

**GOVERNMENT OF INDIA  
HEALTH AND FAMILY WELFARE  
LOK SABHA**

UNSTARRED QUESTION NO:1248  
ANSWERED ON:31.07.2000  
BREAST FEEDING  
JITENDRA PRASADA

**Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:**

- (a) whether according to Breast Promotion Network of India engaged in protection, promotion and support of breast feeding in different states, several companies manufacturing infant milk substitutes, feeding bottles and infant foods are promoting their products in such a way as to diminish the importance of mother's milk and are adopting unethical methods and thus violating Infant Milk Substitute Act, 1992;
- (b) if so, whether the Doordarshan has banned the advertisement of such companies in the country; and
- (c) if so, the steps the Government propose to take a check on such unethical promotional practices of such companies?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (PROF. RITA VERMA)

- (a): Yes, Sir. Breastfeeding Promotion Network of India (BPNI), Delhi which is one of the voluntary agencies authorised under Section 21 (l)(c) of the Infant Milk Substitutes, Feeding Bottles and infant Foods (Regulation of Production Supply and Distribution) Act, 1992 (known as IMS Act) has informed that some companies are promoting their products unethically and have been found to be violating the IMS Act in some or the other way.
- (b): As per Doordarshan's existing advertisement code, advertisement of Infant Milk Substitutes are not permitted on its channels.
- (c): Information is being collected and will be laid on the table of the House.