

**GOVERNMENT OF INDIA
HUMAN RESOURCE DEVELOPMENT
LOK SABHA**

UNSTARRED QUESTION NO:6642
ANSWERED ON:09.05.2000
INFANT MILK SUBSTITUTES
RASHID ALVI

Will the Minister of HUMAN RESOURCE DEVELOPMENT be pleased to state:

- (a) whether advertisements, both direct and surrogate of infant milk substitutes have been stopped by all TV systems permitted for telecast on the Cable networks;
- (b) if so, the details in this respect;
- (c) the steps taken/proposed to be taken by the Government in this regard;
- (d) the details of organisations/Departments/voluntary agencies monitoring the implementation of the ban on such advertisements;
- (e) whether National Breast feeding Committee was set up in August, 1997; and
- (f) the followup action taken by the Government in the recommendations thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF HUMAN RESOURCE DEVELOPMENT (SHRIMATI SUMITRA MAHAJAN)

(a), (b), (c), (d), (e) & (f) A statement is attached.

STATEMENT IN RESPECT OF PART (a), (b), (c), (d), (e) & (f) OF LOK SABHA UNSTARRED QUESTION NO. 6642 | 09.05.2000 REGARDING INFANT MILK SUBSTITUTES

(a), (b) & (c) As per existing Doordarshan's Advertisement Code, advertisements of infant milk substitutes are not permitted on DD Channels. Indian satellite channels, which have been given permission to uplink from India are also required to adhere to the same code. However, advertisements on foreign satellite TV channels uplinked from outside India are governed by a separate code under the Cable Television Networks (Regulation) Act, 1995 and Cable Television Networks Rule, 1994 and that too in case of encrypted channels only. This code does not specifically prohibit advertisement of infant milk substitutes. A proposal to bring about uniformity in the advertisement codes is under consideration of the Government.

(d) A person authorised in this behalf under sub-section (1) of section 20 of the Prevention of Food Adulteration Act, 1954 or any officer not below the rank of Class-I officer authorised by general or special order by the Government, can make a complaint in writing for violation of the provisions of the Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992. Besides, four voluntary agencies viz. Central Social Welfare Board, New Delhi, Indian Council for Child Welfare, New Delhi, Association for Consumer Action on Safety and Health, Mumbai and Breastfeeding Promotion Network of India (BPNI), New Delhi have been authorised under Section 21(1)(C) of the Act to make a complaint in writing in case of violation of any provision of this Act.

(e) & (f) Yes, Sir. The National Breastfeeding Committee was setup in August, 1997. A number of meetings on issues pertaining to breastfeeding including that of the Task Force set up by the Department to consider suggestions to amend the Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992 have been held.