti Baby Products Pct. Ltd, Bonne Care Pvt. Ltd., Jeen Products, Opee Polypet Pvt. Ltd., Dalant Infant Products Ltd., dock, Florite, Hello baby, Cameru, Me & Mummy, Bonsain.

In addition we would recommend excluding:

- Any company which procures personal data from parents / health workers / health organizations and provides this on to third parties, not in keeping with ethical policy congruent to the vision of the Act.

- Any company which promotes the telephone “carelines / helplines” of breast milk / infant food substitute manufacturers in any of their activities.

We also strongly recommend our members to refrain from directly or indirectly involving in activities by such above described companies and alike which are propagated to be “abiding by IMS Act”. Actually they work on the loop holes of the Act. We suggest them to kindly keep before their conscience the spirit, vision and purpose of the IMS Act. Because, this act is applicable to all citizens of India without referring membership of any organization; the organizations or academies are committed to it. Moreover this act is cognizable one.

Considering that many new companies are coming up at international / national / regional / local levels that have direct / indirect ties with IMS / feeding bottle or container / infant food manufacturers, it is difficult to keep an all time record of such companies. So it is recommended that at the time of fixing / receiving sponsorship / collaboration any organizing body have the liability of confirming that there is no direct / indirect connection with people / organizations as mentioned in first paragraph. They must research any company before entering into any agreement to ensure that they abide by the law. We strongly recommend that they do not have such connection, financial or other such interest and they know the implications of the same. This will make a very good long term trend in IAP and its affiliates.

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