

International code of breastmilk substitutes violations in South Asian IBFAN Countries



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IBFAN Asian Countries (8 countries):

Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka

Asia is the largest market for [breast-milk substitutes](#) that, although they are unnecessary, now account for **one-third** of the global milk formula market by value.

The Asia market is one of the fastest growing markets for baby food among various regions due to population and economic growth. There is increasing promotion of [breastmilk substitutes](#) for older infants and young children – those between 6 and 36 months of age – including follow-up formula and growing-up milks.

Marketing of [breastmilk substitutes](#): National implementation of the international code Status Report 2018. WHO, UNICEF, IBFAN



The common “[The International Code of Marketing of Breastmilk Substitutes, 1981](#) and WHA resolutions” violations found in all the Asian countries

Topics	Violation of the breastmilk substitutes code	Article no./resolutions no.
PROMOTION TO PUBLIC AND IN SHOPS - PROHIBITED BY THE CODE		
Advertising, promotion	There should be no advertising or other form of promotion to the general public of products within the scope of this Code	5.1
Give samples	Manufacturers and distributors should not provide, directly or indirectly, to pregnant women, mothers or members of their families, samples of products within the scope of the code.	5.2
promotional devices retail	In conformity with paragraphs 1 and 2 of this Article, there should be no point-of-sale advertising, giving of samples, or any other promotion device to induce sales directly to the consumer at the retail level, such as special displays, discount coupons, premiums, special sales, loss-leaders and tie-in sales, for products within the scope of this Code. This provision should not restrict the establishment of pricing policies and practices intended to provide products at lower prices on a long-term basis.	5.3
Samples and gifts	Manufacturers and distributors should not distribute to pregnant women or mothers of infants and young children any gifts of articles or utensils which may promote the use of breast-milk substitute or bottle-feeding	5.4
Direct or indirect contact with pregnant women and mothers	Marketing personnel; in their business capacity, should not seek direct or indirect contact of any kind with pregnant women or with mothers of infants and young children.	5.5
Health care system		
Health care system should not use for promoting BMS	No facility of a health care system should be used for the purpose of promoting infant formula or other products within the scope of the code.	6.2
Company representatives in health care system	The use by the health care system, of “professional service representatives”, mother craft nurses” or similar personnel, provided or paid for by manufacturers or distributors, should not be permitted	6.4
should be restricted to scientific and factual matters by manufacturers	Information provided by manufacturers and distributors to health professionals regarding products within the scope of this Code should be restricted to scientific and factual matters, and such information should not imply or create a belief that bottle-feeding is equivalent or superior to breast-feeding. It should also include the information specified in Article 4.2	7.2
Health Workers		
No financial or material inducements to health worker	No financial or material inducements to promote products within the scope of this Code should be offered by manufacturers or distributors to health workers or members of	7.3

	their families, nor should these be accepted by health workers or members of their families.	
Health worker cannot affiliated any Fellowships, study tours, research grants, attendance at professional conference	Manufacturers and distributors of products within the scope of this Code should disclose to the institution to which a recipient health worker is affiliated any contribution made to him or on his behalf for fellowships, study tours, research grants, attendance at professional conferences, or the like. Similar disclosures should be made by the recipient	7.5
	Label prohibition	
Not to discourage breastfeeding.	Labels should be designed to provide the necessary information about the appropriate use of the product, and so as not to discourage breastfeeding.	9.1
used only on the advice of a health worker warning against the health hazards Pictures, graphics, text with nutrition claim	(c) a statement that the product should be used only on the advice of a health worker as to the need for its use and the proper method of use; (d) instructions for appropriate preparation, and a warning against the health hazards of inappropriate preparation. Neither the container nor the label should have pictures of infants, nor should they have other pictures or text which may idealize the use of infant formula. They may, however, have graphics for easy identification of the product as a breast-milk substitute and for illustrating methods of preparation. The terms "human- ized", "maternalized" or similar terms should not be used. Inserts giving additional information about the product and its proper use subject to the above conditions, may be included in the package or retail unit.	9.2
Observation regarding social media : advertising, promotion	despite the fact that the International Code of Marketing of Breastmilk Substitutes and relevant, subsequent Health Assembly resolutions state that there should be no advertising or other forms of promotion of products within its scope, new modern communication methods, including electronic means, are currently increasingly being used to promote such products.....	WHA resolution 54.2 [2001]
Financial support, Baby-Friendly Hospital Initiative	Member States (are to): ensure that the financial support for professionals working in infant and young child health does not create conflicts of interest, especially with regard to the Baby-Friendly Hospital Initiative .	Resolution WHA 49.15 [1996]
do not create conflicts of interest	Member States (are to): ensure that financial support and other incentives for programmes and health professionals	Resolution WHA 58.32 [2005]

	working in infant and young-child health do not create conflicts of interest	
Unless national/regional legislation allows; contamination, label warnings	1. ensure that nutrition and health claims for breastmilk substitutes are not permitted unless national/regional legislation allows; 2. be aware of the risks of intrinsic contamination of powdered infant formulas and to ensure this information be conveyed through label warnings.	WHA 58.32 [2005]

All the regional codes created according to [The International Code of Marketing of Breastmilk Substitutes,1981 and WHA resolutions](#)

Country	Title of the code	Link of the code	Date of legal measure	Legal status of the Code (category)
Afghanistan	Breastfeeding support and strengthening regulation	AFG 2009 Breastfeeding support and strengthening regulation.pdf (who.int)	2009	Substantially aligned with the Code
Bangladesh	BMS Act-2013 & BMS Act Rules-2017 The breast milk substitutes, infant foods, commercially manufactured complementary foods and the accessories thereof (regulation of marketing) act no. 35, 2013; 2014.	Breast-Milk Substitutes (BMS) Act 2013 eToolkits (dghs.gov.bd)	2013	Substantially aligned with the Code
Bhutan	NA	NA	NA	No legal measures
India	IMS Act, India Code: Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992	India Code: Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992	1992, amended 2003	Substantially aligned with the Code
Maldives	Regulation on Import, Produce and Sale of Breast	CHAPTER I (health.gov.mv)	2008	Substantially aligned with the Code

Country	Title of the code	Link of the code	Date of legal measure	Legal status of the Code (category)
	Milk Substitutes in the Maldives			
Nepal	Mother's Milk Substitutes (Control of Sale and Distribution) Rules, 2051 (1994)	Mother's Milk Substitutes (Control of Sale and Distribution) Rules, 2051 (1994) – Nepal Law Commission	1992	Moderately aligned with the Code
Pakistan	The Protection of Breast-Feeding and Child Nutrition Ordinance, 2002	PAK 2002 The Protection of Breast-Feeding and Child Nutrition Ordinance, 2002_0.pdf (who.int)	2002, as amended 2012, 2018	Moderately aligned with the Code
Srilanka	Srilanka code for the Promotion, Protection and support of Breastfeeding and Marketing of designated products(Amended code-2002)	Act-BreastFeeding-English.pdf (health.gov.lk)	2004	Moderately aligned with the Code



Afganistan

Breastmilk substitutes Nestle Afghanistan Ltd. Is A Pakistan Buyer, the Following Trade Report Data Is Derived From Its Trade Data :



The Graph Above Shows The Market Trend Analysis Of Nestle Afghanistan Ltd. For The Past Year, Which Can Be Used To Understand The Current Supply Cycle And Business Stability Of The Company From The Trend Of Different Dimensions Such As Quantity, Weight, Price And Number Of Transactions.

Afghanistan (ref. p. 167) Billboard advertising for CERELAC was still in place in 2015 (date of IBFAN picture) whereas the new local code implementing the WHO Code released in 2012 includes in its scope Complementary Foods.

Common violations in Afganistan:

Forbidden states of promotion Article 6:

Producers and distributors cannot promote specific products at sales and health care centers or other places using the following methods:

- 1- Advertisements
- 2- Sales methods (particular exhibition, discount coupons, prizes, discounts, specific sales, selling of items on lose, selling of specific products along with other items and gifts
- 3- Holding of events and programs or sponsoring them.
- 4- Provision or distribution of informative and instructive materials about child feeding

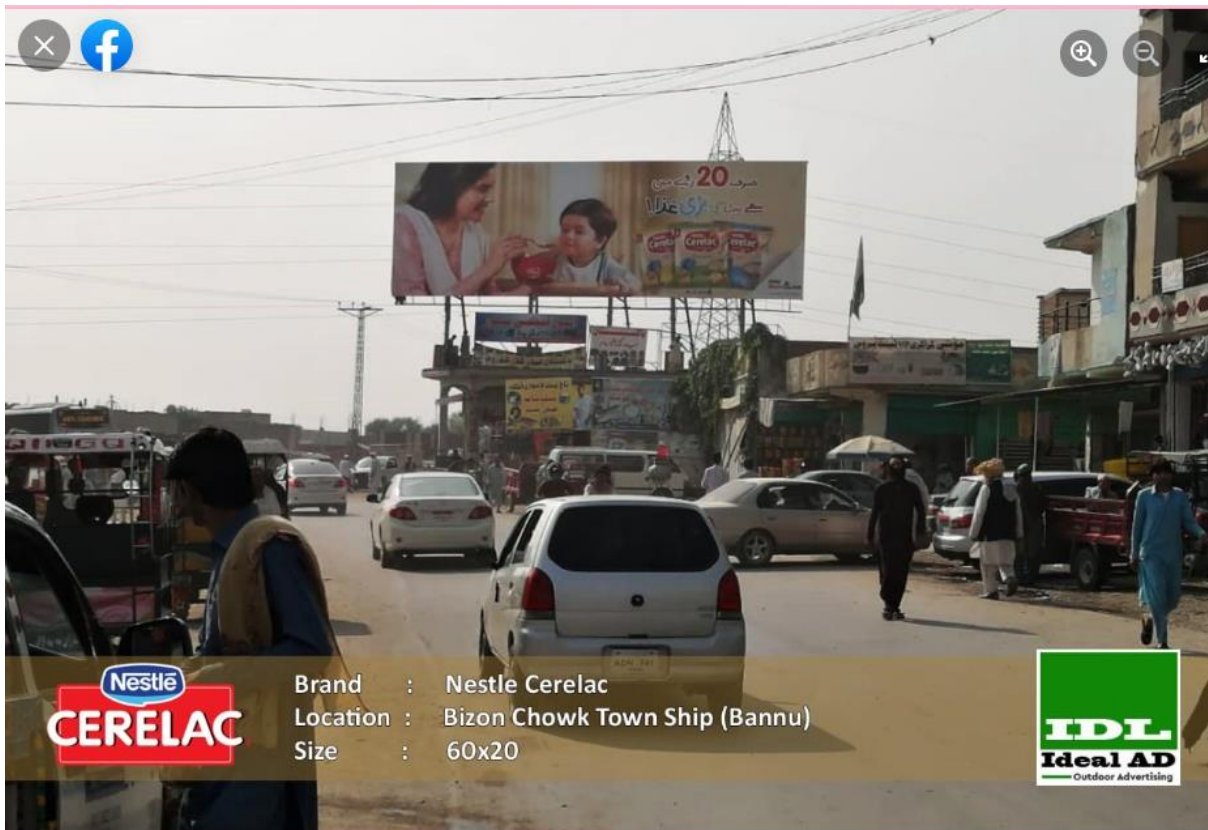
Preparing informational materials based on the international standards Article 18: (2)

Informative and educational materials for child feeding is produced in accordance with the national and international standards and is not designed with **any picture, photo, painting or** other things that **encourage to artificial feeding** with bottle or glass to discourage baby from mother's milk.

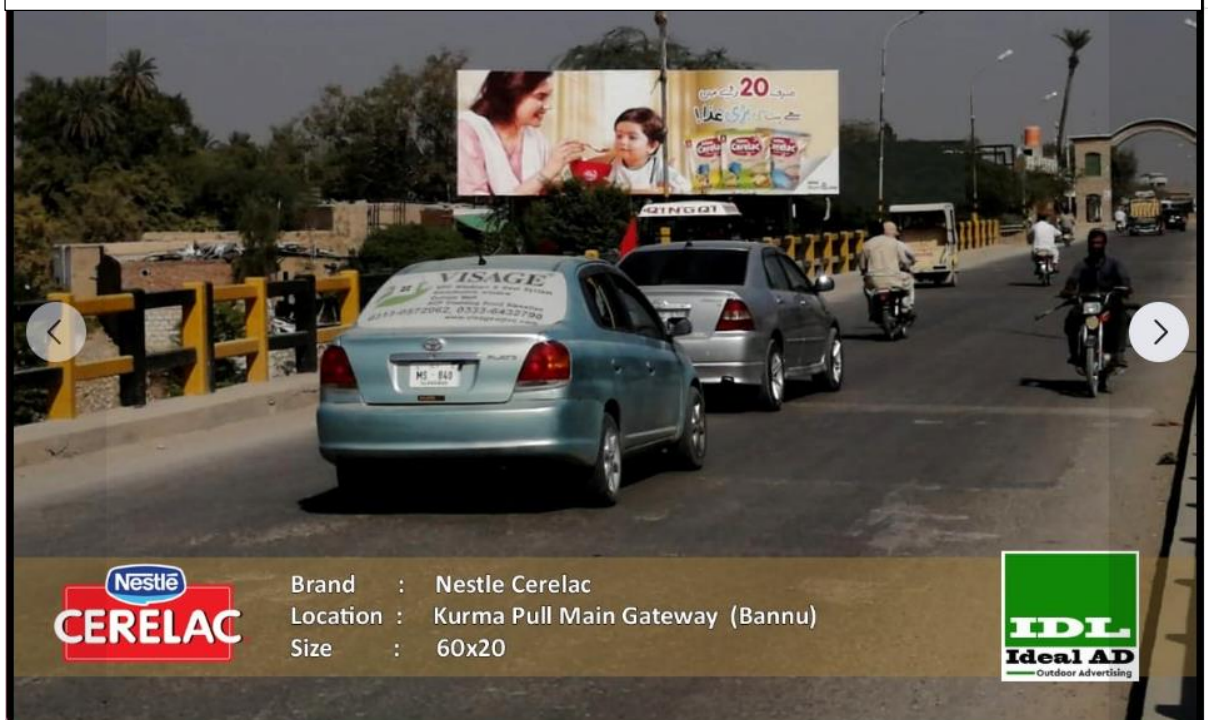
Types of Violation found during market monitoring and clauses of [Breastmilk substitutes-2013/Breastmilk substitutes](#) ACT

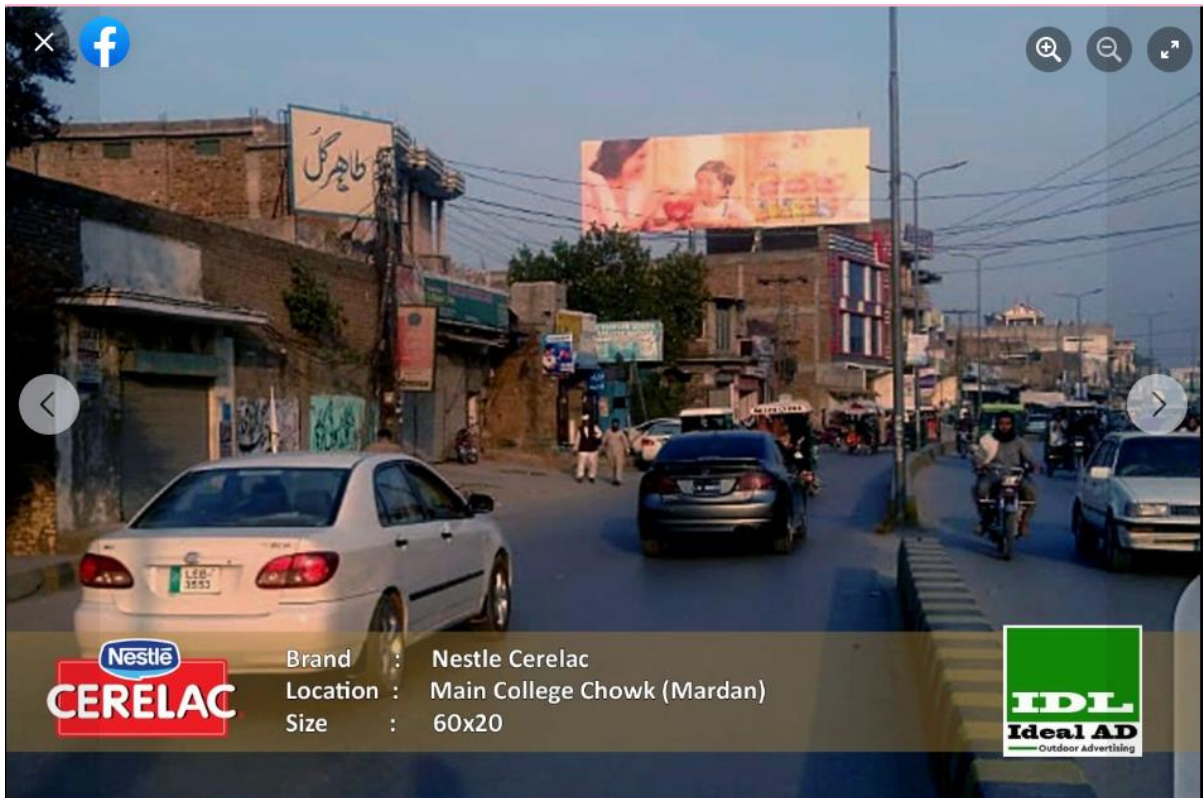
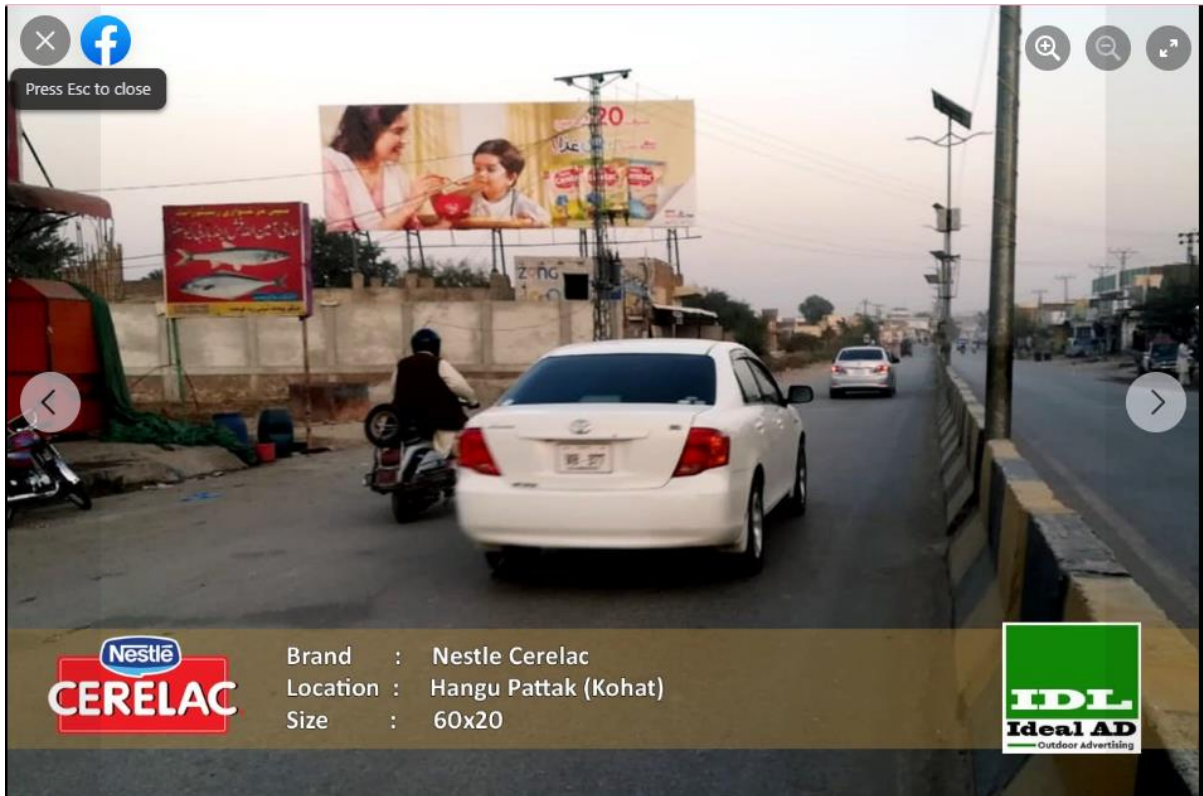
**Breastfeeding support and strengthening regulation-2009
Violations([breastmilk substitutes](#)), Afganistan**

Topics	Breastfeeding support and strengthening regulation-2009 Violations, Afganistan	Violation of Afganistan Act-2009 article no.
Advertisement , sponsoring	Producers and distributors cannot promote specific products at sales and health care centers or other places using the following methods: 1- Advertisements 3- Holding of events and programs or sponsoring them.	6(1)
Exhibition, discount,prizes	2- Sales methods (particular exhibition, discount coupons, prizes, discounts, specific sales, selling of items on lose, selling of specific products along with other items and gifts.	6(2)
Distribution of informative material	Provision or distribution of informative and instructive materials about child feeding.	6(4)
Written request from health specialists	The producer and distributor shall not provide the way for information on specific products without a written request from health specialists or relevant authorities unless the information contains scientific and research matters pertaining to technical methods and usage of the specific products.	(7)
Picture	(2) Informative and educational materials for child feeding is produced in accordance with the national and international standards and is not designed with any picture, photo, painting or other things that encourage to artificial feeding with bottle or glass to discourage baby from mother's milk.	18(2)
Labelling	Prohibition regarding labelling of specific products Producer and distributor shall not supply specific products labeled with the following characteristics, for sale to the market: 1- Photo, drawing or other graphic signs, unless they are about the method of preparing the product. 2- Any medical claim 4- Mention of name interpreted as specialist or concerned official for nutrition of baby.	10(1,2,4)
Medical claim comparable to mother's milk	(1) Informative and instructive materials shall not contain medical claim, or create such an influence or dictation that the presented products be equal to, comparable or higher than mother's milk or feeding on it. (2) Informative and instructive materials shall not include the name and logo of producer and distributor.	19

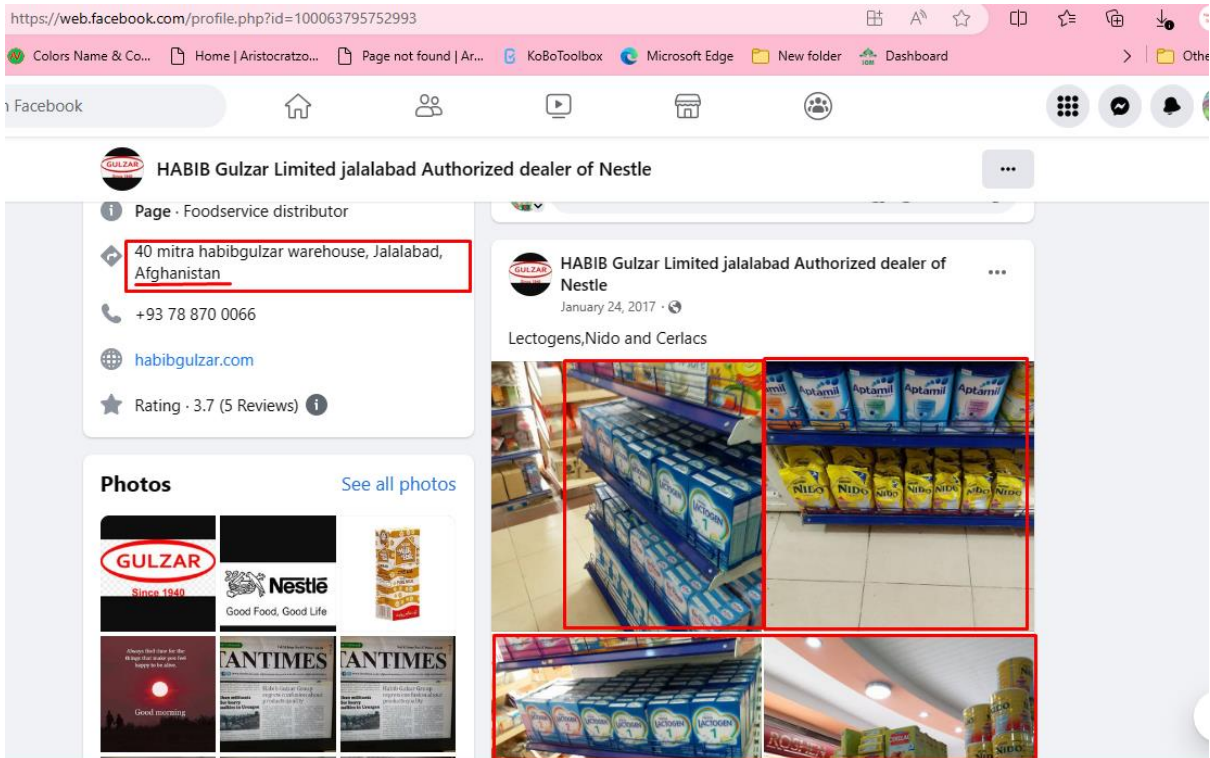


Billboard advertising for CERELAC violating Afganistan [breastmilk substitutes](#) code Article-6(1)

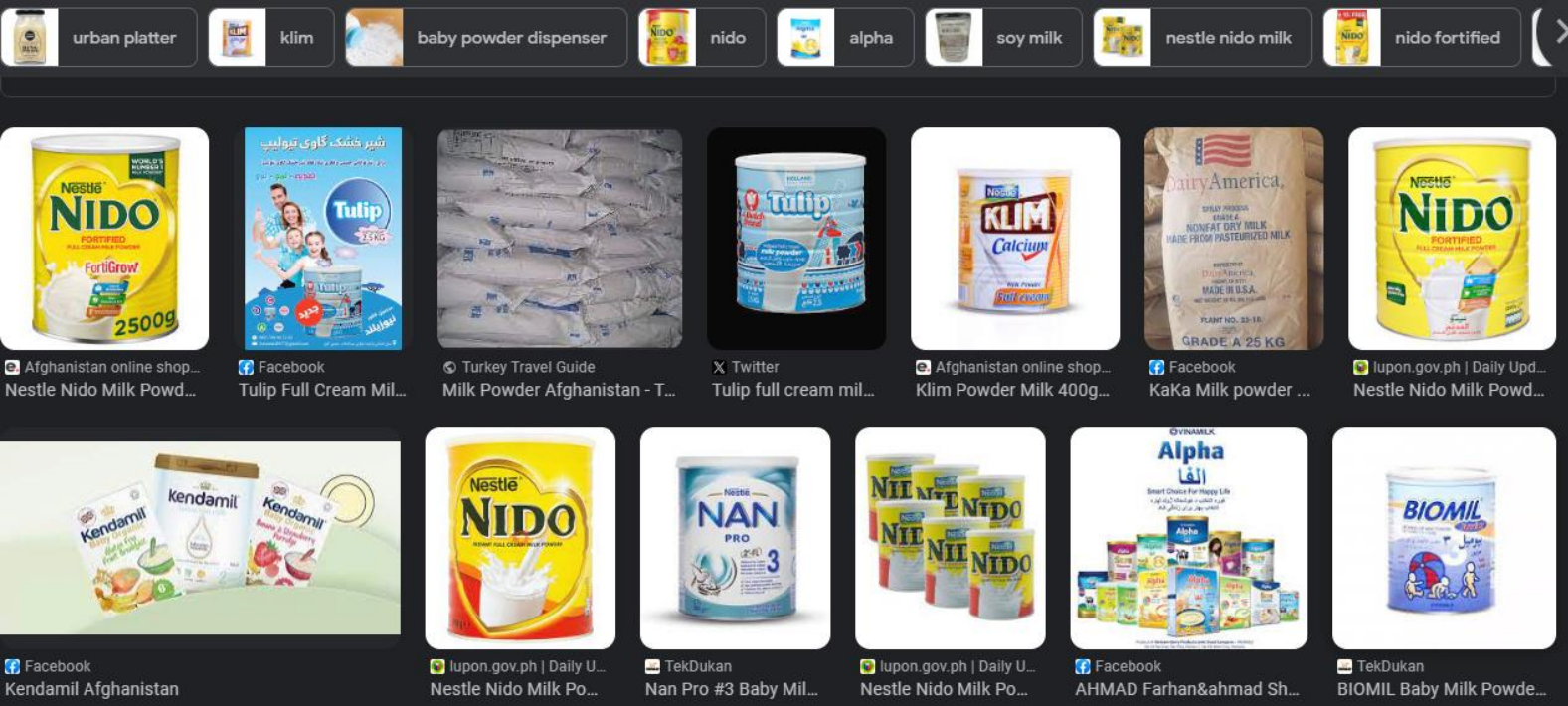




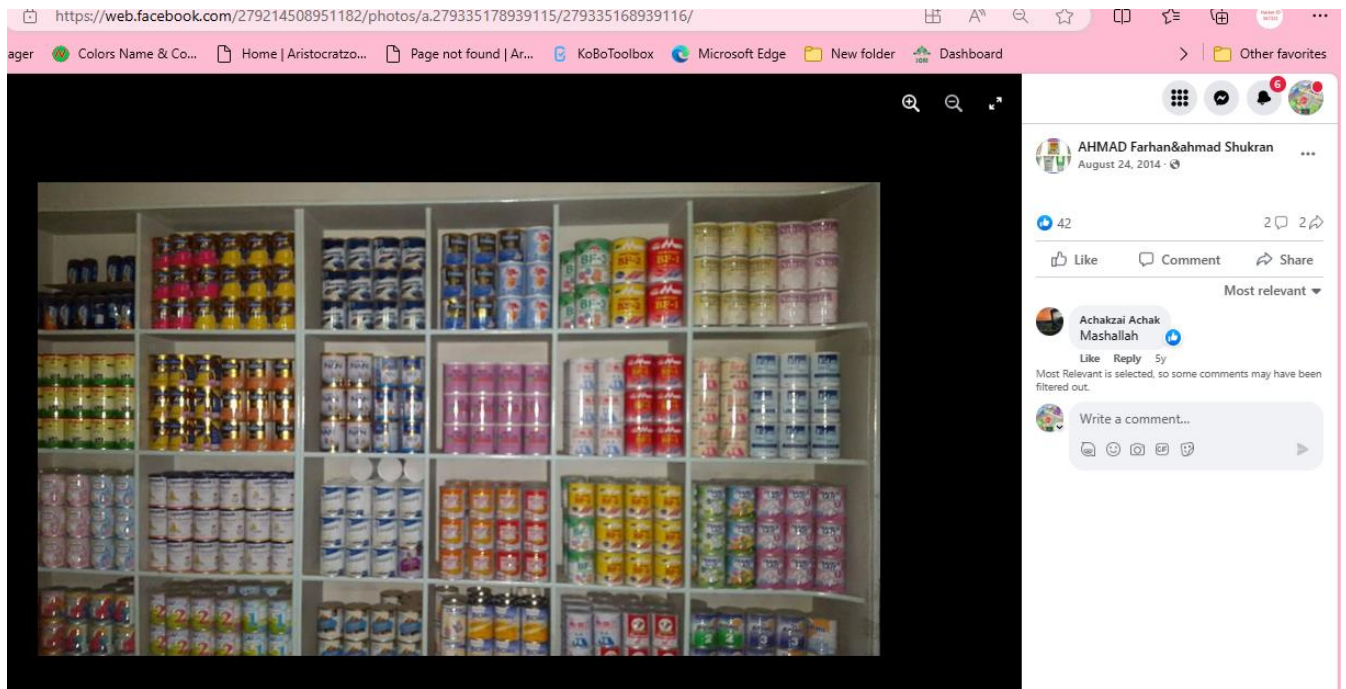
Advertisements of BMS products, Violating Afganistan [breastmilk substitutes](#) code Article-6(1),



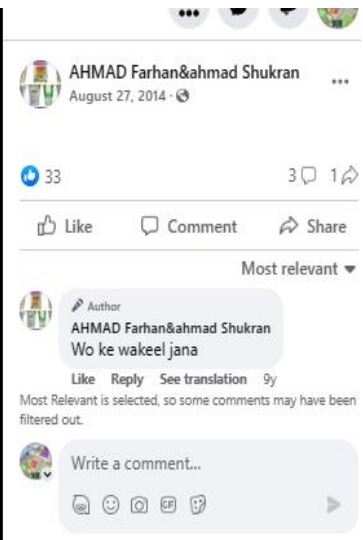
BMS products were selling in Afganistan in the facebook shop violating Afganistan [breastmilk substitutes](#) Article-6(1)



Powder milk found in Afganistan online market violating Afganistan found on 9/9/23 Google search (violating Afganistan [breastmilk substitutes](#) code Article-6(1))



(6) Facebook https://web.facebook.com/people/AHMAD-Farhanahmad-Shukran/100064928982124/?paipv=0&eav=AfaPH1JXGo8aIKOpXcim85jisVViiBr1urEK2QHKjiSERiufdInd2xdqB4DSZR_iufQ&rdc=1&rdr violating Afganistan breastmilk substitutes code Article-6(1)



Facebook marketing of BMS product in Afganistan ,27 August,2014 violating Afganistan breastmilk substitutes code Article-6(1,2),10(1,2,4)

https://web.facebook.com/279214508951182/photos/a.279335178939115/1173128686226422/

Colors Name & Co... Home | Aristocratzo... Page not found | Ar... KoBoToolbox Microsoft Edge New folder Dashboard Other favorites

VINAMILK
Alpha
الفا
Smart Choice For Happy Life
غوره انتخاب د خوشحاله ژوند لپاره
انتخاب بهتر برای زندگی شاد

Product of Vietnam Dairy Products Joint Stock Company - VINAMILK
No 10 Tan Trao, Tan Phu, District 7, Ho Chi Minh City, Vietnam

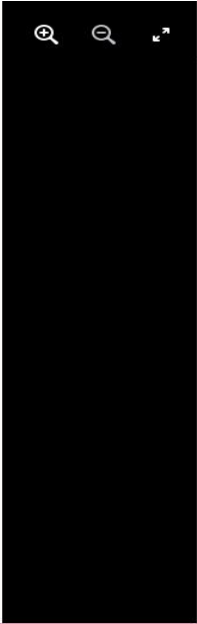
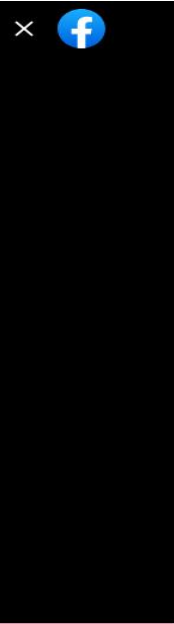
AHMAD Farhan&ahmad Shukran
February 20, 2020 ·

22 · 6

Like Comment Share

Write a comment...

(6) Facebook https://web.facebook.com/people/AHMAD-Farhanahmad-Shukran/100064928982124/?paipv=0&eav=AfaPH1JXGo8aIKOpXcim85jisVViiBr1urEK2QHKjiSERiufdInd2xdqB4DSZR_iufQ&_rdc=1&_rdr Advertisement: violating Afganistan BMS code, Article no.6 (1); The slogan “Smart choice for happy life” claims the **breastmilk substitutes** products are higher than mother’s milk violating article no.19 Article-6(1,2)



Kendamil Afghanistan
December 29, 2021 · 🌐

We're absolutely OVER THE MOOOOON (🌕) to OFFICIALLY announce that we have won TWO GROCER AWARDS PLUS AN OFFICIAL RECOGNITION OF GROWTH!! 🌟🌟🌟

🏆 Top Launch of the Year for the Baby & Infant Care Category: Kendamil 'Ready to Feed' Formula. 🌟

🏆 New Product Award for the Baby & Infant Care Category: Kendamil 'Classic Follow on' Formula. 🌟

📌 AND, we're OFFICIALLY recognised as one of the TOP 5 FASTEST growing brands! 🚀

That's ... See more

👍 3.1K 12 🗨️

Write a comment...

Award giving: violating Afganistan breastmilk substitutes Article-6(1, 2); 18
 (9)Facebook <https://www.facebook.com/kendamilafg/photos/a.111539346960805/643462813768453/> accessed 29 December, 2021



Kendamil Afghanistan
December 17, 2021 · 🌐

Rayyan Ahmad our lovely kendababy enjoys kendamil on a Friday afternoon. He is active and thriving, he is definitely giving a 5 ⭐. But he is angry with kendamil flying off the shelves and he can't get enough. We promise we will restock soon !!! ❤️

31 2 2

Like Comment Share

Most relevant ▾

Write a comment...

Informative **Picture, photo, painting or** other things that **encourage to** breastmilk substitutes **artificial feeding** violating



Kendamil Afghanistan

December 12, 2021 · 🌐



Kendamil organic cereal range ❤️




👍❤️ 33

9 comments · 1 share

Kendamil Afghanistan
December 2, 2021 · 🌐

Closer to nature, kinder by miles 🇦🇫 ❤️



I couldn't believe the others contained unnecessary fish oil! No wonder this smells and tastes amazing!
- Roisin

★★★★★
★ Trustpilot

Kendamil®
closer to nature, kinder by miles

Important Notice: Breastfeeding is best. Kendamil Follow-on milk is only for babies over 6 months, as should be used as part of a varied diet. Please talk to your Healthcare Professional.

Kendamil Afghanistan
Baby goods/kids goods

WhatsApp

Violating Afganistan [breastmilk substitutes](#) code **Article-6(1, 2), 7 ; 18**

Specific products information Article 7: The producer and distributor shall not provide the way for information on specific products without a written request from health specialists or relevant authorities unless the **information contains scientific and research matters** pertaining to technical methods and usage of the specific products



Kendamil Afghanistan

November 29, 2021 · 🌐



Is your baby looking at solid food a little... wistfully? Reaching for your lunch with little hands? Maybe they're mouthing their toys? Great news: your baby might be ready to wean! Yummy times lie ahead. 😊

With our month, dedicated to [#informedisbest](#), we couldn't be more excited to share some weaning tips. We've written this guide to answer your weaning questions — from when to start, different feeding techniques (baby-led weaning!) and a weaning chart included! Our aim is ... See more



Facebook marketing of [breastmilk substitutes](#) product in Afghanistan ,29 November,2021
violating
Afghanistan BMS code Article-6(2),18(2)



Kendamil Afghanistan

November 22, 2021 · 🌐

Continuing our month of education and empowerment with #informedisbest, we've written an informative blog on how to sterilise your baby bottles and teats. So whether you're bottling up expressed breastmilk or formula milk, we've got you covered with all the information you need on baby bottle sterilisation! 🍷

Check out our detailed blog 📖 <https://kendamil.com/blogs/blog/how-to-sterilise-baby-bottle>

#Kendamil #Kendamilformula #Babybottle #Expressedbreastmilk #Sterilisingbaby... See more



Facebook marketing of BMS product in Afganistan , November,2021 violating Afganistan BMS code Article-6(2),18(2)

UK made	✓	✗	✗	✗
whole milk fat	✓	✗	✗	✗
no fish oil	✓	✗	✗	✗
no palm oil	✓	✗	✓	✓
vegetarian	✓	✗	✗	✗
size	900g	800g	800g	800g

Facebook marketing of breastmilk substitutes product in Afganistan ,5 and 22 November,2021 violating Afganistan BMS code Article-6(1,2,4),18(2)



Kendamil Afghanistan

October 26, 2021 · 🌐

...

Nebhan jaan our cute Kendababy loves his kendamil, he is active, thriving and enjoying !!! ❤️



Encouraging to artificial feeding

Facebook marketing of [breastmilk substitutes](#) product in Afganistan, 5 November, 2021
violating



Kendamil Afghanistan is with Nafisa Hosaini.

June 24, 2021 · 🌐

...

Our lovely kendababy Abdulhaq osman just ❤️ Kendamil, from the beautiful city of Herat. He has recently started moving to Kendamil stage two with his favourite cereals

Kendamil is exclusively available at فروشگاه بزرگ زیتون - zaitoon supermarket in Herat

We shared his first photo back in February 2021.



Encouraging to artificial feeding

Facebook marketing of [breastmilk substitutes](#) product in Afghanistan, June, 2021 violating Afghanistan BMS code Article-6(1,2), 18(2)



Kendamil Afghanistan

October 11, 2021 · 🌐



Parents, we can give you one less thing to worry about.

Our subscription service is a fuss-free way to make sure your cupboards are always stocked with baby milk.

Tick another thing off your list in just a few clicks. Simply..... See more



Free delivery: Violating Afghanistan [breastmilk substitutes](#) code article 6(2)



Kendamil Afghanistan
July 16, 2021 · 🌐



Kendamil ❤️



Encouraging to artificial feeding: Violation of Afganistan [breastmilk substitutes](#), Article no.18(2)



Kendamil Afghanistan

May 18, 2021 · 🌐



Our reviews speak for themselves! We pride ourselves on using the best quality ingredients, sourced locally and using the very best of nature, from farm to formula. ❤️ 🇦🇫

#kendamil #nopalmoil #sustainable #formulafed #organic #baby



Promotion and Encouraging to artificial feeding: Violation of Afganistan [breastmilk substitutes](#), Article no.18(2)



Kendamil Afghanistan

June 23, 2021 · 🌐



Our Smooth Baby Rice contains the very best of nature.

We're 100% British and don't do palm oil, fish oil or other nasties. What we do do is natural ingredients and essential vitamins and minerals to support your little one's development. Simple.

Kendamil Smooth Baby Rice is veggie friendly and suitable from four months. 🌱 ❤️



Use popular cartoon charecter, photo encourage to artificial feeding: Violation of Afganistan [breastmilk substitutes](#) code, Article no.18 (2),



Online Promotion, **Award giving**: violating Afghanistan [breastmilk substitutes](#) code **Article-6(1, 2); 18**



Kendamil Afghanistan

May 11, 2021 · 🌐



Happy [#NationalVegetarianWeek!](#) 🍏

Here at Kendamil, it's [#NationalVegetarianWeek](#) every week, as we choose not to use fish-oil in any of our products.

Did you know fish actually get their Omega-3 from algae? By using a plant based DHA we avoid contributing to overfishing, also making us uniquely vegetarian – a first in the UK baby milk aisle!

👁️... See more



[breastmilk substitutes companies](#) Celebrated National vegetarian week



Kendamil Afghanistan

April 20, 2021 · 🌐

That's breakfast, lunch and dinner sorted!

By sourcing the very best quality ingredients available, we'll help support your little one's development every step of the way.

📷 @musicandthegoodflower ... See more



Facebook promotion, Use baby's photo: Violation of Afganistan BMS code article no.6 (2), 18(2),



Bangladesh

Government of Bangladesh along with BBF (Bangladesh Breastfeeding Foundation), Civil Societies and UN organizations in Bangladesh developed a new law following the International Code. The new law was entitled as "[Breast-milk Substitutes](#), Infant Foods, Commercially Manufactured Complementary Foods and the Accessories Thereof (Regulation of Marketing), act 2013 and was gazetted on the 22th September, 2013 to control unethical promotion of BMS. In order to implement the Act country wide, it was

necessary to disseminate among the people, health professionals and Civil Society.

Statistics of [breastmilk substitutes](#) Nestlé infant formula in Bangladesh

[লেকটোজেন এখন বাংলাদেশেই তৈরি হচ্ছে | | দ্য বিজনেস স্ট্যান্ডার্ড - YouTube](#), The Business standard,

Published on Jun 20, 2021

By investing Tk 150 crore, [breastmilk substitutes](#) Nestlé Bangladesh has built a milk factory with **lactogen in Gazipur**, where it is capable of producing **6 thousand tons of baby food annually**. Nestlé Bangladesh Director of Corporate Affairs Nakeeb Khan joined TBS to talk about this. In order to strengthen its influence in the country's baby food products market, Nestlé, a multinational company that manufactures food products, has set up a modern 'Infant Formula Processing, Filling and Packaging Plant' in Bangladesh.

From now on the company will manufacture their Lactogen brand baby food in Bangladesh. Officials of Nestlé Bangladesh said that from Wednesday they have started production of only **Lactogen-1 and Lactogen-3 in the factory built at a cost of Tk 150 crore in Gazipur's Sreepur**. Initially, the factory will produce **6000 tonnes of Lactogen per annum**. As they gradually increase their production capacity, they will also start producing the remaining variants of Lactogen. According to various sources, a large part of **Bangladesh's Tk 4000 crore baby food market is in the hands of Nestlé**.

Breastmilk substitutes Company and brand names found in the market throughout

Bangladesh

<u>Breastmilk substitutes</u> Company name	Brand name of <u>breastmilk substitutes</u>
<p>Produced by: Nestle India limited</p> <p>Imported by: Nestle Bangladesh</p>	<p>1.Lactogen-1-From Birth 2.Lactogen-2-From 6 Month, 3.Lactogen-3-From 12 Month</p> <p>1.Cerelac-1 Wheat Milk- After 6 Month 2.Cerelac-1, Rice&Milk- After 6 Month 3.Cerelac-1-Wheat- 3Fruits-After 6 month 4.cerelac-1 Mango Milk& Rice-After 6 Month</p> <p>5. cerelac-2 Wheat Apple &Cherry-From 8 Month 6. Cerelac-2- Wheat Honey-From 8. Month. 7. Cerelac-3- Mixed &Vegetables- From10 Month. 4. Nan-1-From birth & Pro NAN 5. Nan-2-After 6 month 6. Nan-3-From 12 Month 7. NAN All 110(0-6 months 1. Nido-1+, From 1 Years 2. Nido-2+, From 2 Years</p>
Fassaka	<p>Pre Biomil / Biomil 1,2,3,4/Biomil soy</p> <p>1.Biomil-1, 0-6 Months 2.Biomil-2, 6-12 Months 3.Biomil-3, 1-2 Years</p>
Jess International	<p>1.Lactail’s Baby Care 1 2.Baby Care 1B 3.Baby Care 2B</p>
Abul Khair consumer group, Newzeland Dairy	<p>MARK Full Cream Milk Powder MARK Active Schools MARK Young Star Endo Milk</p>
Baby Nutrition Care ltd./Babys Nutrition	<p>1. Eldo Baby-1, 0-6 Months 2.Eldo Baby-2, 6-12 Month 3.Eldo Milk-1+, After 1Year 4. Eldo Milk-2+, 2-4 Years1. 5. Danalac (in three categories) 6. Aptamil</p>
Mothers smile	<p>Prima1, 0-6 Months. Prima-2, 6-12 months. Lactofix</p>
GSK , Newziland Dairy	<p>DANO Full Cream Milk Powder- Arla Foods Bangladesh Diploma Instant Milk Cream Powder- Newzeland Dairy Mother’s Horlicks -Newzeland Dairy</p>
Vitalic dairy & food industries	<p>Fassa Milk BIO Mill</p>
My boy	<p>My boy</p>
Others	<p>Gastofix etc.</p>

BMS act violations found in Hospitals and Corresponding clauses of BMS Act 2013

Sl. no.	Breastmilk substitutes act violations found in hospital were	Violation of breastmilk substitutes act-2013/BMS act rules-2017
1.	Leaflets on BMS products	Violation of BMS act-2013 article no.4 (2(a))
2.	BMS product in paediatric ward	Violation of BMS act-2013 article no.4(2(b(iv)))
3.	Prescription of BMS products without any Justified reason	violation of BMS act rules ,2017 article no.(4)
4.	Promotion BMS product	Violation of BMS act-2013 article no.4 (1)
5.	BMS products kept in hospital pharmacies	Violation of BMS act-2013 article no.4 (2(b (IV)))
6.	Attained seminar, symposium, training, competition	Violation of BMS act -2013 article no.4 (2(b (ii)))
7.	Receiving financial gift/others	Violation of BMS act article no.4 (2(b (iii)))
8.	Had Nestle made breastfeeding corners	Violation of BMS act article no.4 (2(b (IV)))
9.	Slips of BMS given to the patients	Violation of BMS act -2013 article no. 4 (2(b (IV)))
10.	Permissions to the representative to visit hospitals	Violation of BMS act article no.4 (1 &2(b (IV))),
11.	Distribution of BMS products among Mothers on special day (World Health day, Nutrition week and Breastfeeding Week)	Violation of BMS act article no. (4(2(c &d))
12.	Involved in conflict of interest professionals Govt. Health professionals of private health facilities	BMS act -2013 article no. (2). Rules -2017 article no. (3(c))

Types of Violation found during market monitoring and clauses of **breastmilk substitutes**-2013/BMS ACT rules-2017

Sl. No.	Violations	
1.	BMS products not registered to IPHN	Violation of BMS act -2013 & rules-2017 article no.(10(1))

2.	BMS product Promotion in shops	Violation of BMS act article no.(4(1))
3.	Then inadequate labeling	Violation of BMS act article no.(6(1,2,3))
4.	Promotion in pharmacies	Violation of BMS act article no.(4(1& 2(a (iv))))
5.	Free samples	Violation of BMS act article no.(4(2(b(i))))
6.	Sponsorship	Violation of BMS act article no.(4(2(b(i))))
7.	Other violations	Violation of BMS act-2013 & it's rules-2017



breastmilk substitutes product promotion in grocery shop in Sahebbazar area Area,Rajshahi on 19.01.23 ;Violation of BMS **act article no.(4(1)&2(b(iv))**



Violation of BMS act article no.4 (2(b (IV)))

breastmilk substitutes Nestle made breastfeeding corner in the Sreebardi Upazilla health complex, Sherpur, Mymensingh division visited on 14.3.23

Violation of BMS act article no.4 (2(b (IV))); BMS act-13 violations in hospitals:

breastmilk substitutes company Nestle made Breastfeeding corner found in Modon UHC visited at



breastmilk substitutes product display and promotion in Akusha pharmacy in Kasigonj Bajar, Mymensingh city on 03. 01.2023



breastmilk substitutes product display and promotion in pharmacy Kachari Bazar, Rangpur city on (24/12/20)

সহজ হজম, হাসিখুশি শিশু, হাসিখুশি পরিবার

প্রীতি সুস্থ শিশুর জন্মের পর পুরো পরিবার আনন্দে মেতে উঠে। পরিবারের সবার আকর্ষণের কেন্দ্রে থাকে নবজাতক সেই শিশু। কিন্তু কোনো কারণে যদি যেই শিশুর হজমজনিত কোনো সমস্যা দেখা দেয় তখন শিশু অনেক কান্নাকাটি করে। ফলে বাবা-মা সহ পরিবারের সকলেই দুঃখিতম্ব হয়ে পড়ে।

জন্মের পরবর্তী মাসগুলোতে একটি শিশুর অনেক ধরনের সমস্যা হতে পারে। এর মধ্যে উল্লেখযোগ্য হচ্ছে-

কলিক

কোষ্ঠকাঠিন্য

দুগ্ধবমি



বিভিন্ন গবেষণায় দেখা গেছে শিশুর এই জাতীয় সমস্যায় প্রোবায়োটিক (উপকারী ব্যাকটেরিয়া) Lreuteri কার্যকরী ভূমিকা পালন করে। এই প্রোবায়োটিক মায়ের দুগ্ধে সহজাতভাবেই বিদ্যমান থাকে।

Lreuteri শিশুর সেবে প্রয়োজনীয় কিছু অ্যান্টিবডি নিরসনের মাধ্যমে শিশুর পরিপাকতন্ত্রের সুস্থতা বজায় রাখতে ও সুরক্ষা ব্যবস্থাকে মজবুত করতে অত্যন্ত গুরুত্বপূর্ণ ভূমিকা পালন করে। এছাড়া সেবে ক্ষতিকর ব্যাকটেরিয়া গোষ্ঠে এটি খুবই কার্যকর।

কলিক প্রতিরোধে Lreuteri:

সাধারণতঃ জন্মের পর প্রথম ৩ মাসের ভেতর শিশুর কলিকজনিত সমস্যা দেখা দেয় এবং বেশির ভাগ ক্ষেত্রেই ৩ সপ্তাহ থেকে শুরু হয়। কলিক আক্রান্ত শিশুরা সবসময় স্বাভাবিকের চেয়ে অতিরিক্ত কান্নাকাটি করে। এই কান্নাকাটির সময়সীমা সাধারণতঃ -

- সারাদিনে ৩ ঘণ্টারও বেশি থাকে
- প্রতি সপ্তাহে ৩ দিনের বেশি হতে পারে

গবেষণায় দেখা গেছে, জন্মের পর হতে বেসব শিশুর Lreuteri সমৃদ্ধ খাবার সেবা হয়, তাদের কলিকজনিত সমস্যার সঙ্ঘবনা হ্রাস পায়। প্রোবায়োটিক (উপকারী ব্যাকটেরিয়া) Lreuteri কলিক আক্রান্ত শিশুর পেট ব্যথার তীব্রতা ও কান্নার সময়সীমা (প্রথম সপ্তাহে প্রায় ৭৪%) কমাতে সাহায্য করে।

কোষ্ঠকাঠিন্য প্রতিরোধে Lreuteri:

কোষ্ঠকাঠিন্য শিশুর একটি পরিচিত সমস্যা। কোষ্ঠকাঠিন্য হলে-

- শিশুর পরোনিম্বাশন প্রক্রিয়া ২-৩ দিন পরপর হয়।
- মলত্যাগের সময় শিশুর খুব কষ্ট হয় ও খুব লালবর্ণ খারপ করে।

অনেক গবেষণায় দেখা গেছে যে, নিয়মিত মলত্যাগে এবং মলত্যাগ প্রক্রিয়াকে সহজ করতে প্রোবায়োটিক Lreuteri গুরুত্বপূর্ণ ভূমিকা পালন করে। এছাড়াও Lreuteri শিশুর অন্ত্রের সঙ্ঘবন বৃদ্ধির মাধ্যমে মলত্যাগ প্রক্রিয়াকে স্বাভাবিক রাখতে সাহায্য করে।

বমি প্রতিরোধে Lreuteri:

অনেক যেই শিশুর ক্ষেত্রে দেখা যায় যে, খাওয়ার কিছুক্ষণের মধ্যেই বমি করে ফেলে। এক্ষেত্রে যদি চিকিৎসকের পরামর্শ অনুযায়ী শিশুকে প্রোবায়োটিক Lreuteri সেবা হয় তবে তা হজম প্রক্রিয়ার উপর ইতিবাচক প্রভাব ফেলে বমি হওয়ার প্রবণতা কমাতে সাহায্য করতে পারে।

সব মা-বাবাই চায় তার আদরের সোনামণি সুস্থ-সবল ও গ্রাণবন্ত ভাবে বেড়ে উঠুক। একটি শিশুর সুস্থতার উপর নির্ভর করে পুরো পরিবারের বর্তি।

তাই জন্ম পরবর্তীতে শিশুর কলিক, কোষ্ঠকাঠিন্য ও দুগ্ধবমি ইত্যাদি সমস্যা-গুলো কমিয়ে আনার জন্য চিকিৎসকের পরামর্শ অনুযায়ী শিশুকে বাজারে প্রচলিত উন্নতমানের Lreuteri সমৃদ্ধ শিশুখাদ্য সেবা যেতে পারে।



ডাক্তার ডাঃ অশীষ কুমার বসু
কলিক, কোষ্ঠকাঠিন্য, বমি, দুগ্ধবমি, কোষ্ঠকাঠিন্য, কোষ্ঠকাঠিন্য এবং বমি ইত্যাদি রোগে শিশু নিয়ন্ত্রণ
শেখ-ই-বালু মেডিকেল কলেজ এবং হাসপাতাল
ঢাকা



স্বাস্থ্য ও পরিবার কল্যাণ
০৬০০০ - ১৬ ১২ ৭১*(চার্লস্ট্রিট)
০৯৬১০ - ১৬ ১২ ৭১**

* স্বাস্থ্য ও পরিবার কল্যাণ, ঢাকা, বাংলাদেশ, ৯ই ও ১১তম মেলাঘর ভাণ্ডার ** স্বাস্থ্য ও পরিবার কল্যাণ

[breastmilk substitutes](#) Nestle published nutrition content for children violation BMS act clause no.4(2(d))



[breastmilk substitutes](#) Nestle company sponsored and decorated the IMCI training room an established library room of **Serebanagla Medical college hospital**



Found [breastmilk substitutes](#) leaflet in the hand of duty Midwife in a Public hospital (Modhupur Upazilla health complex) on 5/2/19



The [breastmilk substitutes](#) Fassaka(Biomil)company's representative found during visit of BBF staff in a Public hospital (Modhupur Upazilla health complex,Tangail) on 5/2/19



Jahid hasan adapted baby from birth was feeding [breastmilk substitutes](#) Biomil on 18/7/17 by his grandmother.



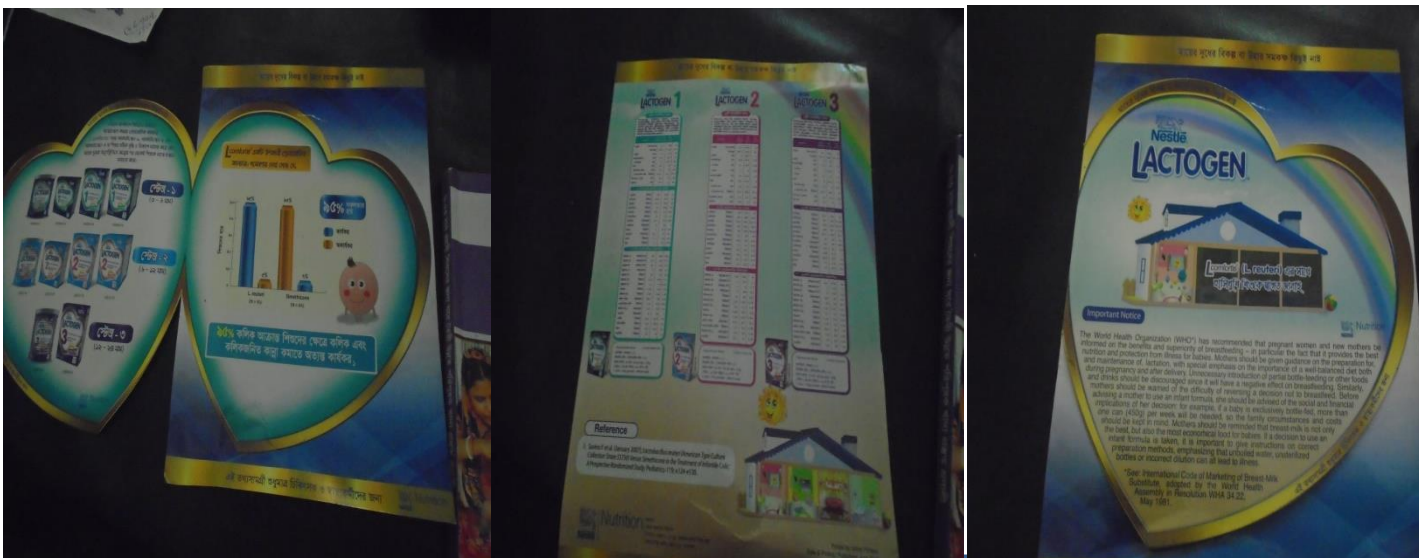
Pneumonia, Allergenic infection, Edema, serious Anemia affected baby Jahid hasan (5 months baby) was combating with death on 20/7/17, one day Before death .He died on 21/7/17. The duty doctor was teaching to his group intern students that it is for protein energy malnutrition .The teacher never pronounced the word about [breastmilk substitutes](#) in his entire class.

UHC visited

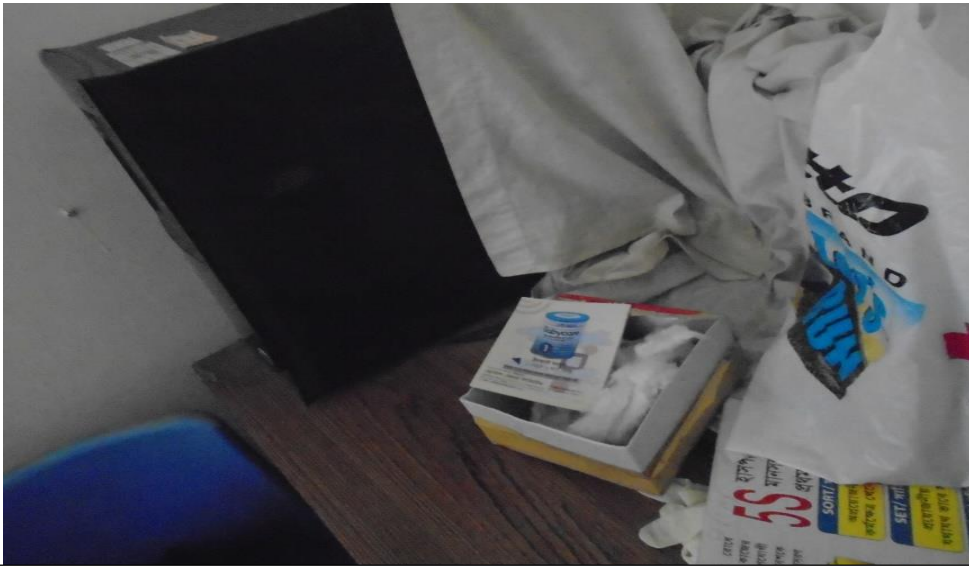
Bochaganj



The breastmilk substitutes nestle made Breast feeding corner on 31/7/2017 in Bochaganj UHC . Dr,Hamonto kumar roy told me we will unwrapped it as soon as possible.



Leaflet of Lactogen was found from Gabindaganj UHC from Nurses duty room on 29/5/17.



At ANC/PNC corner of Khansama I found the leaflet of Baby care(The [breastmilk substitutes.](#)) on 29/7/2017 in Khansama UHC ,Dinajpur

*বাবিজ্যিকভাবে প্রস্তুতকৃত শিশুর বাড়তি খাদ্য শিশুর পুষ্টির মূল উৎস নহে।
যেহেতু প্রতিটি শিশুর বেড়ে উঠার হার ভিন্ন, তাই পরিপূরক খাবার দেওয়ার আগে চিকিৎসকের পরামর্শ নিন।

CERELAC এর প্রতিটি
পরিবেশনে শস্যদানার গুণাবলি অটুট
থাকে। পাশাপাশি এতে রয়েছে
প্রয়োজনীয় পুষ্টি উপাদানসমূহ যা
শিশুর বৃদ্ধি ও বিকাশে সহায়তা
করতে পারে।

Good Food, Good Life™



Good to Talk

নেস্লে কনজুমার সার্ভিসেস

০৮০০০-১৬ ১২ ৭১ (চার্জ ফ্রি)

০৯৬১০-১৬ ১২ ৭১

ই-মেইল: WeCare@bd.nestle.com

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Produits Nestlé S.A.

এতে রয়েছে বাছাইকৃত
উন্নত মানসম্পন্ন শস্যকণা,
যা শিশুর প্রয়োজনীয় চাহিদা
পূরণ করতে সহায়তা করতে
পারে।

ফার্মাইড উইথ ভিটামিন এ,
সি, জিংক এবং **Bifidus BL**
যা রোগ প্রতিরোধ ক্ষমতা
মজবুত করতে সহায়তা
করতে পারে।

এতে আছে ১২টি ভিটামিন
এবং ৭টি মিনারেল,
যা স্বাভাবিক বৃদ্ধিতে
সহায়তা করতে পারে।

এতে আছে আয়রন+
(আয়রন, ওমেগা ৩,
ভিটামিন সি, আরোডিন,
ভিটামিন বি১) যা ব্রেইনের
গঠন ও বুদ্ধিমত্তা বিকাশের
জন্য সহায়তা করতে পারে।

*পুষ্টি বাস্তু কৃষি হাসানকরণ উৎসে, "PATHOGENIC MICRO ORGANISM" সাতগুণ বিকৃত উদ্ভাব
পরিষ্কার করা হয়েছে এবং উপযুক্ত পরিষ্কার প্রক্রিয়ায় পরিষ্কার করা হয়েছে।



বিসিএস সি.এসি ০৭৪

**The recipe developed by the NPTC
(Nestlé Product Technology Center) in Switzerland

*“গুরুত্বপূর্ণ তথ্যাদি” শিরোনামাধীন তথ্য

*আইপিএইচএন নিবন্ধন নম্বর: বি.এম.আর (এন.বি) ০০৬

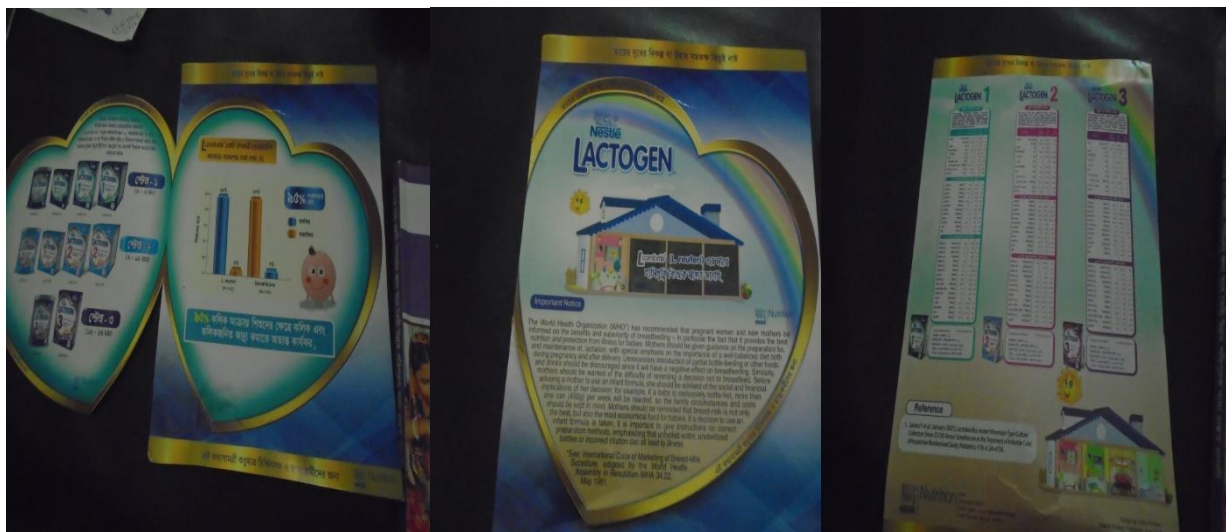
উৎপাদনকারী ও বাজারজাতকারী:
নেস্লে বাংলাদেশ লিমিটেড
রাজেন্দ্রপুর ক্যান্টনমেন্ট, শিশুর বিশেষ
গার্ভাজিয়ার-১৭৪১, বাংলাদেশ।

To give an impression or to conduct such activities to create a belief that [breast-milk substitutes](#), infant foods and commercially manufactured complementary foods is better than or equivalent to breast-milk;
Violation of BMS act-2013 clause no.4(2(d))

Bochaganj UHC visited at 31/7/2017



The [breastmilk substitutes](#) nestle made Breast feeding corner At Bochaganj UHC. Dr. Hamonto kumar roy told me we will unwrapped it as soon as possible.



Leaflet of Lactogen was found from Gabindaganj UHC from Nurses duty room on 29/5/17.

A representative of Babycare was distributing leaflet to the Aya of Khansama UHC ,Dinajpur at 29/7/2017



Two representative (name /Designation not known) of [breastmilk substitutes company](#) Baby care was distributing leaflet to the Aya of Khansama UHC ,Dinajpur at 29/7/2017 at Approx.2:00-2:30pm



At ANC/PNC corner of Khansama I found the leaflet of Baby care(The [breastmilk substitutes.](#))

Create a belief that breast-milk substitutes, infant foods and commercially manufactured complementary foods is better than or equivalent to breast-milk

<p>Commercially genuine baby food is not the main source of both. Since every baby grows differently, consult a doctor before playing with complementary foods.</p>	
<p>CERELAC The quality of grains in the serving can help the plant grow by providing essential nutrients.</p>	
<p>It contains selected high quality grains, which can help meet the essential needs of the baby.</p>	<p>Fortified with Vitamin A, C, Zinc and Bifidus BL which can help strengthen the immune system.</p>
<p>It contains 12 vitamins and 7 minerals, which can help in normal growth.</p>	<p>It contains Iron+ (Iron, Omega 3 Vitamin C, Iodine, Vitamin B1) which can support brain structure and intelligence development.</p>





Public hospital Doctor prescribed and gave tik mark on Aldo Baby-1 leaflet for baby

ডাঃ এ কে এম আমিরুল মোরশেদ খাসরু
 MBBS, MD (Paed Hematology), MD (Paed)
 DCH, MCh, DCH
 Child Specialist
 Associate Professor (Paed)
 Dhaka Medical College & Hospital
 Dhaka University (Dhaka)
 Dhaka Specialized Hospital
 Dhaka 1212, Bangladesh

Name: ৩ সোহাগ Age: ২৪ মাস Date: ০৫/০৫/১৮

CIC R

Loose motion
৩/৫

২১/৫/১৮

১) SYP. Baoflo x ১১
 $\frac{1}{2}$ tab x ২ m - ২/৫/১৮

২) SYP. 20x
 $\frac{1}{2}$ m x ২ m - ২/৫/১৮

৩) SYP. Cotrim
 $\frac{1}{2}$ m x ২ m - ২/৫/১৮

৪) SYP. Amobax
 $\frac{1}{2}$ m x ৬ m - ২/৫/১৮

৫) Softi clean
 ১ টি ৩ মাস পর

Loose motion
৩/৫

১৫/৫/১৮

১৫/৫/১৮

Lactofix
১৫/৫/১৮

“সুস্থ জীবন, সুন্দর পৃথিবী”

আলোক হেলথ কেয়ার লিঃ (ইউনিট-৩)
AALOK health care ltd. (Unit-3)

A Complete Digital Diagnostic & Consultation Centre.
 ইউনিট-৩ : ২/৬ পল্লবী (১১ঃ বাসস্ট্যান্ড) মিরপুর, ঢাকা-১২১৬। মোবাইল: ০১৮২৫-০০২৮০
 ফোন: ৯০১৮৮২৮, ৯০১৮৮৩৩ Web: www.aalokbd.com

রোগী দেখার সময়ঃ বিকাল ৫টা থেকে রাত ৮টা পর্যন্ত। (সেখানে)
 * আপনার শিশুকে টিকা দিন, * ৬ মাস ও ৯ মাস বৃক্কের দুখ

Public hospital Doctor prescribed BMS product “Lactofix” for baby

Report of Online newspaper Prabartan at on 19th september,2019 about the death of twin baby Maria and Faria (10 months' babies) after feeding [breastmilk substitutes](#) Biomil-2



সারাদেশ সারাবিশ্ব রাজনীতি অর্থনীতি আইটি খেলাধুলা বানিজ্য বিনোদন শিক্ষা সাহিত্য স্বাস্থ্য



খুলনায় দু'শিশুর আকস্মিক মৃত্যু, অভিযোগের তীর বায়োমিল দুধের দিকে

Published: September 19, 2019 | 11:49 am · Updated: 2:59 pm

নিজস্ব প্রতিবেদক, প্রবর্তন | প্রকাশিতঃ ১১:২৭, ১৯ সেপ্টেম্বর ২০১৯

খুলনার ডুমুরিয়া উপজেলার গুটুদিয়া গ্রামের ফারুক গোলদারের দশ মাস বয়সের দুই যমজ কন্যা সন্তান মারা গেছে। এ ঘটনায় পারিবার থেকে অভিযোগের উঠেছে বায়োমিল দুধ খায়ানোর কারণে শিশু দুইটির এমন আকস্মিক মৃত্যু হয়েছে।

বুধবার (১৮ সেপ্টেম্বর) রাতে ঘুমানোর পর আর জাগেনি ওই শিশু দুইটি। বৃহস্পতিবার (১৯ সেপ্টেম্বর) সকালে বিছানায় তাদের মৃত্যু অবস্থায় পাওয়া যায়।

নিহত শিশু দুটির নাম মারিয়া এবং ফারিয়া। তারা যমজ ছিল।

পারিবারিক সূত্রে জানা যায়, রাত দশটার দিকে ফিডারের দুধ খেয়ে বাচ্চা দুটি ঘুমিয়ে পড়ে। সকালে বাচ্চা দুটি আর ঘুম থেকে জেগে ওঠেনি। ঘুমানোর আগে তাদেরকে বায়োমিল-২ দুধ খাওয়ানো হয়েছিল। সকালে মৃত অবস্থায় তাদের নাক ও মুখ থেকে দুধ বের হচ্ছিল।

এ বিষয়ে ঘটনা জানতে পেরে ডুমুরিয়া উপজেলা নির্বাহী অফিসার (ইউএনও) মোছাম্মদ শাহানাজ বেগম বাচ্চাদেরকে দেখতে যান। তিনি জানান, এ ঘটনায় দুধে কোন বিষ ক্রিয়া আছে কিনা জানার জন্য পরবর্তী পদক্ষেপ গ্রহণ করা হয়েছে।

আর্কাইভ

May 2023

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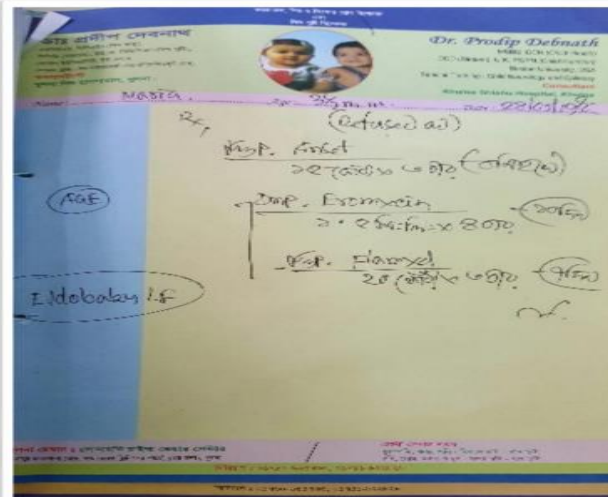
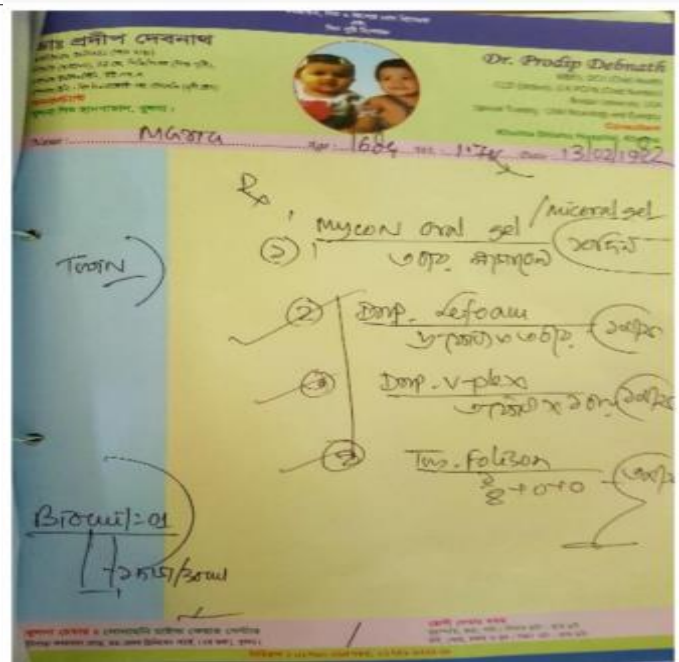
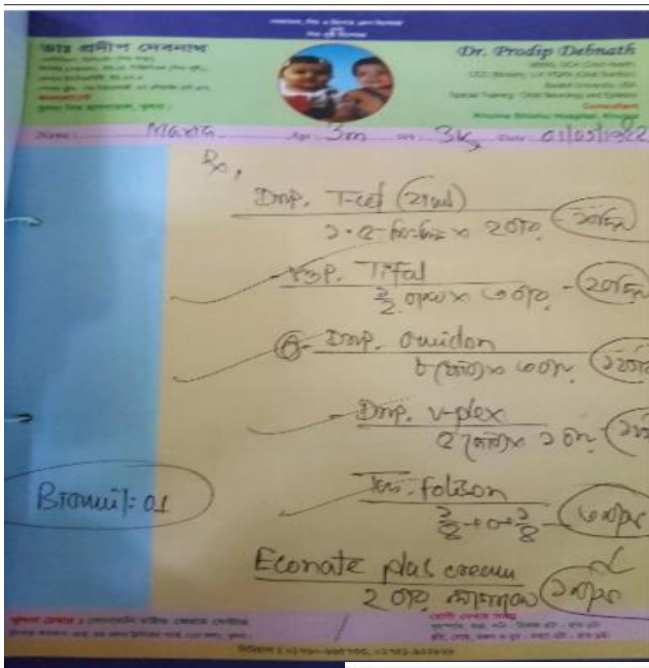
Some pictures of the dyed twin babies after fed Biomil -2 by the prescription of Dr. Prodip debnath,Khulna




Report link of Prabartan daily online newspaper

খলনায় দু'শিশুর আকস্মিক মৃত্যু, অভিযোগের তীর বায়োমিল দুধের দিকে –Prabartan | Most Popular BD Newspaper on 19.9.2019

Prescription



Dr.Prodip debnath,consultant Khulna Shisu hospital prescribed BIomil-1 to the 16 days babies, then on the 3rd months age again prescribed for **breastmilk substitutes** Biomil-1 and then Eldobaby to the twin babies (Maria and Faria, died after feeding Biomil) without any justified reasons



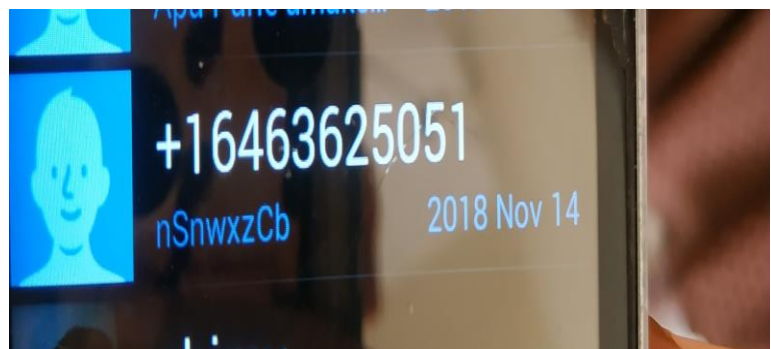
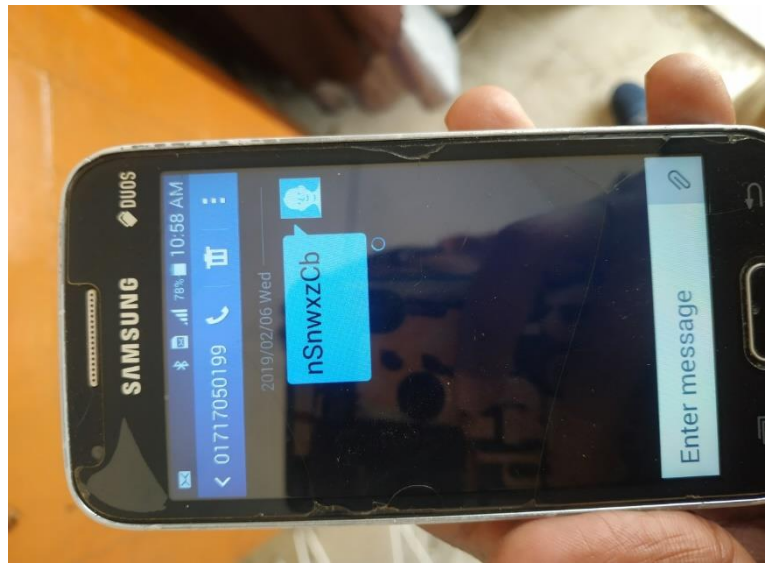
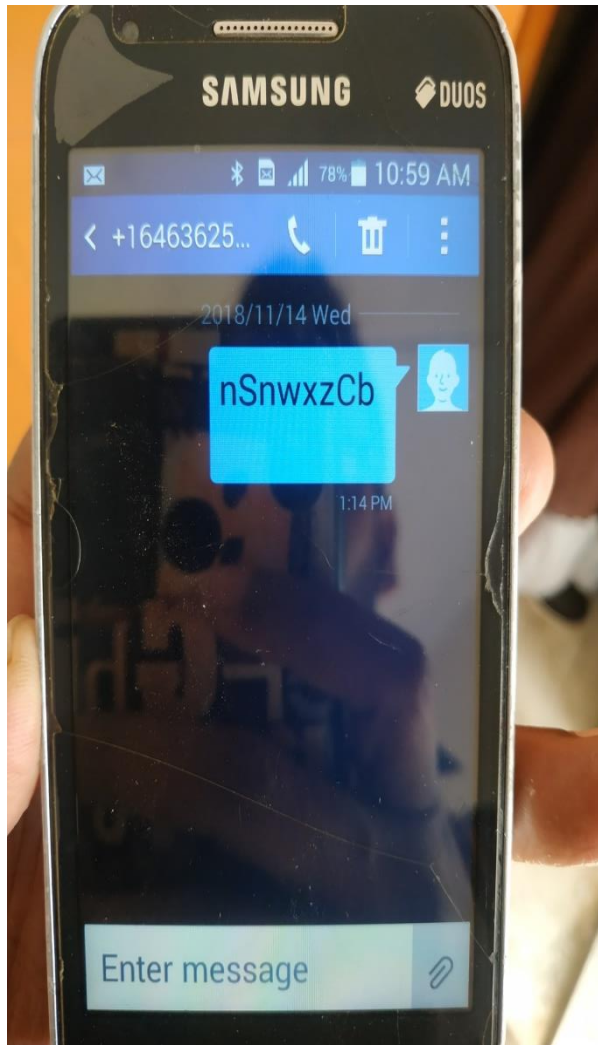
[breastmilk substitutes company](#) Nestle made breastfeeding corner in different hospital



Nestlé made Breastfeeding corner in BIROL UHC, Boda UHC, Pirganj UHC and in RG hospital, Rangpur



Free sample of BMS product was distributed by the UHFPO(Uazilla health and Family planning officer) in Kalukhali UHC,Rajbari to parents



Recently on 6/2/2019, the mobile phone of the health professional (EPI staff) of the hospital was sent a short message sending (nSnwxzcb) coded software, which is a novel, sophisticated and online campaign of powdered milk in the **Netrokona Adunik Sadar hospital** by representatives of the BMS company, which falls **within violations**



The EPI room of the **Netrokona Adunik Sadar hospital** is regularly visited by representatives of the company (one by name Nishad) and various activities are held to promote the BMS company. (visited by BBF staff 6.2.2019)



Nestle celebrated Scientific seminars with the health **professionals** in 2015

You tube marketing, Facebook Live program arranged, sponsored, conducted by BMS Company about baby and mothers health & nutrition like the fox is the guard of the chicken farm, online diet chart making of 6-23 month baby's, BMS company Facebook group with mom & kids, online shop, sponsorship ,free shipping, marketing of BMS product with package of Baby product etc.

Some online BMS Act violations:

References: Mahdzhan KF et al. Guidelines for WHO South-East Asian Region, with emphasis on the former Soviet countries. WHO regional publications, European series, No. 57.



DID YOU KNOW?
2 servings of LACTOKID® 1-3 a day helps your little One to achieve their daily Recommended Nutrition Intake (RNI)*.

*NCDIN (2011). RECOMMENDED NUTRIENT INTAKE FOR MALAYSIA, A REPORT OF THE TECHNICAL WORKING GROUP ON NUTRITIONAL GUIDELINES, NATIONAL COORDINATING COMMITTEE ON FOOD AND NUTRITION, MINISTRY OF HEALTH MALAYSIA, PUTRAJAYA

Nutrition	% of RNI
	LACTOKID® 1-3
Protein	83%
Calcium	73%
Iron	63%
Vitamin D	39%

HOW CAN MY LITTLE ONE SWITCH TO LACTOKID®?

BUY NOW JOIN NOW

facebook.com/SMART-BD-Online-Shopping-379184579341560

SMART BD Online Shopping

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01720-962193

Baby Formula

Product/Service

1. <https://www.startwell.nestle.com.my/products/lactokid-1-3#>



LACTOKID® 1-3

With 4x the iron found in other baby foods with the added benefit of 3x calcium from lacto-ferritin, it allows infants and 2-4 year olds to gain weight & grow taller in a healthy way.

THE GOODNESS OF LACTOKID®

Discover how LACTOKID® helps support the healthy development of your little one!

Weight

1-2 years: 12 kg

2-3 years: 15 kg

Height

1-2 years: 85 cm

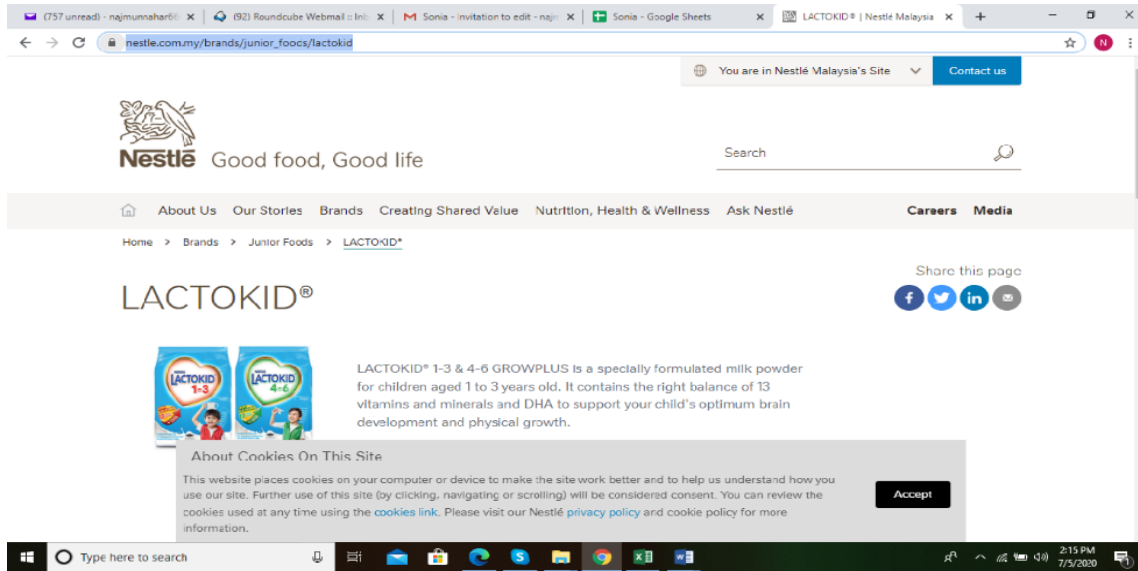
2-3 years: 95 cm

2. <https://www.facebook.com/KidZoneBD>
<https://www.facebook.com/SMART-BD-Online-Shopping-379184579341560>

YouTube Channel link

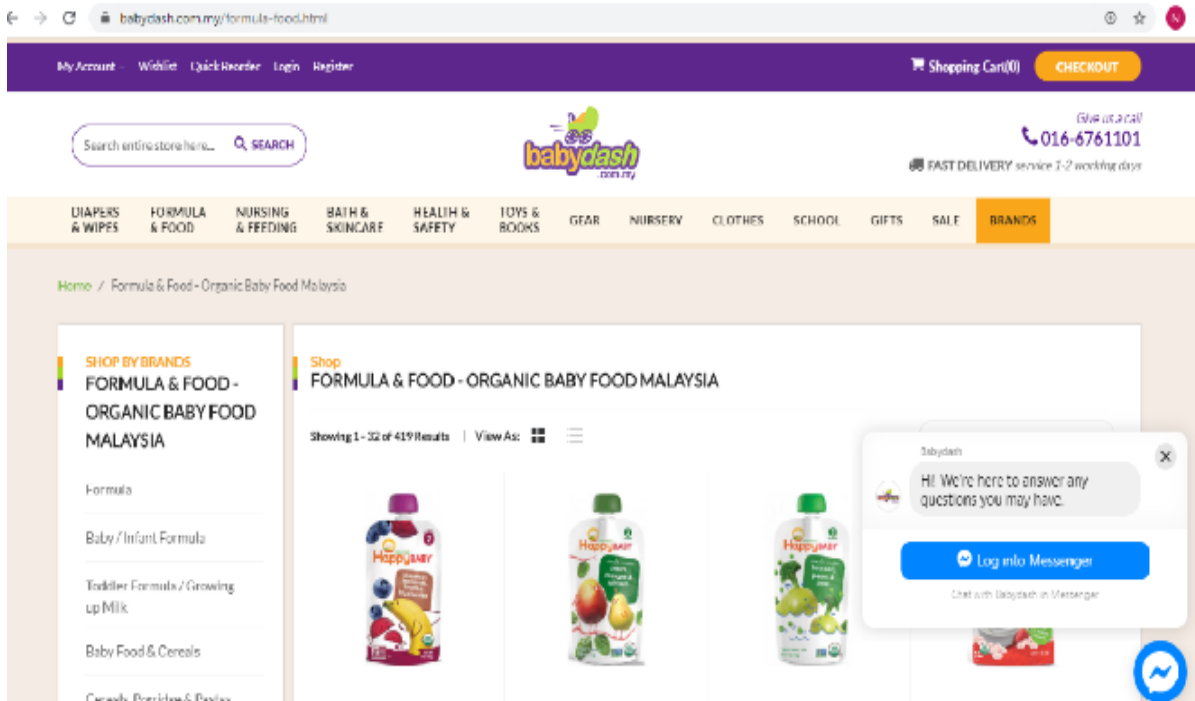
https://www.youtube.com/watch?v=cMLvpBJ7_Vw

<https://www.youtube.com/watch?v=eAZDZUw8qUo>

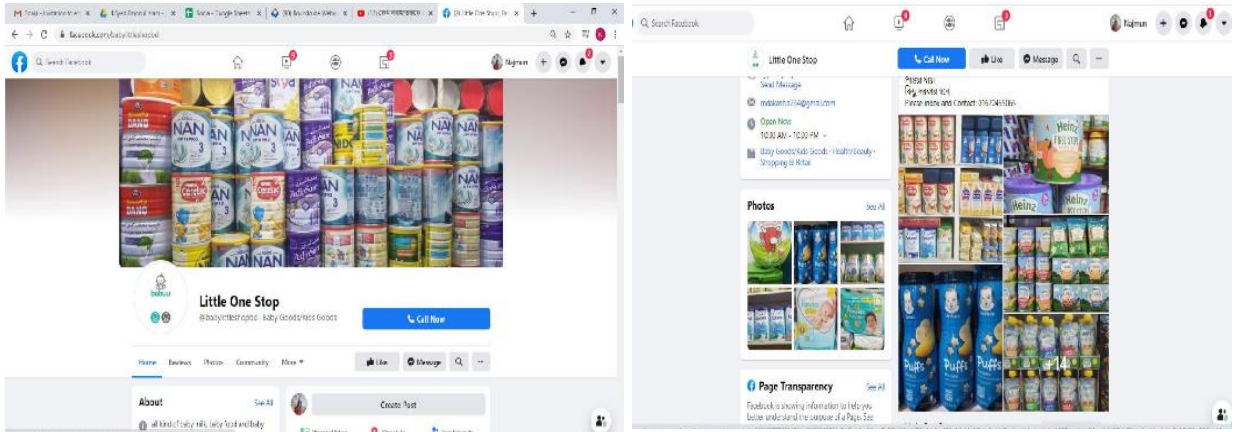


https://www.nestle.com.my/brands/junior_foods/lactokid

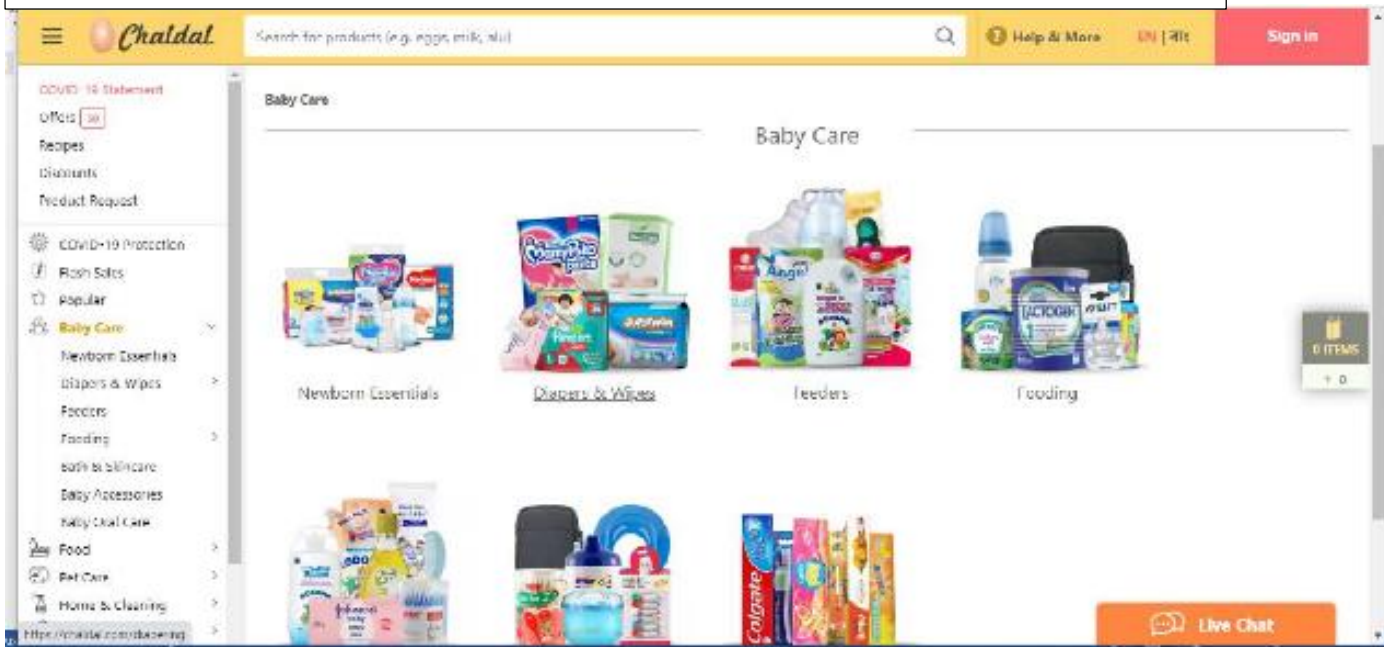
<https://www.>



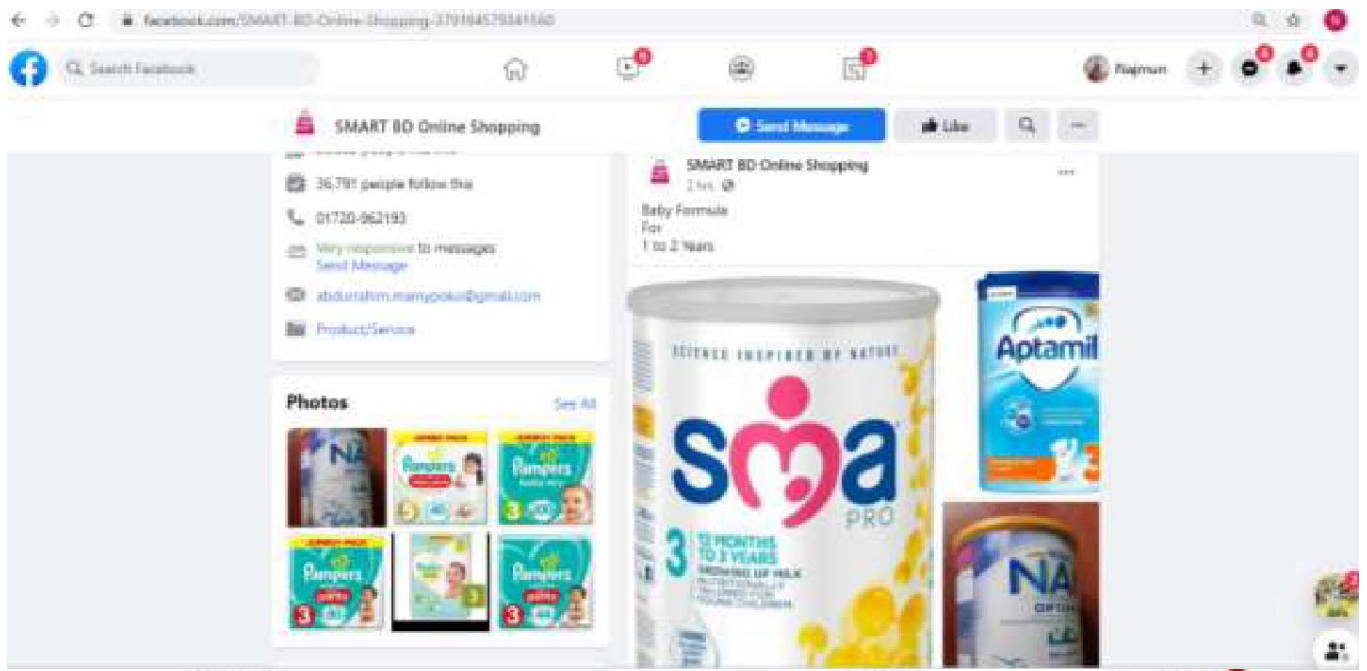
<https://www.nestlenido.com/en> <https://www.babydash.com.my/formula-food.html>



<https://www.facebook.com/babylittlestopbd>
Published on-07.07.2020- Little One Stop



<https://chaldal.com/babycare>



<https://www.facebook.com/SMART-BD-Online-Shopping-379184579341560>
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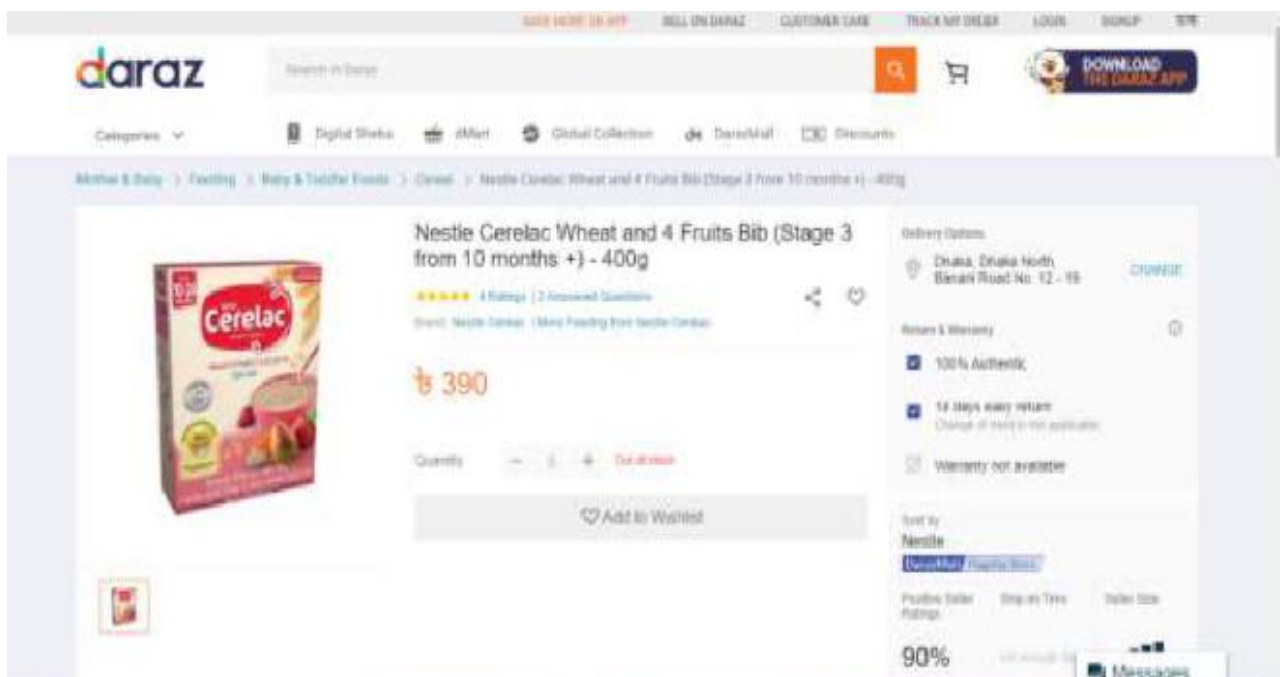


<https://www.youtube.com/watch?v=AbppRIHbBXM>
 Published on -21 Mar 2020 Raisa's Unique World



https://www.youtube.com/watch?v=8gvtuzS2_JY bangla Swasthya Bidhi, Published on 17 June 2020

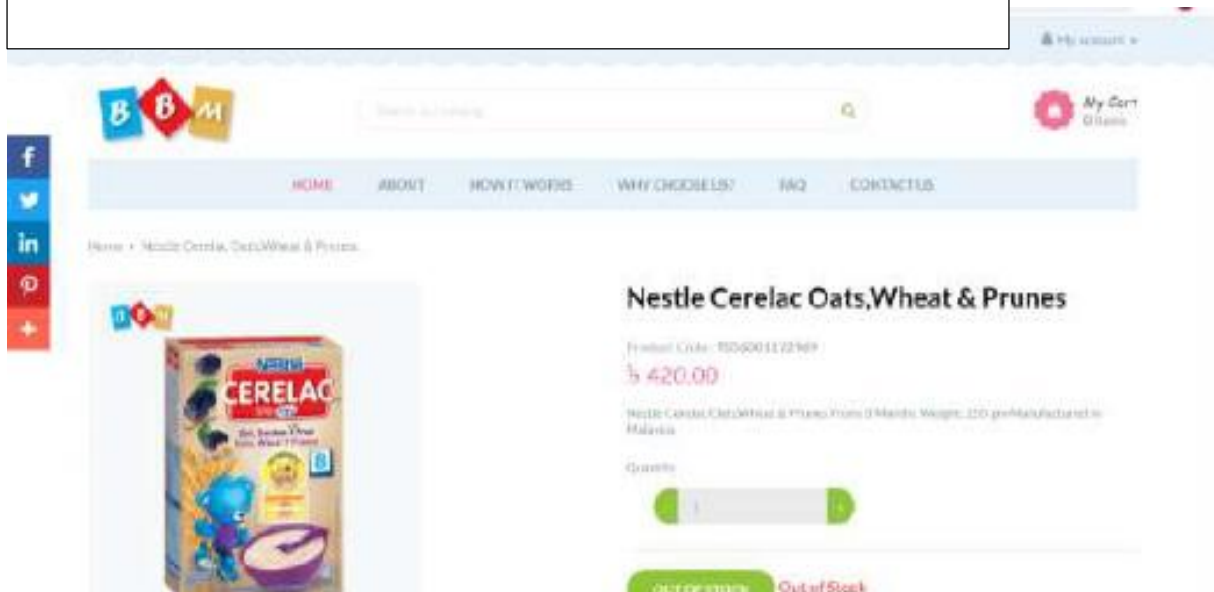
<https://www.facebook.com/Thirteen-Mart-100868211672048>
Thirteen Maart , Published on 2 July 2020



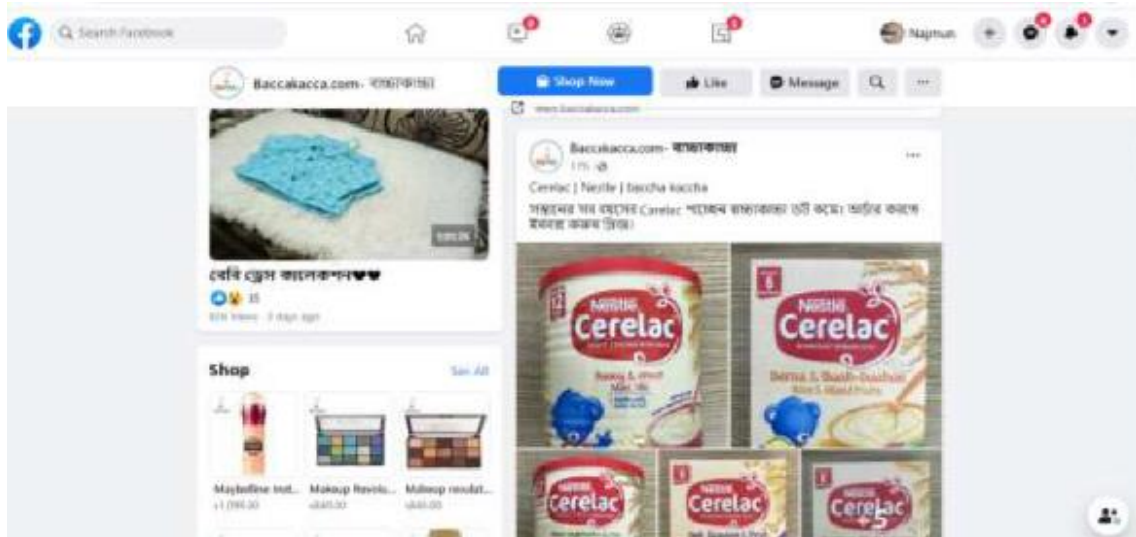
<https://www.daraz.com.bd/products/nestle-cerelac-wheat-and-4-fruits-bib-stage-3-from-10-months-400g-i132144922s1052934191.html?spm=a2a0e.searchlist.list.1.65275219xfGwKJ&search=1>



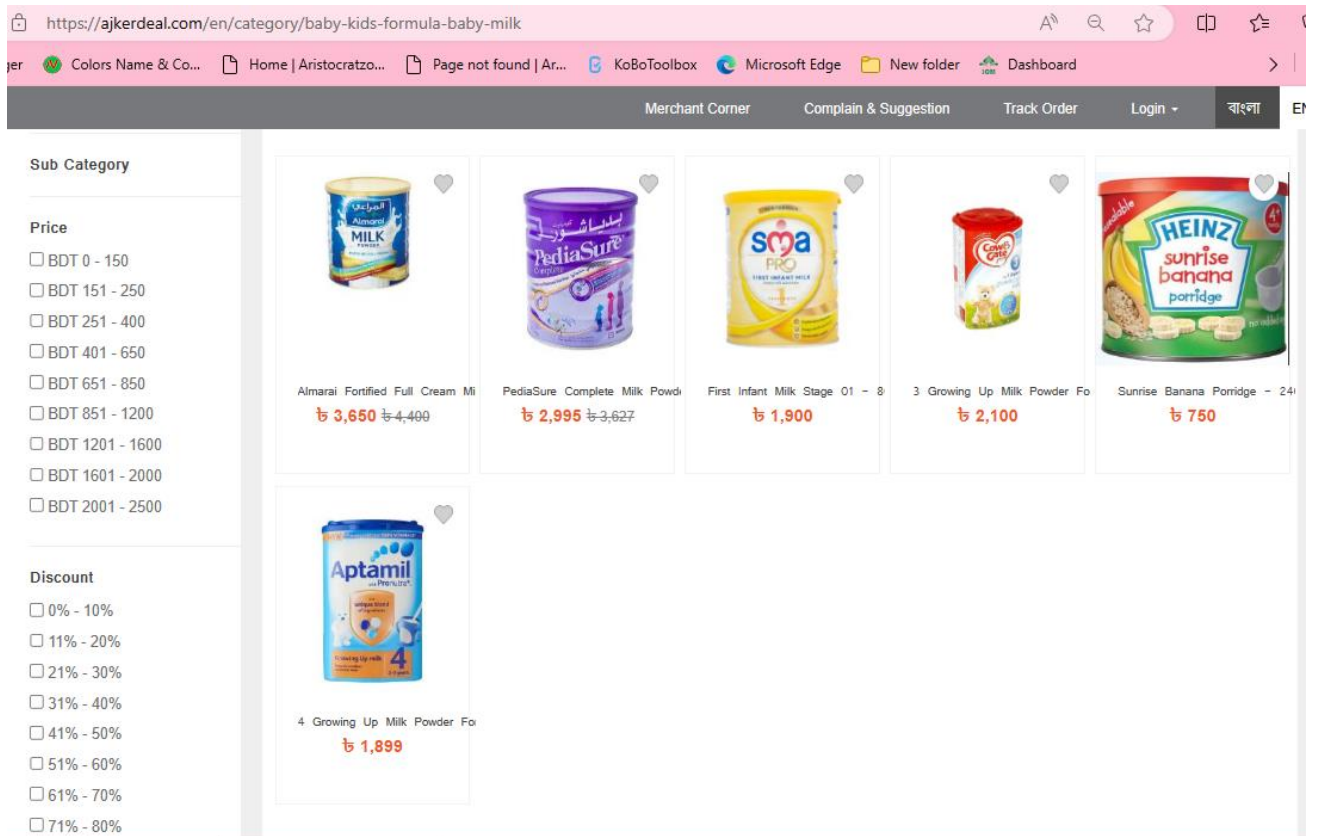
<https://priyoshop.com/pur-classic-feeder-1102-pink-8-oz250-ml>



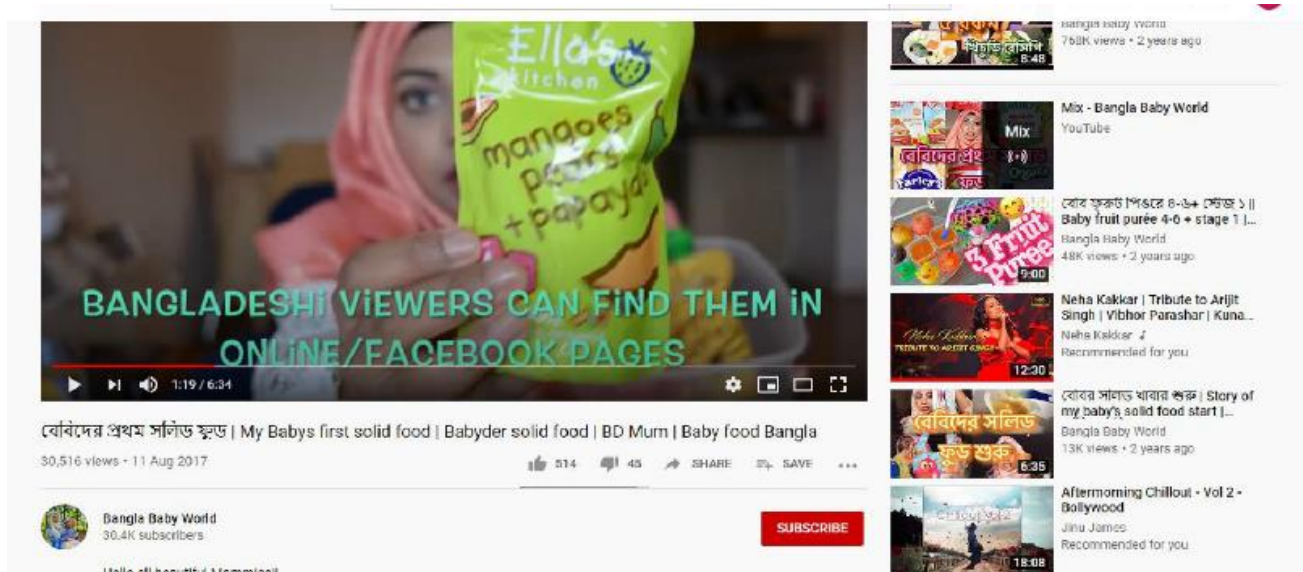
<https://www.bdbabymart.com/product/nestle-cerelac--oats%2Cwheat-%26-prunes-Bdbabymart.com> <https://>



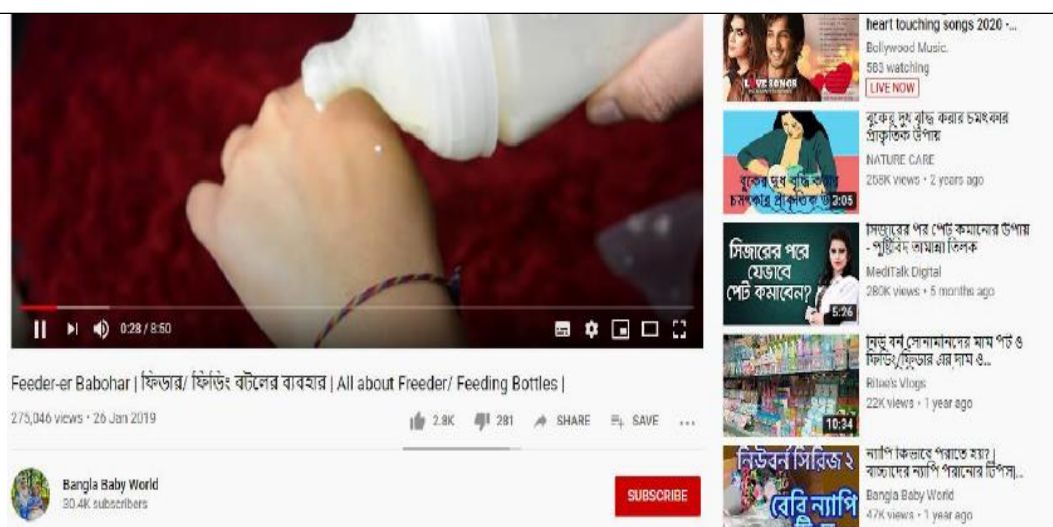
<https://www.facebook.com/baccakaccacareBaccakacca.com> Published on 22.07.2020



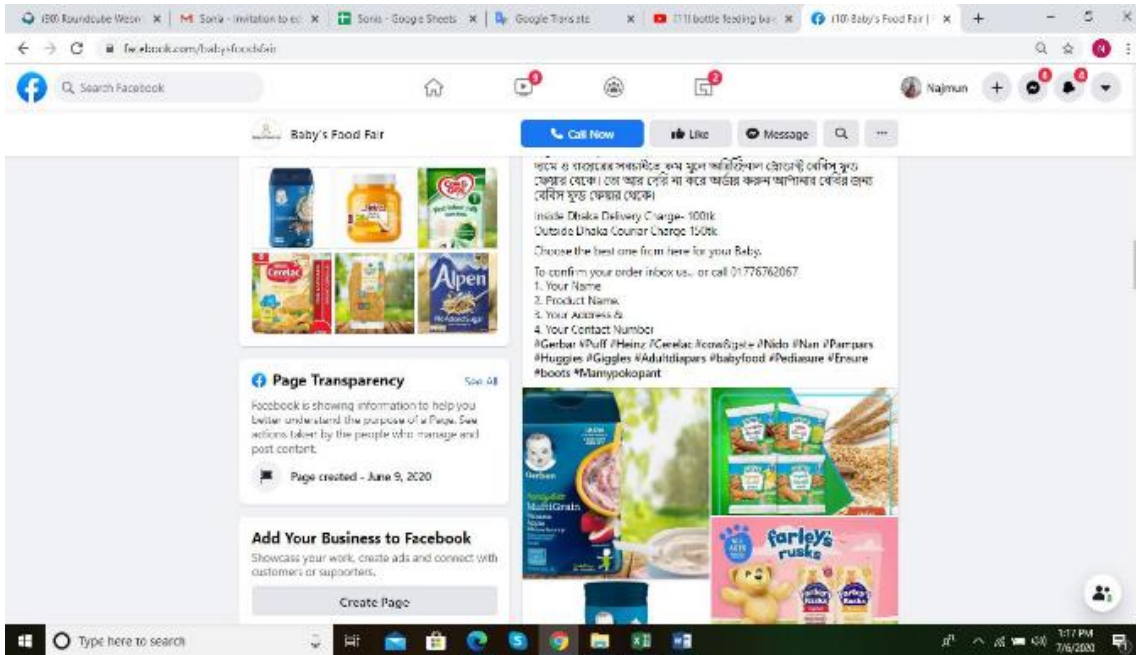
<https://ajkerdeal.com/product/1132321/nestle-nan-3-optipro-milk-powder-350g-5-vat-included-onprice-2200664> Ajkerdeal.com



Mixed fruit and wheat
https://www.youtube.com/watch?v=hOR22G7_l2U&t=13s Published on-11 august 2017;
 Bangla Baby world.



<https://www.youtube.com/watch?v=cnbWLW0Qz2E>, Published on-26 jan 2019, Bangla Baby world.



<https://www.facebook.com/zerobabybd> , Published on- 4 July 2020



Baby feeder free with a baby diaper
([breastmilk substitutes accessories](#) are given as free gift)



[breastmilk substitutes](#) company Nestle arranged Facebook live program about child nutrition

Mahjabin Hasan's Post

782 9 Comments

Like Comment

শিশুর যত্ন ও খাবারের রেসিপি (সকল মায়েরা আমন্ত্রিত)
Group post by Mahjabin Hasan Khan · 1d · 📍

বাচ্চাদের ফুড চার্ট — with ইচ্ছে ঘুড়ি and Fabiha Bushra.

৭ মাসের বাচ্চার ফুড চার্ট

সকাল ৯টা	বেলা ১২টা	সন্ধ্যা ৬টা
আপেল পিউরি	মুগ ডালের খিচুড়ি	বাড়িতে তৈরি সেরেলাক
গাজর পিউরি	মুগ ডালের খিচুড়ি	বার্লির জাউ
কুমড়োর পিউরি	গাজর দেওয়া খিচুড়ি	গুটসের উপমা (গ্লুটেন মুক্ত)
কলার পিউরি	টমেটো দেওয়া খিচুড়ি	রাগির জাউ
রান্না আলুর পিউরি	ঘী আর সাদা ভাত	সুজির উপমা
হরেক সবজির পিউরি	পালং শাকের খিচুড়ি	গুটসের ফ্রী (ফরমুলা মিক্স)

Baby Destination

782 9 Comments 26

Like Comment Send Like Comment

BMS company Nestle gave Facebook post about child nutrition

https://www.youtube.com/watch?v=PHDnUY1K_Y&t=117s

YouTube

লেকটোজেন এখন বাংলাদেশেই তৈরি হচ্ছে || দ্য বিজনেস স্ট্যান্ডার্ড

লেকটোজেন এখন বাংলাদেশেই তৈরি হচ্ছে || দ্য বিজনেস স্ট্যান্ডার্ড - YouTube



Mobile court on [breastmilk substitutes](#) 2013, Khulna sadar at 17 Oct 2019



Mobile court on [breastmilk substitutes](#) act 2013, Sadar at 14 Oct 2019

Conflicting Essential commodity control order opposing the BMS act-2013

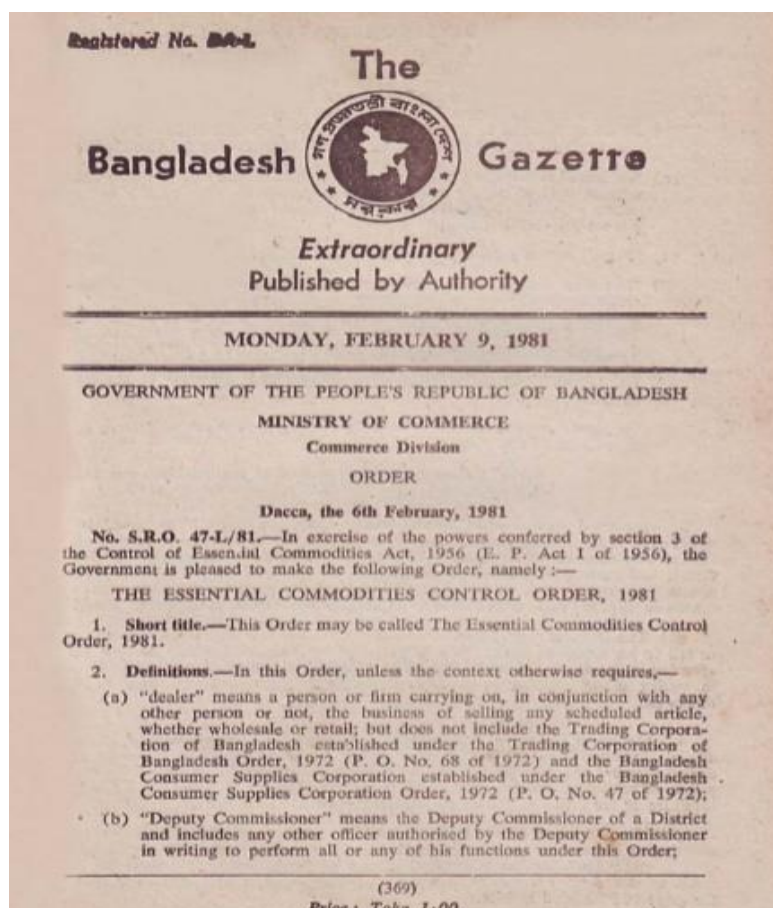
Actually the essential commodity control order-1981 violating also the BMS Act-2013 and its rules-2017.

BMS act -2013 & rules-2017 article no. 3 –it is mention about-Overriding effect of the Act- Notwithstanding anything contained contrary in any other law for the time being in force or any other legal instrument having the force of law, the provisions of this Act shall prevail.

The contradictory law “The Essential commodity control order, 1981 Article (22(1), (2 (i)) -

from ministry of commerce is established. So, the shop, pharmacy owner easily issues and renew license from local DC (District commissioner) office. By the potency of the license the Pharmacy and shop owner, distributor, company easily marketing, selling, dist

The Essential commodity control order, 1981 Article (22(1), (2 (i))



**License giving permission in The Essential commodity control order, 1981
Article (22(1), (2 (i))**

- (b) inspect or cause to be inspected any book or other documents belonging to or under the control of any person; and
- (c) enter and search or authorise any person to enter and search any premises and seize or take into possession or authorise any person to seize or take into possession any scheduled article including the records connected therewith in respect of which he has reason to believe that a contravention of this Order has been or is being or is about to be committed.

20. **Exemption in case of Government purchases.**—The provisions of this Order shall not apply to the possession, sale or movement of any scheduled article by a person discharging a contract entered into with the Government where the possession, sale and movement is in pursuance of that contract.

21. **Power of exemption.**—The Director General or the Director may, by a notification in the official Gazette, exempt any person or any scheduled article or any area or areas from such provision or provisions of this Order as he may deem necessary.

✓ 22. **Licence.**—(1) No person other than a producer or importer shall engage in any undertaking involving purchase, sale or storage for sale of any scheduled article unless he is a dealer and holds a licence issued in this behalf by the Deputy Commissioner.

(2) The licence fee for the following scheduled articles shall be as follows :—

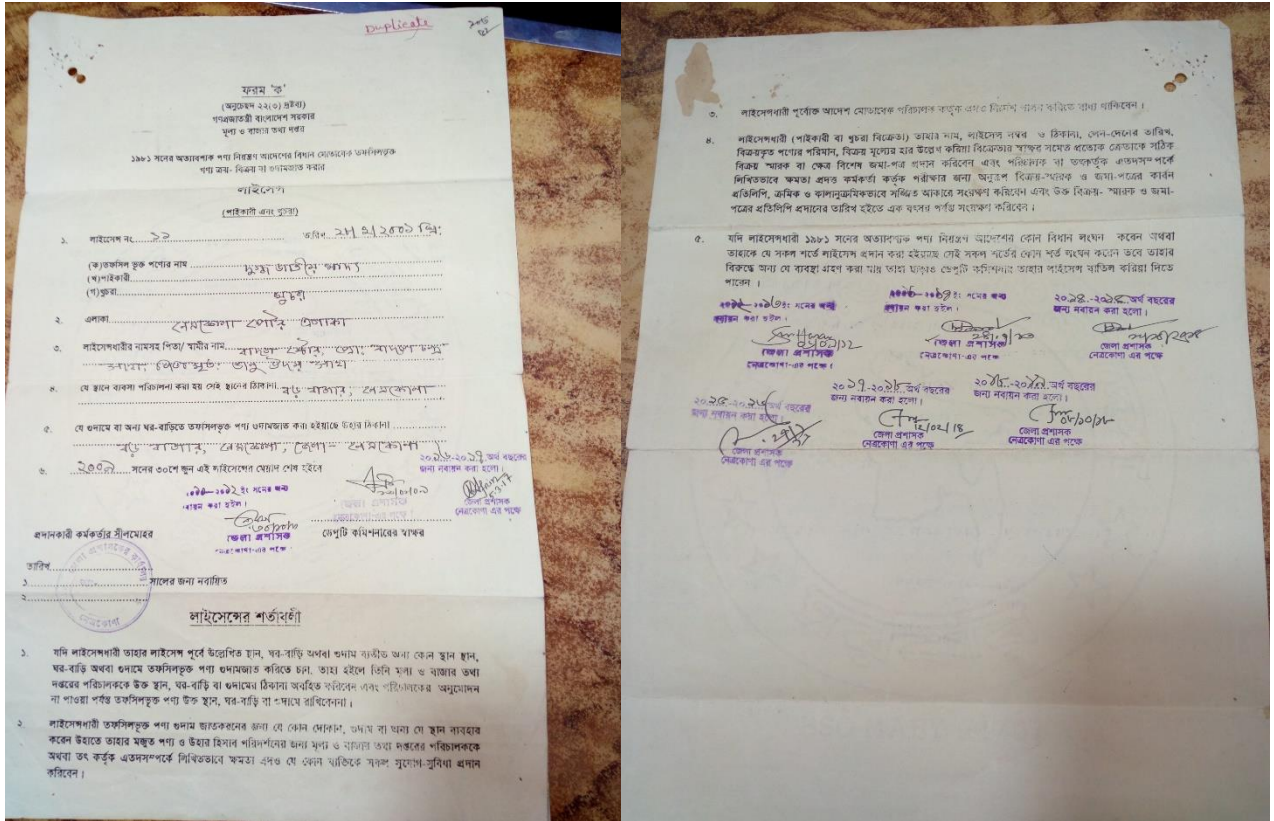
Particulars of articles	Licence fee. Renewal fee.	
	Taka	Taka
(a) Iron and steel materials	500	500
(b) Cement	250	250
(c) Cotton Cloth (wholesale)	500	500
(d) Cotton Cloth (retail)	100	100
(e) Cotton Yarn (wholesale)	200	200
(f) Cotton Yarn (retail)	50	50
(g) Jeweller	500	500
(h) Goldsmith	50	50
✓ (i) Milk Food	25	25
(j) Cigarette (wholesaler and Distributor)	500	500

THE SCHEDULE

[See paragraph 2 (g)]

1. Iron and Steel Materials :
 - (a) C. I. Sheets (excluding defective, second hand and cuttings)
 - (b) G. I. Pipes (all sizes)
 - (c) M. S. Rods (all sizes)
 - (d) M. S. Billets
 - (e) Nail Wire and Screws
 - (f) Wire Nail
2. Cement.
3. Textile:
 - (a) Cotton Cloth
 - (b) Cotton Yarn
4. Gold (includes gold in the form of coin, whether legal tender or not or in the form of bullion, ingot or bars, whether refined or not and gold ornaments whether plain or engraved with pearls real or imitation stone).
5. Milk Food (all types of milk food for infants, bulk or packet, all types of non-fat dried milk including condensed milk, all sorts of patent food, *i.e.*, Horlicks, Ovaltine, Malted Milk).
6. Cigarettes.
7. Drugs and Medicines (Allopathic).
8. Washing and Toilet Soaps (mechanically manufactured).
9. Edible oil :
 - (a) Mustard oil
 - (b) Soyabean oil
 - (c) Vegetable Ghee
10. Kerosene oil.
11. Paper and Newsprint.
12. Electrical goods:
 - (a) Radio and Transistor
 - (b) Television sets (up to 20")
 - (c) Electric bulb (excluding florescent light)
 - (d) Electric fan

The shop & pharmacy owner took license from local DC office for selling BMS product without taking registration from IPHN (which is the Violation of BMS act -2013 & rules-2017 article no.(10(1)) and BMS act -2013 article(5))





Bhutan

The Code itself is voluntary in Bhutan but steps have been taken place to incorporate some provisions of the Code in an upcoming health bill. Monitoring shows presence of companies is still minimal in Bhutan, and they are not yet marketing baby food as aggressively compared to other countries in the region. Even though there are no rampant violations yet, the government should not underestimate the risk of the absence of legal measures and the ever-imminent possibility of companies infiltrating the market.

Violations still exist in Bhutan Nestlé: Lactogen 1- Information on label is not in national language. Standard Silicone Nipples -Infant picture is used to idealise the product and bottle-feeding.

Although not rampant, violations still exist

Nestlé: Lactogen 1

Information on label is not in national language.

Camera: Standard Silicone Nipples



Infant picture is used to idealise the product and bottle-feeding.



4% OFF

Nestle Lactogen Stage 1 Tin (400g)

~~Nu.385~~ **Nu.373**

Out of stock

Quick Overview

Lactogen 1 is a spray dried Infant Formula for infants up to six months when they are not breastfed. Mother's milk is best for your baby.

Ingredients

Maltodextrin, Milk solids, Demineralised whey, Soyabean oil, Corn oil, Minerals, Soya lecithin, Vitamins, Taurine and L-Carnitine

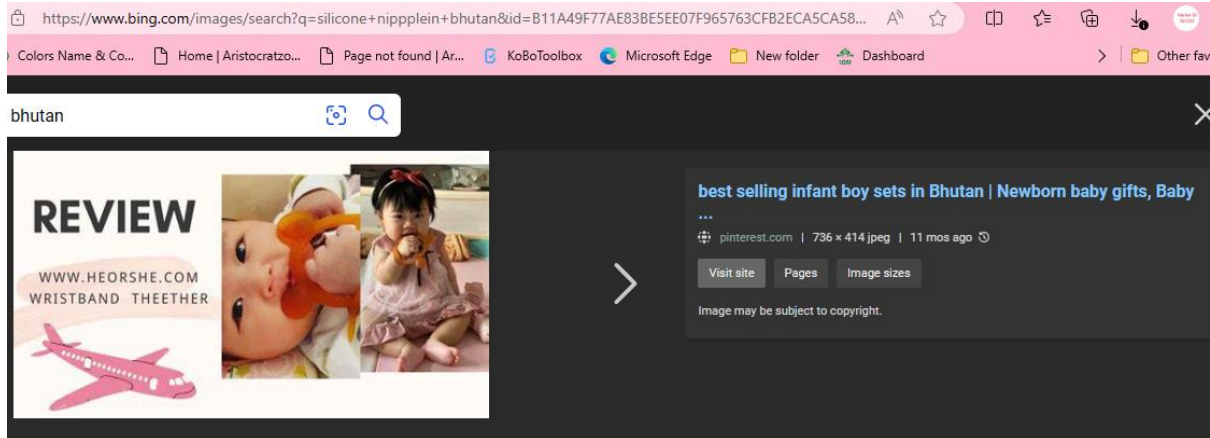
Storage Instructions

On opening the pack, transfer the contents to a clean air tight container. After each use, replace lid tightly and store in a cool, dry place.

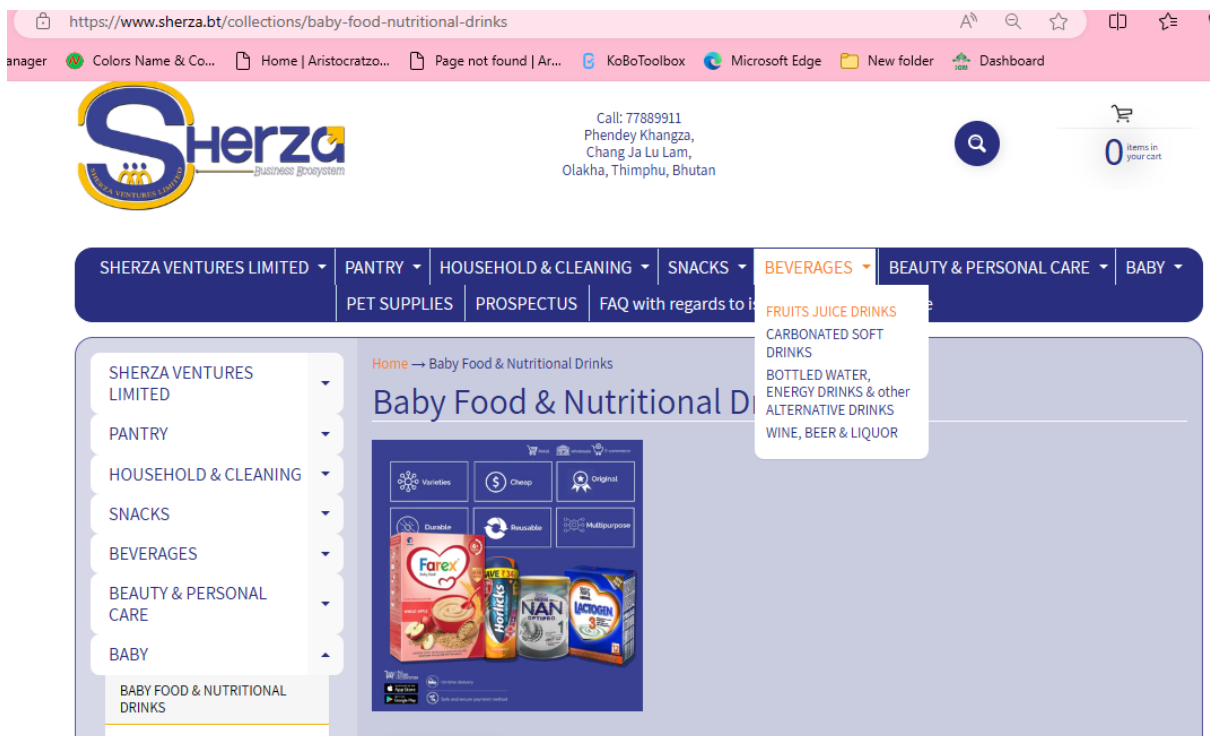
[Preparation Directions](#)

[/www.oneclickshopbhutan.com/wp-content/uploads/2022/05/Nestle-Lactogen-Stage-1-Tin-400g-One-Click-Shop-Bhutan.png](https://www.oneclickshopbhutan.com/wp-content/uploads/2022/05/Nestle-Lactogen-Stage-1-Tin-400g-One-Click-Shop-Bhutan.png)

[Nestle Lactogen Stage 1 Tin \(400g\) - largest and best online shop in Bhutan \(oneclickshopbhutan.com\)](https://www.bing.com/images/search?q=silicone+nipplein+bhutan&id=B11A49F77AE83BE5EE07F965763CFB2ECA5CA58...)



Standard Silicone Nipples -Infant picture is used to idealise the product and bottle-feeding.









[Baby Food & Nutritional Drinks| Sherza Allstore](#)

https://www.sherza.bt/collections/baby-food-nutritional-drinks

Colors Name & Co... Home | Aristocratzo... Page not found | Ar... KoBoToolbox Microsoft Edge New folder Dashboard




type your email... SUBSCRIBE

 <p>Horlicks Women's Plus Chocolate Flavour 400g</p>	 <p>Horlicks Chocolate Delight 500g</p>	 <p>Nestle Cerelac Wheat Apple (From 6 to 24 months) 300g</p>
 <p>Cadbury Bourn Vita 1kg</p>	<p>SALE</p>  <p>Junior Horlicks Stage 2 (4-6yrs) 500g</p>	 <p>Junior Horlicks Stage 1 (1-3yrs) 500g</p>

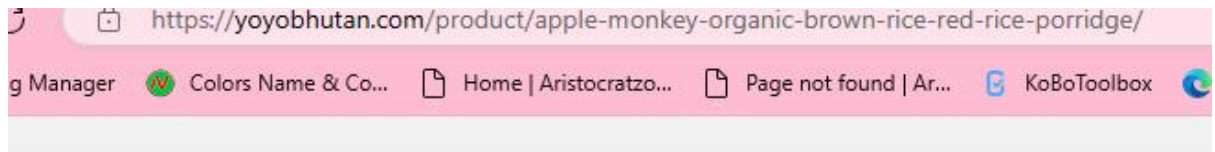
https://bebeburp.com

Catalog Manager Colors Name & Co... Home | Aristocratzo... Page not found | Ar... KoBoToolbox Microsoft Edge New folder Dashboard

Home Shop Membership Join Community Why Bebeburp Offers Our

 <p>Best seller Combo</p> <p>Rs. 1,197 Rs. 1,696</p> <p>Add to cart</p> <p>Membership</p>	 <p>Bebe Burp- Millet Milk Mix Ragi & Chocolate Health Drink Mix...</p> <p>Rs. 349</p> <p>Add to cart</p>	 <p>Mix Porridge Sample Pack Of 5 - 30 Gms Each</p> <p>Rs. 299</p> <p>Add to cart</p>
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Discount on BMS product and promotion of BMS product on online



Apple Monkey Organic Brown Rice & Red Rice Porridge

Brand: [Apple Monkey](#)

YOYO **Nu.425.00**
Status: **In stock**

APPLE MONKEY

ORGANIC READY MEAL

Gluten & Dairy Free

Organic Ingredients

100% Organic Ingredients

RECIPE GUIDE

TIPS

Category: [Baby Food](#)
Tags: food, Kids, y

Use cartoon : [yoyoproducts - YOYO Bhutan](#)



India

In India -Advertising, gifts or free samples, promoting infant formula to doctors and health professionals, pictures of mothers or babies on labels, the sponsorship of events by formula companies, and donations of education material with formula products are trying to strongly prohibited. The labeling of all baby food products must follow certain criteria and cannot be promoted for children younger than 2 years. But the violation are still increasing: India (ref. p. 141): an online platform supplying pharmacy and health care products initiated a promotional offer on LACTOGEN products, however the IMS act and Nestlé Policy and Procedures do not allow such practices. As this platform is not in a direct contractual relationship with Nestlé, a letter was sent in 2016 requesting it to remove the discounts from the site, which it did.

Though India has the strict law, companies are still violating the law (and the International Code).

- Claims as promotional tactics- Nestle: NAN ExcellaPRO 1
- Here Nestle uses trademarks to disguise idealised phrase as part of their brand name. Although it is trademarked, NAN's EXCELLAPRO is nonetheless an idealisation of the product. The picture of three atomic molecules with ingredients DHA ARA, Iron and Iodine choline are idealised at the back of the label as "DHA supports baby normal brain development" and "Proteins are primary structural and functional components of every living cell".

Common Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992 and amended 2003 or IMS act violations

Topics	Violations	Violations of article no.
Advertise	Advertise, or take part in the publication of any advertisement, for the distribution, sale or supply of infant milk substitutes 1[, feeding bottles or infant foods];	3(a)
Promotion	[Take part in the promotion of infant milk substitutes, feeding bottles or infant foods.]	3(c)
Offer	Offer inducement of any other kind,	4(c)
Pictures	(b) have pictures or other graphic material or phrases designed to increase the saleability of	6((2(b)
Demonstrate feeding	(3) No person, other than a health worker, shall demonstrate feeding with infant milk substitutes or infant foods to a mother of an infant or to any member of her family and such health worker shall also clearly explain to such mother or such other member the hazards of improper use of infant milk Substitutes or feeding bottles or infant foods.	8(3)
Research work, financial inducements health workers	(1) No person who produces, supplies, distributes or sells infant milk substitutes or feeding bottles or infant foods shall offer or give, directly or indirectly, any financial inducements or gifts to a health worker or to any member of his family for the purpose of promoting the use of such substitutes or bottles or foods. 1 [(2) No producer, supplier or distributor referred to in sub-section (1), shall offer or give any contribution or pecuniary benefit to a health worker or any association of health workers, including funding of seminar, meeting, conference, educational course, contest, fellowship, research work or Sponsorship.]	9(1,2)

ONLINE MARKETING PORTALS: Cashback offers, You tube marketing

Some IMS Act violation pictures:

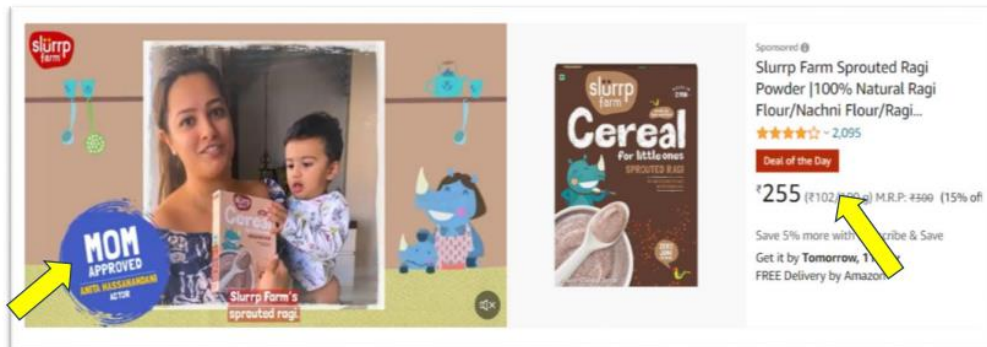
Reference: [Indian-baby-food-law-offenders-report-2022-23.pdf \(bpni.org\)](https://www.bpn.org/indian-baby-food-law-offenders-report-2022-23.pdf)

(1)

Brand Name: Slurrp Farm's Sprouted Ragi Powder infant food

Platform: www.amazon.in

Violation: Advertising and offering discount and using "Mom Approved" words violating section 3(a), 4(c) and 6(2) (c) and rule 8 of the IMS Act that prohibits advertisement, featuring infant, any kind of inducement to increase the salability of the product and maternalised terms.



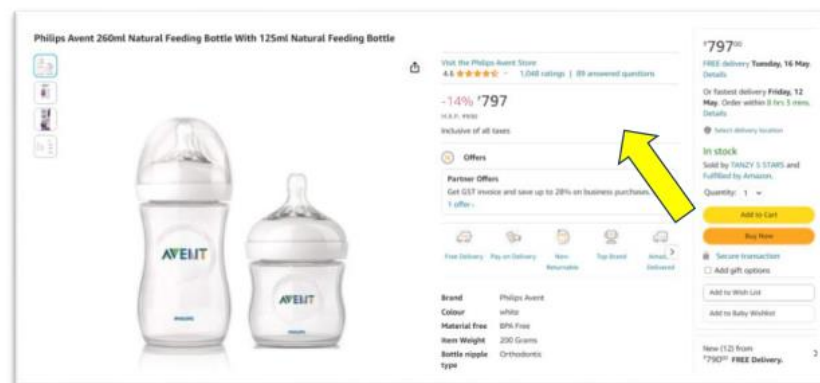
Accessed on 10/05/2023 15.46 pm on www.amazon.in Link: <https://rb.gy/7djd2>

(2)

Brand Name: Philips Avent 260ml Natural Feeding Bottle With 125ml Natural Feeding Bottle

Platform: www.amazon.in

Violation: Offering discount violating section 4(c) of the IMS Act that prohibits any kind of inducement to increase the salability of the product.



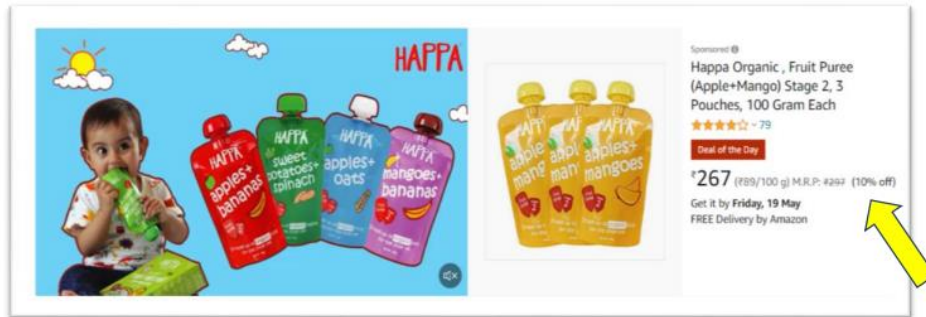
Accessed on 10/05/2023 16.05 pm on www.amazon.in Link: <https://rb.gy/tf64b>

(3)

Brand Name: HappaOrganic, Fruit Puree (Apple+Mango) Stage 2, 3 Pouches, 100 Gram Each

Platform: www.amazon.com

Violation: Advertising an infant food product featuring an infant and offering discount on a combo pack violating section 3(a) and 4 (c) respectively of the IMS Act that prohibits any kind of inducement to increase the salability of the product.



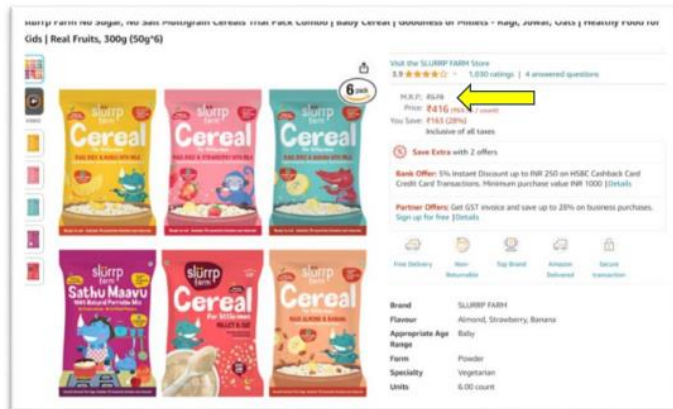
Accessed on 15/05/2023 at 6:40 pm on [www.amazon.in](https://rb.gy/dmz06) Link: <https://rb.gy/dmz06>

(4)

Brand Name: Slurrp Farm Multigrain Cereals Trial Pack Combo 300g (50g*6)

Platform: www.amazon.com

Violation: Offering discount on combo infant food violating section 4 (c) of the IMS Act that prohibits any kind of inducement to increase the salability of the product.



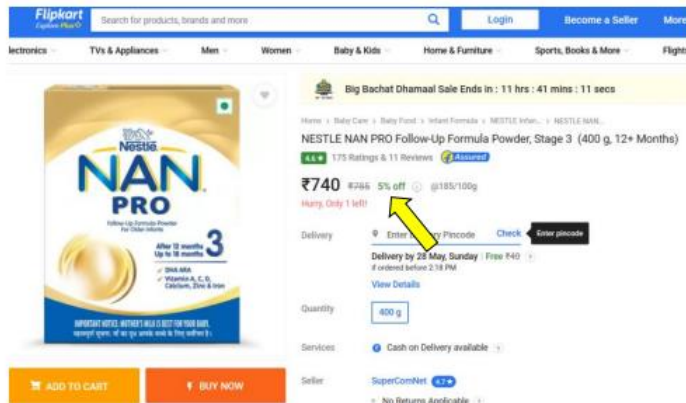
Accessed on 15/05/2023 at 6:53 pm on [www.amazon.in](https://rb.gy/8kcqg) Link: <https://rb.gy/8kcqg>

(5)

Brand Name: NAN PRO (Stage 3) Infant Milk Substitute by Nestle

Platform: www.flipkart.com

Violation: Offering discount on infant milk substitute violating section 4 (c) of the IMS Act that prohibits any kind of inducement to increase the salability of the product.



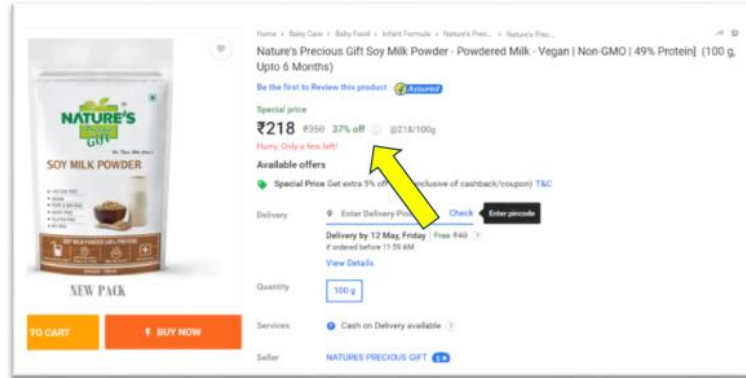
Accessed on 15/05/2023 on www.flipkart.com Link: <https://www.flipkart.com/nestle-nan-pro-follow-up-formula-powder-stage-3/p/itm64367a930ea92>

(6)

Brand Name: Nature's Precious Gift Soy Milk Powder (100 g, Upto 6 Months)

Platform: www.flipkart.com

Violation: Offering discount on infant milk substitute violating section 4 (c) of the IMS Act that prohibits any kind of inducement to increase the salability of the product.



Accessed on 5/05/2023 at 11:51 pm on www.flipkart.com Link: <https://rb.gy/wf5aq>

(7)

Brand Name: Nestle Lactogen 2

Platform: www.flipkart.com

Violation: Offering discount on infant milk substitute violating section 4 (c) of the IMS Act that prohibits any kind of inducement to increase the salability of the product.

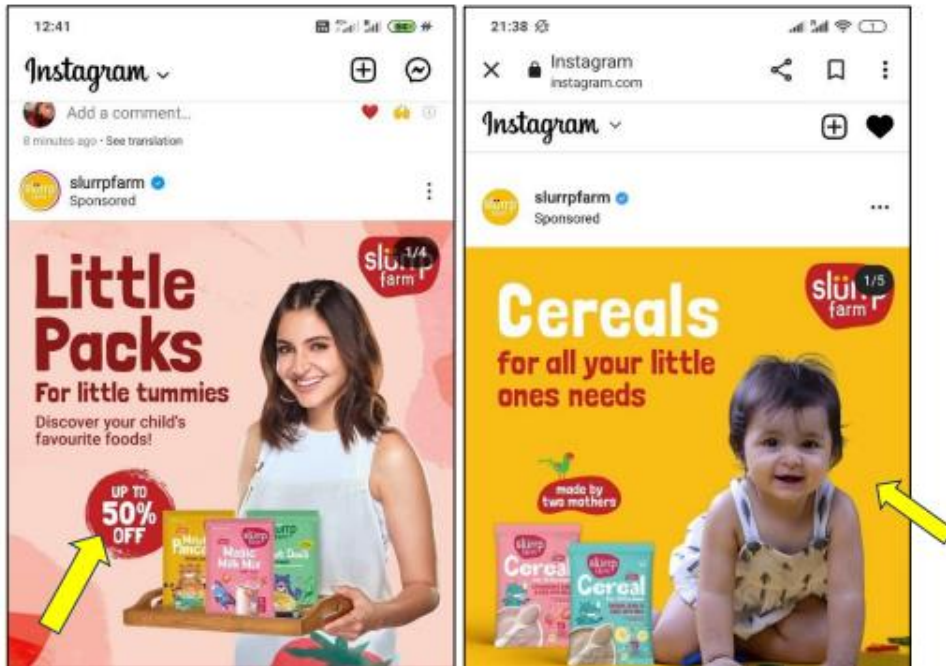


(9)

Brand Name: Slurpfarm

Platform: Instagram

Violation: Advertising and offering discount on various infant food products for little ones featuring celebrity Anushka Sharma and an infant violating section 3 (a),(c) and 4(c) of the IMS Act that prohibits advertisement of infant foods, taking part in its promotion, featuring an infant and any kind of inducement to increase the salability of the product.



Accessed on (R) 10/02/2023 at 12:41 pm and (L) 16/05/2023 at 21:38 pm

(10)

Brand Name: Enfamil A for 8+ months

Platform: YouTube channel @Littlelove

Violation: A You Tube mother influencer promoting infant milk substitute on her channel with 11.2 Million followers violating section 3(c) and 8(3) that prohibits taking part in infant milk substitute promotion and demonstrating feeding of infant milk promotion other than a health worker.



Accessed on 10/04/2023 at 8:43 am and 18/05/2023 at 3:12 pm

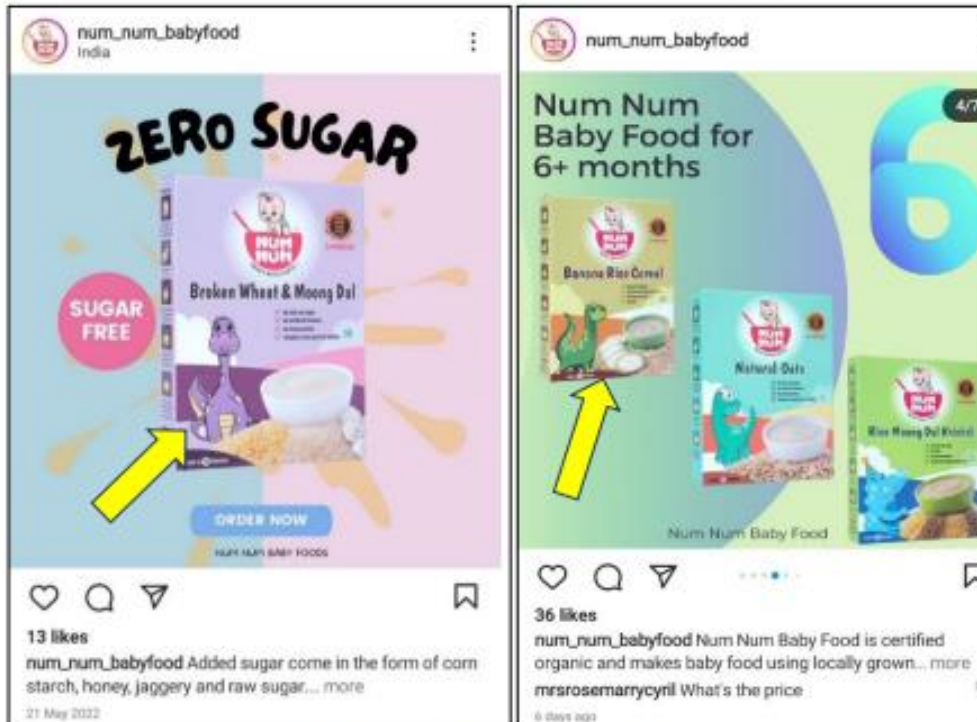
Link: <https://www.youtube.com/shorts/TnMfJSZrxdM> and
<https://www.youtube.com/@Littlelove>

(11)

Brand Name: Num NumBaby Foods

Platform: Instagram

Violation: The product features a baby dinosaur and alligator cartoon violating the Section 6 (2) (b) of the labelling provision that prohibits use of pictures or other graphic material or phrases designed to increase the salability of the product.



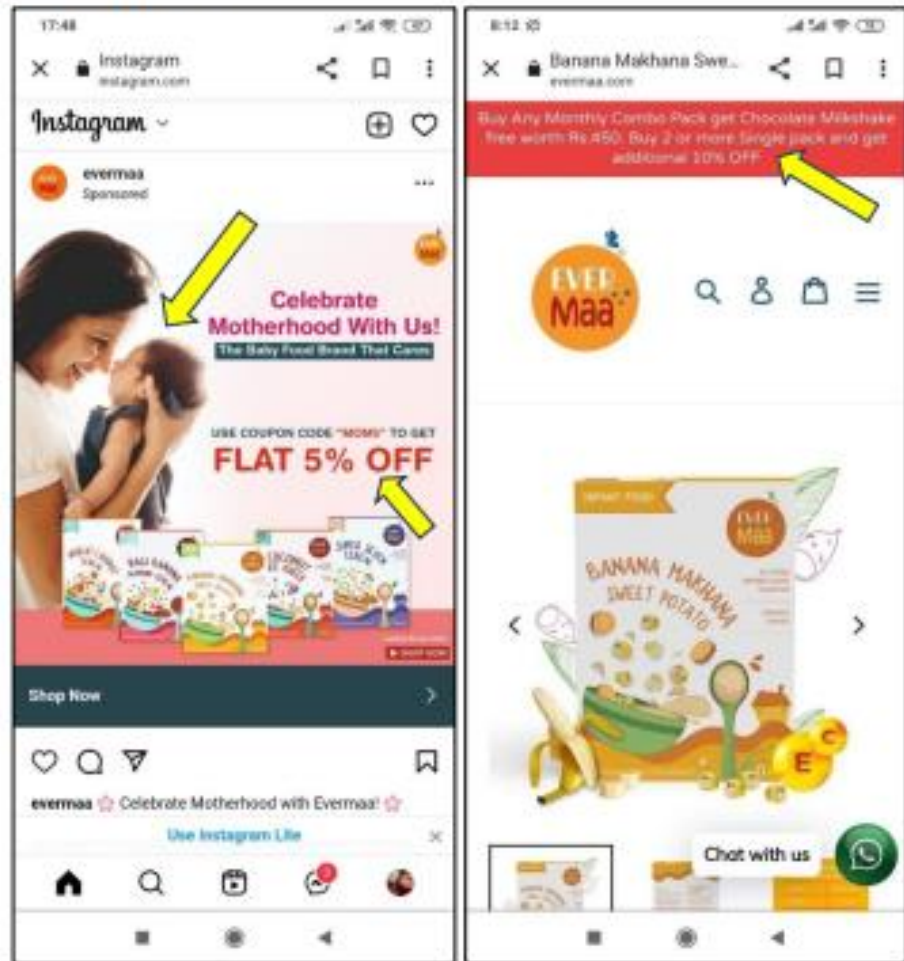
Accessed on (R) 02/02/2023 at 12:55 pm and (L) 02/02/2023 at 16:14 pm

(15)

Brand Name: Ever maa

Platform: Instagram and www.evermaa.com

Violation: Advertising various infant foods featuring a mother and infant with offering discount on both Instagram and their website. Also offering free chocolate milkshake worth Rs.450 on buying a combo pack violating section 3 (a) (c) and 4 (c) of the IMS Act that prohibits advertisement of infant foods and any kind of inducement to increase the salability of the product.

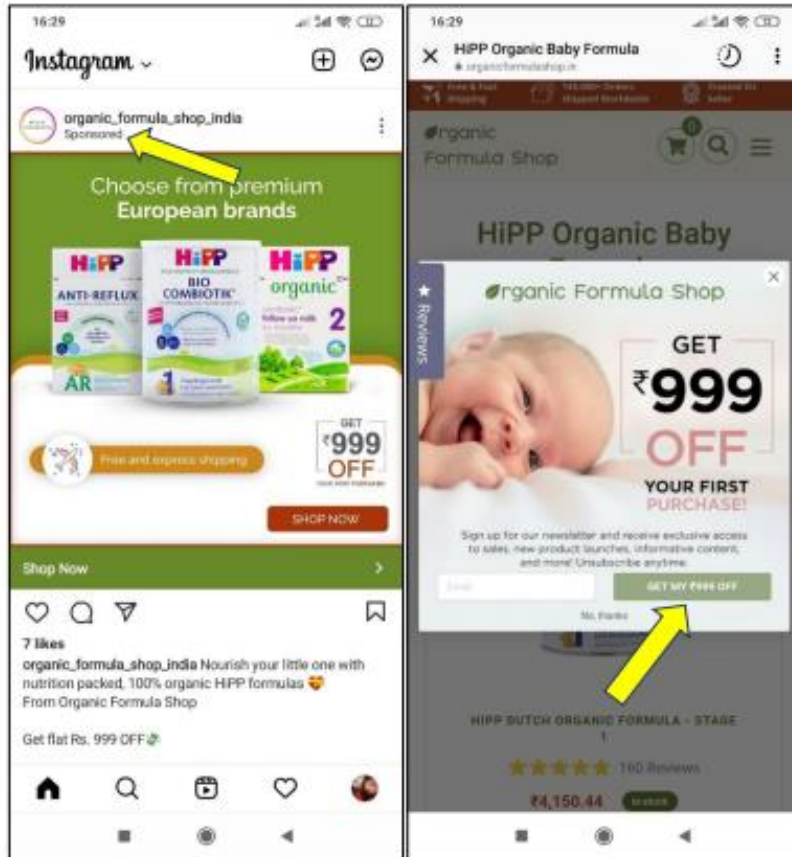


Accessed on (R) 18/05/2023 at 5:48 pm and (L) 16/05/2023 at 08:12 pm

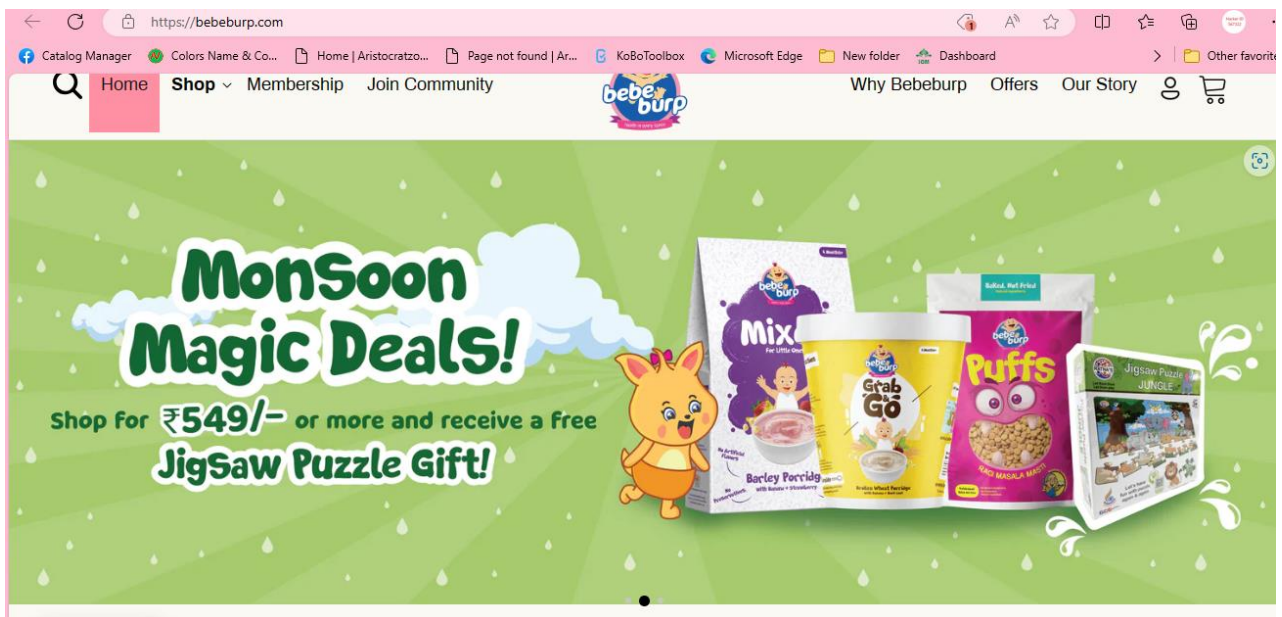
Brand Name: Organic Formula Shop India 's HiPP infant milk substitute

Platform: Instagram

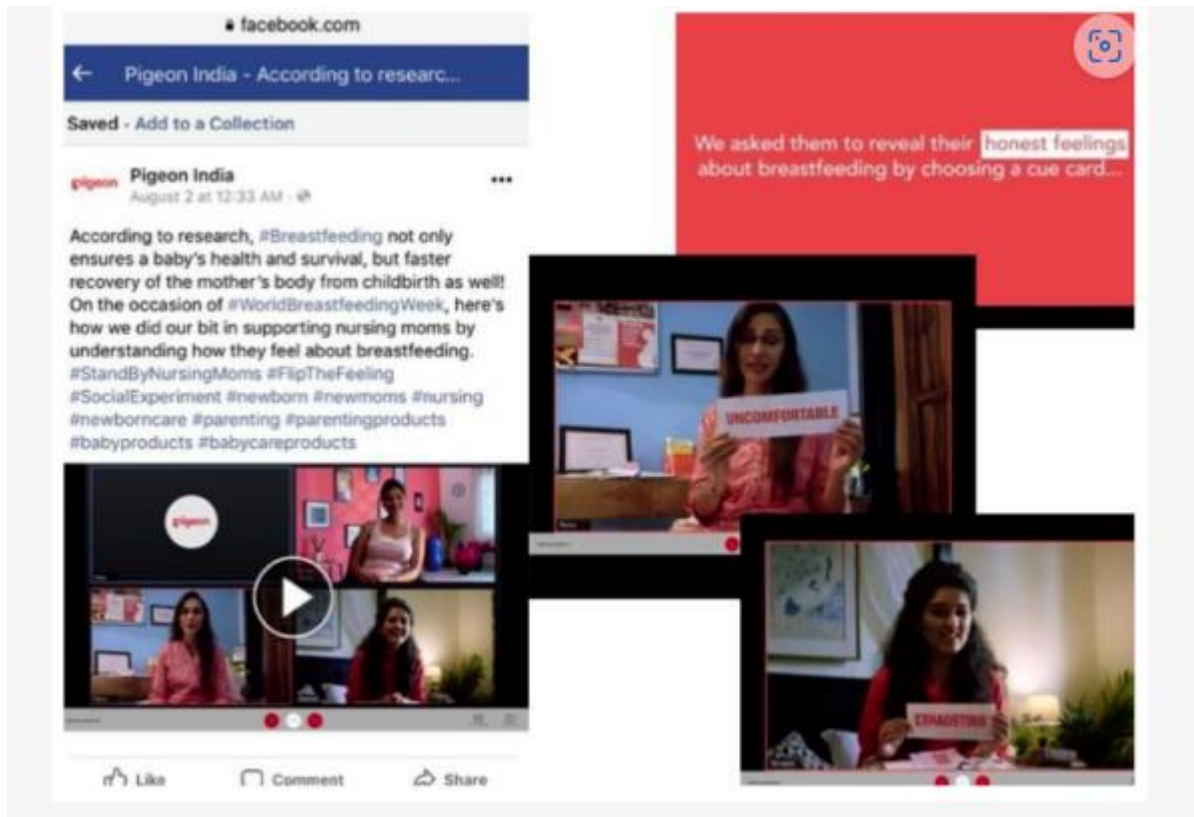
Violation: Advertisement and discount offered on the products violating section 3 (a) and 4 (c) of the IMS Act that prohibits advertisement of infant milk substitutes and infant food and any kind of inducement to increase the salability of the product.



Accessed on (R) and (L) 02/02/2023 at 16:29 pm



Gift offer , [Healthy Baby Food – BebeBurp](#)



Screenshots of Pigeon India's #standbynursingmoms campaign video from Facebook, with women revealing their "honest feelings" about breastfeeding as "uncomfortable" and "exhausting".

Some newspaper coverage about IMS act violation in India :

- Health Ministry Calls for Immediate Action Against Abbott, Danone over alleged violation of IMS Act, [Health Ministry calls for immediate action against Abbott, Danone over alleged violation of IMS Act \(medicaldialogues.in\)](#) Published on 22 August, 2020,
- After the Government of Madhya Pradesh served a **show-cause notice to Nestle's arm to explain the company's participation in a nutrition conference organised by Apollo Hospitals in Indore, many eyebrows were raised for singling out one company.** Ministry of Health and Family Welfare had told Madhya Pradesh to initiate action against Nestle Health Science for being in alleged violation of the Infant Milk .

[Show-cause notice to Nestle arm triggers debate on Infant Milk Substitutes Act - The Hindu BusinessLine](#), Published on Jan 20, 2020

- The *Times of India* reported on that the Indian Council for Medical Research (ICMR) has concluded that Nestlé’s sponsorship of a five-hospital (five hospitals, including Bengaluru’s Manipal Hospital and Cloudnine Hospital) study on infant milk substitutes violates India’s Infant Milk Substitutes [Act](#).

The law forbids producers or suppliers of [breastmilk substitutes](#) from providing financial support to health workers or associations caring for babies or pregnant women including for research.

The Breastfeeding Promotion Network of India (BPNI), brought the study to the attention of the Indian health ministry and ICMR on July 17. The Clinical Trial Registry lists Nestlé India as the primary sponsor of the study called “Multicentric Observational Study to Observe Growth in Preterm hospitalized infants.”

“India’s apex medical research authority is calling for the end to a Nestlé sponsored study on breastmilk substitutes, arguing it violates local and international laws on marketing of infant formula”.

accessed on September 2, 2019 - 15:31September 2, 2019 ([Nestlé faces heat for sponsoring breastmilk substitute study in India - SWI swissinfo.ch](#))

Accessed 4 August,2019,(<https://www.deccanherald.com/india/karnataka/bengaluru/2-b-luru-hospitals-suspected-of-ims-act-violations-751905.html>)

Office of Secretary (F&FW)
e-office No. 1427193
Date: 23/07/19



putting child nutrition
at the forefront
of social change

Breastfeeding Promotion Network of India
 (Registered Under Societies Registration Act XX of 1860, Delhi R.No. 5-23144)
 BP-33, Pitampura, Delhi-110 034
 Tel: (91) 011-27312705, 27312706, 42663059
 Email: bpni@bpni.org
 Website: www.bpni.org

BPNI/IMS Act/2019/002

July 17, 2019

To,
Dr. Harsh Vardhan
Hon'ble Minister
Ministry of Health and Family Welfare
Government of India
Delhi -110011

JS (RM)
u
us/m

Sub: Violation of Section 9(2) "Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply & Distribution) Act 1992, and Amendment Act 2003" (IMS Act).

Dear Dr. Harsh Vardhan Ji,

India enacted the "Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply & Distribution) Act 1992, and Amendment Act 2003" (IMS Act) which came into force on August 1993. An offence committed under the law is cognizable.

The Government of India notified "Breastfeeding Promotion Network of India (BPNI)" vide No G.S.R. 540 (E), dated the 27th June 1994, to monitor the compliance with the above Act.

As per the section 9(2) of the IMS Act, "No producer, supplier or distributor referred to in sub-section (1), shall offer or give any contribution or pecuniary benefit to a health worker or any association of health workers, including funding of seminar, meeting, conference, educational course, contest, fellowship, research work or sponsorship".

Perusal of the clinical Trial Registry (Attached) maintained by the Indian Council of Medical Research (ICMR) has revealed that Nestle India Limited, a producer of infant milk substitutes is sponsoring research titled "Multicentric Observational Study to Observe Growth in Preterm hospitalized infants" in following hospitals with their coordinators/principal investigators.

1) Dr. Monjori Mitra of Medclin Research Pvt. Ltd, is the Trial Co-coordinator and Research Director Clinical Trial.

1. Cloudnine Hospital, Dr. R Kishore Kumar
2. Institute of Child Health, Kolkata, Dr. Apurba Ghosh.
3. Manipal Hospital, Bangalore, Dr. Ravi Shankar Swamy,
4. Sir Ganga Ram Hospital, New Delhi, Prof. Dr. Neelam Kler
5. The Calcutta Medical Research Institute, Kolkata, Dr. Saugata Acharyya

take action under the Act as directed.
Please name of infant care & baby name for 10075119.
AS 4M/D/ JS (RF)

Today
31-7-19
DC (CH I)

The study is not even approved by any independent ethics committee.



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 conflicts of interest.

As directed by DCCCH-F pl: put up urgently
SO(CH)

[Ashlin Mathew Nestle violates law in India, conducts clinical trials on premature infants for baby food \(nationalheraldindia.com\)](http://nationalheraldindia.com) Accessed: 03 Aug 2019,

Breaking the law, Nestle has conducted clinical trials on 75 premature babies in five hospitals on substitutes for breast milk in complete contravention of the Infant Milk Substitutes Act. It was found by Breastfeeding Promotion Network of India (BPNI) on screening the trial registry of Indian Council of Medical Research (ICMR) that Nestle has sponsored a research titled "Multicentric Observational Study to Observe Growth in Preterm hospitalised infants".

The trial was conducted on 75 premature babies between the age of 28-34 weeks. The objective of the study was to assess the growth and feeding intolerance in preterm infants. One of the exclusions was that the infant could not be fed milk substitute within 48 hours of birth, but from the third day onwards, the trial suggested that the infant could be given a milk substitute instead of breast milk.

BPNI complained to the ministry of health and family welfare and on receiving the complaint health secretary Preeti Sudan directed the ICMR director Balram Bhargava to monitor compliance of this clinical trial with law. Reprimanding ICMR for not having paid attention to their duty, Sudan directs them to ensure that all such clinical trials are first screened for infringement of the IMS Act.

- **New Delhi:** The baby food industry has violated the Infant Milk Substitutes Act (IMS) that **bans** promotion of [breast-milk substitutes](#) **at least 54 times between 2008 and 2016**, according to an industry watchdog.

The survey conducted by Breastfeeding Support for Indian Mothers, a Facebook group with more than **29,000 members, showed that more than half of the 950 mothers who delivered in private hospitals were given artificial baby milk. Out of these, 2/3rd were given without their knowledge.**

It also found that **children were given the formula without the knowledge of their mother.**

Any kind of promotion for baby foods and feeding bottles for children aged up to 2 years, including advertisements inducement of sales, pecuniary benefits to doctors or their associations including sponsorship is banned under the IMS Act.

"Aggressive marketing by baby food companies and sponsorship contribute to increased use of formula at the time of birth and later by undermining breastfeeding and every effort should be made to curb such invasive promotion," "Despite the directives issued by the government of India, the baby food manufacturing bottle companies are still violating the IMS Act," According to Euromonitor report, **10,847** tonnes of standard infant formula (0-6

month's age group) was sold in India in **2012**, which is **10,847,000 kg** of milk powder.

"Converting this into containers of 400 grams, it means India sells about **27 Million** containers of **400 gms** each year, almost equal to its babies born. Going by the estimated growth of formula industry in **2022**, this figure will be **32.7 million**," he said.

([Baby Food Industry Violated Laws On Breast Milk Substitute \(ndtv.com\)](#), accessed December 02, 2016)

- **NEW DELHI** (Thomson Reuters Foundation) - Multinational Corporations **Nestle, Heinz and Abbott were breaking** the law by promoting milk formula and infant cereals and undermining efforts to boost breastfeeding in the country. These companies are using Indian websites to advertise and promote their baby milk and food products, which is illegal under the Infant Milk Substitutes Act, the IMS Act.

When contacted by Thomson Reuters Foundation, the three companies said the allegations against them were incorrect.

"Nestle India does not have any contract and/or commercial relationship with any external websites for its infant nutrition products and we do not supply to them," Nestle India said in a statement emailed to the Thomson Reuters Foundation.

"We sell to distributors and we educate them about the IMS Code and the importance of complying with it. At the same time E-commerce websites are like retail stores and the IMS Code does not restrict them from indicating the available products."

Abbott said that while it sells its products to a number of different channels and distributors, all are legally obliged to abide by the law.

Babyoye.com, which sells both Nestle and Abbott products for babies and infants and promotes health claims on its site, said it sourced products **directly from the brands** or their authorised partners.

"For sensitive products associated with baby feeding we make it a point to ensure that we do not promote them in any of our campaigns. All feeding products pages have an explicit statement promoting breast-feeding," said a statement from babyoye.com's CEO Sanjay Nadkarni.

Other websites mentioned by charities, healthkart.com and firstcry.com - which offers promotions on Heinz products - had not responded to Thomson Reuters Foundation requests for information by the time of publication.

Heinz's Vice President for Corporate Affairs Mohan V denied the allegations against the company, saying that Heinz neither manufactured nor sold infant food products in India.

He suggested that the products, which were made in England, were being **"smuggled"** into India and sold to the websites by a third party.

Thomson Reuters Foundation Nita Bhalla, [India to probe claims multinationals break baby milk law | Reuters](#) ,accessed August 1, 2013



Maldives

Maldives (2018)

Fat birds, cradling hands and claims: promotional trio

Nestle: NAN Follow Up Formula

Sl. no.	BMS regulation Maldives -2008 violations	Violation of BMS regulation Maldives -2008
Promotion, advertising	(1) A manufacturer, distributor or importer shall not him or herself, or by any other person on his or her behalf, promote any designated product referred to in Section 3, point 1, 2, 3, 4, 5, 6, 7,8, by any means of communication, including but not limited to (a) advertising; (b) sales devices aimed at increasing retail sales, such as special displays, stocking on shelves facing windows and/or entrances, rebates, special sales, sales linked to products not covered by this regulations, discount coupons, tie-in sales, prizes and gifts; (c) giving of one or more samples, directly or indirectly, to any person;	Section 6(1(a)),6(2),6(3)
	(d) donation or distribution of any informational and educational material on feeding of infants and young children and on	6(1(d))

	maternal nutrition, the nutritional adequacy of breastmilk and the ability of mothers to breastfeed, except in accordance with this Regulation	
Labelling of Designated Products	Labelling of Designated Products 7(1)use photographs, humanized figures or characters of any kind, storybook or cartoon characters or animals, and other character to promote	<i>Section 7(1)</i>
	Section 9. Informational and educational materials about infant feeding Informational and educational materials, whether written, audio or visual which refer to infant feeding shall 1) contain only correct and current information and shall not use any pictures or text that encourage bottle feeding or discourage breastfeeding. 2) be written in Dhivehi. 3) not give an impression or create a belief that a designated product is equivalent to, comparable with or superior to breast milk or breastfeeding;	<i>Section(9)</i>

Fat birds, cradling hands and claims: promotional trio

Nestle: NAN Follow Up Formula



The image of a fat mother bird feeding its babies is idealising (as compared to the “skinny” birds in the Nestle logo) – as it conveys ideas of nurturance, feeding, care and love.

On the back, the health claim “naturally active probiotic culture that may help reinforce body’s immunity” is a blatant reference to the Probiotic Culture bifidus icon on the front label, which shows a pair of cradling hands just like a mother protecting a baby. It also states that NAN 2 contains nutrients that support “normal physical and mental development”. The label is not in Dhivehi, the Maldivian official language, as it is imported from Sri Lanka.

Claims are also found on labels of complementary food. The cradling hands are carrying a heart that says “nutritious” Bifidus and iron. On the back, a corresponding statement says, “Bifidobacterium lactis (bifidus) helps improve a beneficial intestinal microflora”.

Hands that cradle a heart

Nestle: Cerelac



https://dhimart.mv/nestle-cerelac-mix-veg-milk-250g

Manager Colors Name & Co... Home | Aristocratozo... Page not found | Ar... KoBoToolbox Microsoft Edge New folder Dashboard > Other favo

Dhimart I'm looking for... Search

Shop By Department About Us Information Contact

+9607985959

me / Nestle Cerelac Mix Cereals with Vegetables & Milk 250g EXP: 20/12/2022

estle Cerelac Mix Cereals With Vegetables & Milk 250g EXP: 20/12/2022

U: MBC-BC-BF-016

f t g



MVR69.00

Out of stock

Nestle Cerelac Mix Veg & Milk 250g.

Buy 11 for MVR68.31 each and save 1%

Notify me when this product is in stock

Categories: Baby Food, Sale!

- Free Delivery Male/Hulhumale/Boats
- Return/Replace Policy If goods have problems
- 100% Secure Payments Multiple, flexible Options
- 24/7 Support Dedicated support

Hello, how can we help?



Free delivery, use blue bear cartoon (Violation of Maldives BMS regulation-2008 : Section 6(1(a,b)), Section 7(1) (labelling violation) [Nestle Cerelac Mix Veg & Milk 250g](#)

Claims are also found on labels of complementary food. The cradling hands are carrying a heart that says “nutritious” Bifidus and iron. On the back, a corresponding statement says, “Bifidobacterium lactis (bifidus) helps improve a beneficial intestinal microflora”.²⁶

Blatant claims: Danone : Nutricia Nutrilon Pronutra Health claim found on the label of this Nutricia Nutrilon follow-up milk states it can help immunity and intellectual development of a child.


Ref: [Monitoring-of-the-Code-in-11-Countries-of-Asia.pdf \(bfni.org\)](https://www.bfni.org/monitoring-of-the-code-in-11-countries-of-asia.pdf)

https://corporatemaldives.com/sto-introduced-danone-infant-formula-in-the-maldives/

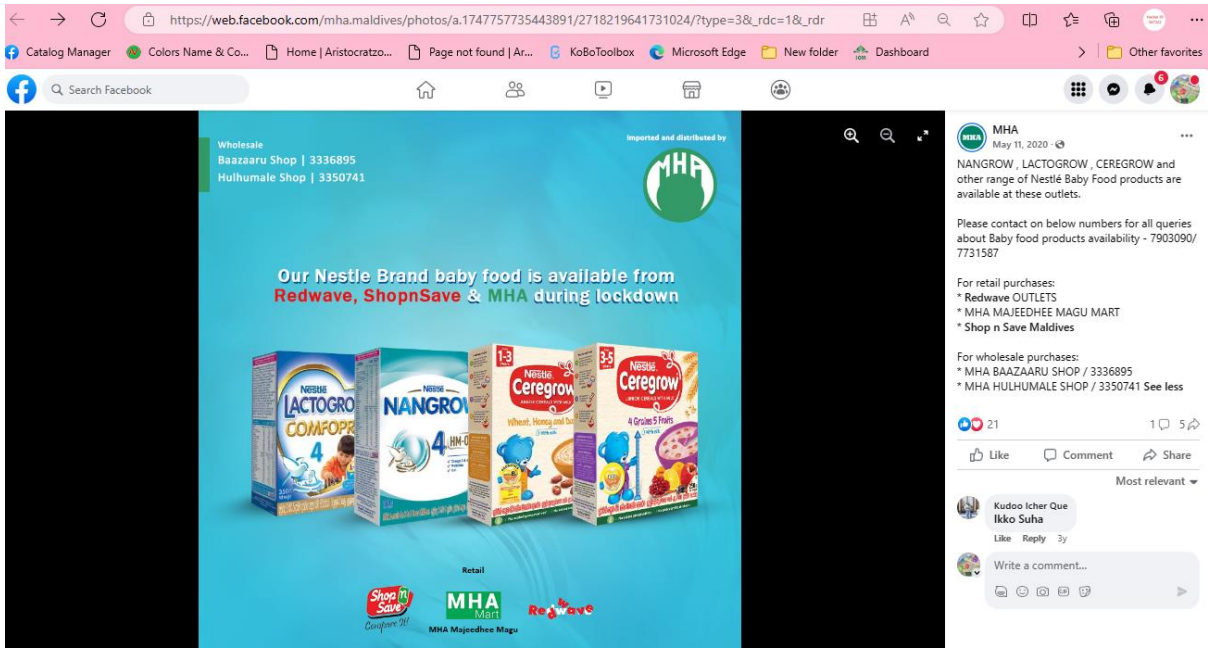
Catalog Manager Colors Name & Co... Home | Aristocratzo... Page not found | Ar... KoBoToolbox Microsoft Edge

NEWS NOVEMBER 6, 2018

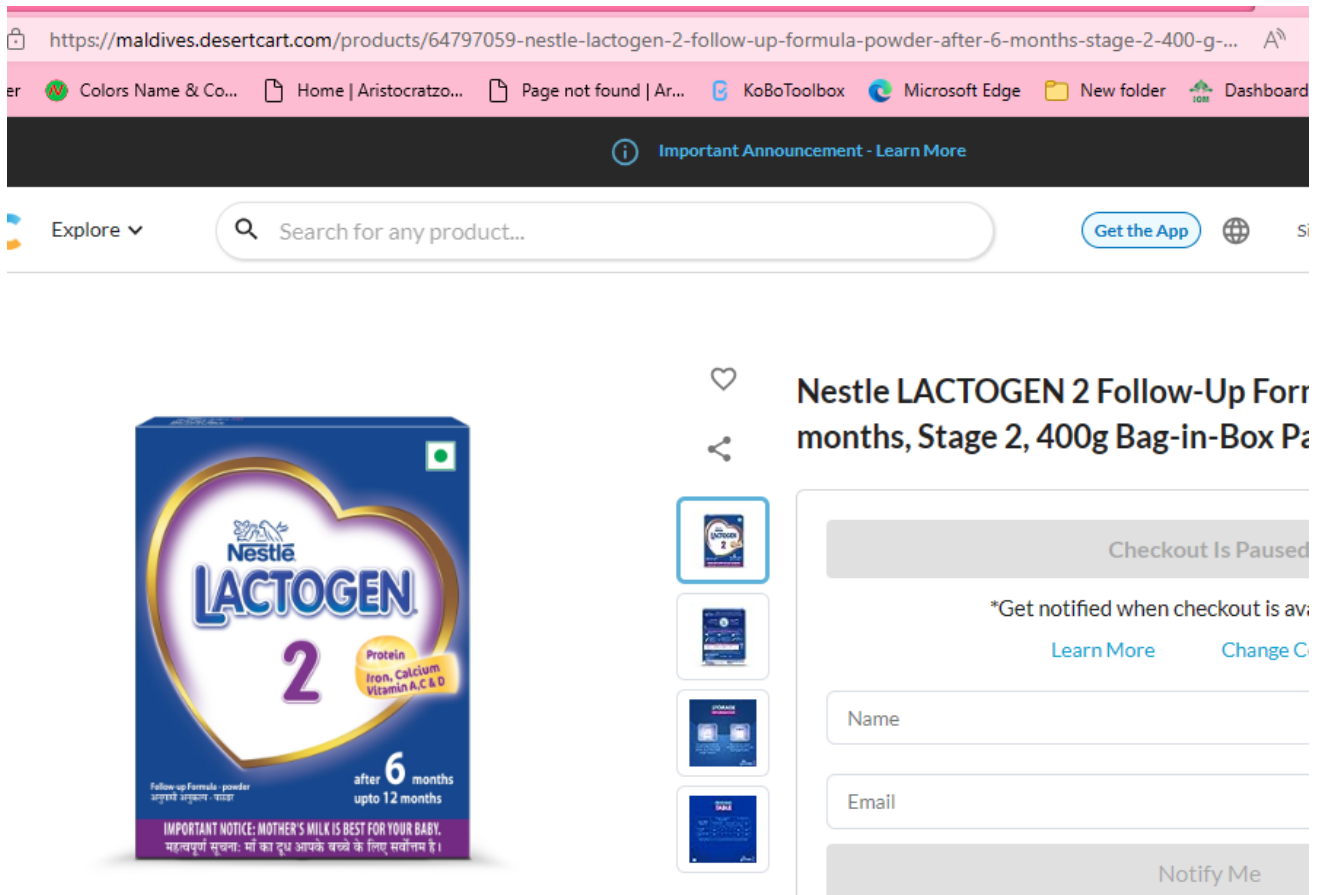
STO Introduced ‘Danone’ Infant Formula in the Maldives



[STO Introduced ‘Danone’ Infant Formula in the Maldives | Corporate Maldives](https://corporatemaldives.com/sto-introduced-danone-infant-formula-in-the-maldives/), accessed November 6, 2018




Special sales (during lockdown) [\(6\) Facebook](https://web.facebook.com/mha.maldives/photos/a.1747757735443891/2718219641731024/?type=3&_rdc=1&_rdr) online advertising: violation of Maldives Regulation 2008, section 6(1(a))
 (https://web.facebook.com/mha.maldives/photos/a.1747757735443891/2718219641731024/?type=3&_rdc=1&_rdr)



Online advertising: violation of Maldives Regulation 2008, section 6(1(a))


Explore Get the App Sign In Or Create an Account



Dexolac Follow Up Infant Formula Milk Powder for Babies - Stage 3 (12...
By dexolac

★ 4.4 India Hub to Maldives in 3-5 Days


754 MVR



Similac Follow-Up Formula Stage 2 - 400 g
By similac

★ 4.4 India Hub to Maldives in 3-5 Days


784 MVR **Save 30%**



Similac Advance Infant Formula Stage 1-400g, up to 6 months
By similac

★ 4.3 India Hub to Maldives in 3-5 Days


964 MVR



Dexolac Premium Stage 1 Infant Formula Milk Powder for Babies...
By dexolac


★ 4.3 India Hub to Maldives in 3-5 Days

839 MVR



Explore Get the App


Recently Visited



Nestle NAN EXCELLAPRO 1 Infant Formula Powder with Probiotic &...
By excellapro

★ 4.5 India Hub to Maldives in 3-5 Days


974 MVR



CERELAC Baby Cereal With Milk, Wheat Apple Cherry From 8 Months,...
By nestlé cerelac

★ 4.5 India Hub to Maldives in 3-5 Days

549 MVR



Nestle LACTOGEN 2 Follow-Up Formula Powder - After 6 months, Sta...
By lactogen

★ 4.5 India Hub to Maldives in 5-8 Days

103 MVR

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<p>Cow & Gate 3 Toddler Baby Milk Powder Formula, 1-2 Years, 800 g... By cow & gate</p> <p>UK Hub to Maldives in 3-5 Days</p> <p>6,439 MVR</p>	<p>Aptamil 2 Follow On Baby Milk Formula Pre-Measured Tabs, 6-12... By aptamil</p> <p>★ 4.9</p> <p>UK Hub to Maldives in 3-5 Days</p> <p>1,889 MVR</p>	<p>Nestle LACTOGEN 2 Follow-Up Formula Powder - After 6 months... By lactogen</p> <p>★ 4.5</p> <p>India Hub to Maldives in 3-5 Days</p> <p>699 MVR</p>	<p>Nestle LACTOGEN 1 Infant Formula Powder - Upto 6 months, Stage 1... By lactogen</p> <p>★ 4.4</p> <p>India Hub to Maldives in 3-5 Days</p> <p>694 MVR</p>
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Explore Get the App Sign in Or Create an Account

<p>Similac Gold Palm Oil Free Follow on Milk, 900 g (Pack of 4) By similac</p> <p>★ 4.4</p> <p>UK Hub to Maldives in 3-5 Days</p> <p>6,669 MVR</p>	<p>Aptamil Lactose Free Baby Milk Powder Formula, from Birth, 400 g By aptamil</p> <p>★ 4.5</p> <p>UK Hub to Maldives in 3-5 Days</p> <p>1,279 MVR</p>	<p>SMA PRO Growing Up Baby Milk Powder Formula - 1-3 Years, 800 g... By sma</p> <p>★ 4.7</p> <p>UK Hub to Maldives in 3-5 Days</p> <p>1,649 MVR</p>	<p>Aptamil 2 Follow On Baby Milk Powder Formula, 6-12 Months, 800 g By aptamil</p> <p>★ 4.7</p> <p>UK Hub to Maldives in 3-5 Days</p> <p>2,176 MVR Save 21%</p>
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<p>Nestle NAN PRO 1 Infant Formula with Probiotic (Up to 6 months), Sta... By nestle</p> <p>★ 4.6</p> <p>India Hub to Maldives in 3-5 Days</p> <p>76,775 MVR</p> <p>1,389 MVR Save 98%</p>	<p>Aptamil Gold Infant Formula Milk Powder for Babies - Stage 1 (Upto 6... By aptamil</p> <p>★ 4.6</p> <p>India Hub to Maldives in 3-5 Days</p> <p>939 MVR</p>	<p>Dexolac Follow Up Infant Formula Milk Powder for Babies - Stage 2 (6 t... By dexolac</p> <p>★ 4.4</p> <p>India Hub to Maldives in 3-5 Days</p> <p>754 MVR</p>	<p>Aptamil Gold Follow Up Infant Formula Milk Powder for Babies - ... By aptamil</p> <p>★ 4.6</p> <p>India Hub to Maldives in 3-5 Days</p> <p>1,019 MVR</p>
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https://maldives.desertcart.com/brand/lactogen

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Important Announcement - Learn More

Explore lactogen Get the App Sign in Or Create an Account









 <p>Aptamil Gold Follow Up Infant Formula Milk Powder for Babies -... By aptamil</p> <p>★ 4.5 India Hub to Maldives in 3-5 Days</p> <p>939 MVR</p>	 <p>Nestle PRE NAN - Baby Milk Powder for Premature Baby (born before 37... By nestle</p> <p>★ 4.5 India Hub to Maldives in 3-5 Days</p> <p>919 MVR</p>	 <p>Aptamil Gold Infant Formula Milk Powder for Babies - Stage 1 (Upto 6... By aptamil</p> <p>★ 4.6 India Hub to Maldives in 3-5 Days</p> <p>964 MVR</p>	 <p>Similac Advance Follow-Up Infant Formula Stage 2 - 400g, after 6 months By similac</p> <p>★ 4.4 India Hub to Maldives in 3-5 Days</p> <p>944 MVR</p>
 <p>Enfamil A+ Stage 2: Infant Follow-Up Formula (6 To 12 Months), 800g By enfamil a+</p>	 <p>Similac Plus Stage 3 Infant 400g By similac</p>	 <p>Dexolac Follow Up Infant Formula Milk Powder for Babies - Stage 4 (18... By dexolac</p>	 <p>Enfamil A+ Stage 2 Follow Up Formula - 400 g (6 Months Onward) By enfamil a+ Deal</p>

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Important Announcement - Learn More

Explore lactogen Get the App Sign in Or Create an Account

 <p>Nestle NAN EXCELLAPRO 3 Follow-Up Formula-Powder After 12 month... By excellapro</p> <p>★ 4.5 India Hub to Maldives in 3-5 Days</p> <p>979 MVR</p>	 <p>Enfamil A+ Stage 3: Follow-up Formula (12 to 24 months) 400g By enfamil a+</p> <p>★ 4.5 India Hub to Maldives in 3-5 Days</p> <p>989 MVR</p>	 <p>Similac Neosure Infant Milk Formula 400g By similac</p> <p>★ 4.3 India Hub to Maldives in 3-5 Days</p> <p>869 MVR</p>	 <p>Farex 1 Infant Formula Refill - 400 g By farex</p> <p>★ 4.4 India Hub to Maldives in 3-5 Days</p> <p>849 MVR</p>
 <p>Similac Advance Stage 4 Formula - 400g, After 18 Months By similac</p> <p>★ 4.6 India Hub to Maldives in 3-5 Days</p>	 <p>Farex - Gentle Follow Up Formula Powder- 400 g By farex</p> <p>★ 4.3 India Hub to Maldives in 3-5 Days</p>	 <p>Dexolac Follow Up Infant Formula Milk Powder for Babies - Stage 3 (12... By dexolac</p> <p>★ 4.4 India Hub to Maldives in 3-5 Days</p>	 <p>Dexolac Special Care Infant Formula, Milk Powder for Premature Babies... By dexolac</p> <p>★ 4.4 India Hub to Maldives in 3-5 Days</p>








rt.com/products/78683693-farex-gentle-follow-up-formula-powder-400-g

https://maldives.desertcart.com/brand/lactogen

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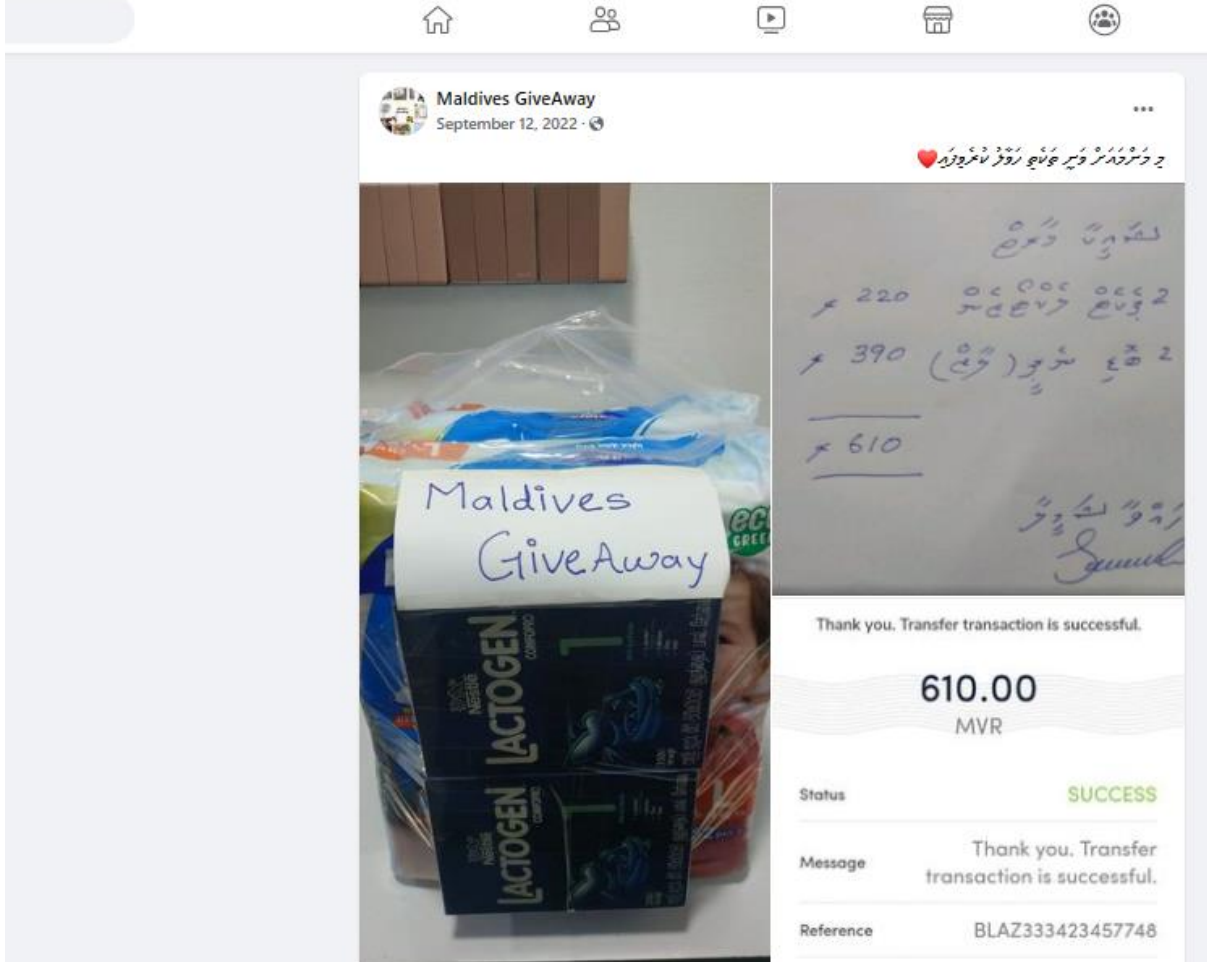
Important Announcement - Learn More

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 <p>Similac Advance Infant Formula Stage 1-400g, up to 6 months By similac</p> <p>★ 4.3 India Hub to Maldives in 3-5 Days</p> <p>964 MVR</p>	 <p>Farex -3 Follow Up Formula Refill - 400 g By farex</p> <p>★ 4.2 India Hub to Maldives in 3-5 Days</p> <p>839 MVR</p>	 <p>Similac Isomil Soy Infant 400g By similac</p> <p>993-MVR India Hub to Maldives in 3-5 Days</p> <p>799 MVR</p>	 <p>Similac Infant Formula Stage 1 - 400 g By similac</p> <p>★ 4.3 India Hub to Maldives in 3-5 Days</p> <p>834 MVR</p>
 <p>Deal</p>	 <p>Similac NeoSure IQ+ Infant Formula</p>	 <p>Dexolac Premium Stage 1 Infant</p>	

maldives.desertcart.com/products/478240940-similac-isomil-soy-infant-400-g

Advertising on online: Violation of Maldives BMS Regulation-2008, section 6(1(a))



A facebook page named Maldives giveaway give of BMS product to mothers directly; that is the violation of Maldives BMS Regulation-2008 6(1(c)) giving of one or more samples, directly or indirectly, to any person



Maldives GiveAway

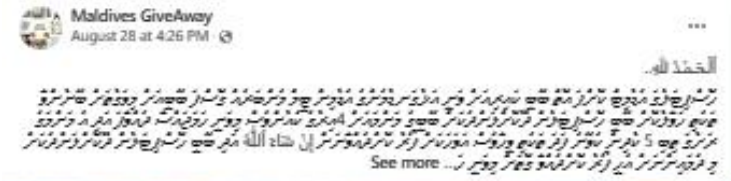
September 6 at 10:43 AM · 🌐

Dheelathi faraathakun giveaway kuraa baby bottles and multi vitamins drops.. beynunvaa faraathakun comments kohlavvaa efaaraathun Pvt koh message kohlavvaane



(9) [Facebook](https://www.facebook.com/profile.php?id=100057311535662) <https://www.facebook.com/profile.php?id=100057311535662>

A facebook page named Maldives giveaway give of BMS product to mothers directly; that is the violation of Maldives BMS Regulation-2008 6(1(c)) giving of one or more samples, directly or indirectly, to any person



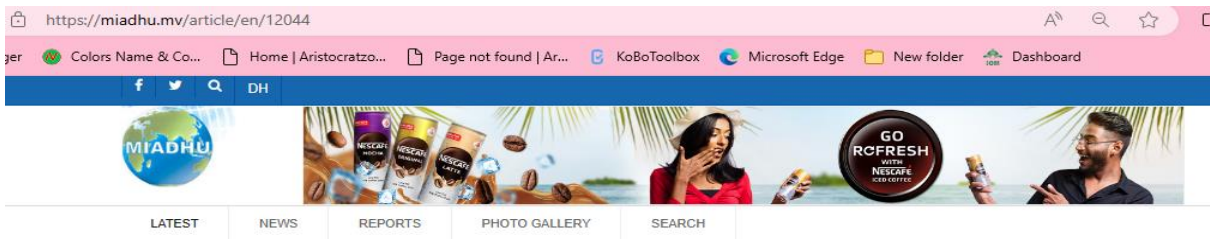
A facebook page named Maldives giveaway give of BMS product to mothers directly; that is the violation of Maldives BMS Regulation-2008 6(1(c) giving of one or more samples, directly or indirectly, to any person



Nepal

Nepal adopted the Breastmilk Substitutes Act (BMS Act) in 1992, and it does not include many WHA resolutions that address marketing strategies and global public health Recommendations that have emerged subsequent to its adoption. There has been a vacuum of a “nodal” department or official to take ownership of monitoring and enforcement, including the coordination of different intersecting relevant departments. This results in persistent violations of the International Code and national law
Nepal (2018)

Topics	Violations	Violations of article no.



Change to Nutrition from the heart

Danone: Nutricia Farex Stage 1:

Farex's double-heart logo idealises the idea of love and care. Its trademarked PreciNutri formulation boasts that it contains “*tailored nutrition that supports growth, development and immunity at all stages*”. Supposedly it also helps “immunity”, “digestion + immunity”, “brain growth & development + immunity”. Labels are not in Nepali language.

Pigeon Flexible:

The Pigeon Flexible feeding-bottle claims its unique groove interior “*minimises colic*”

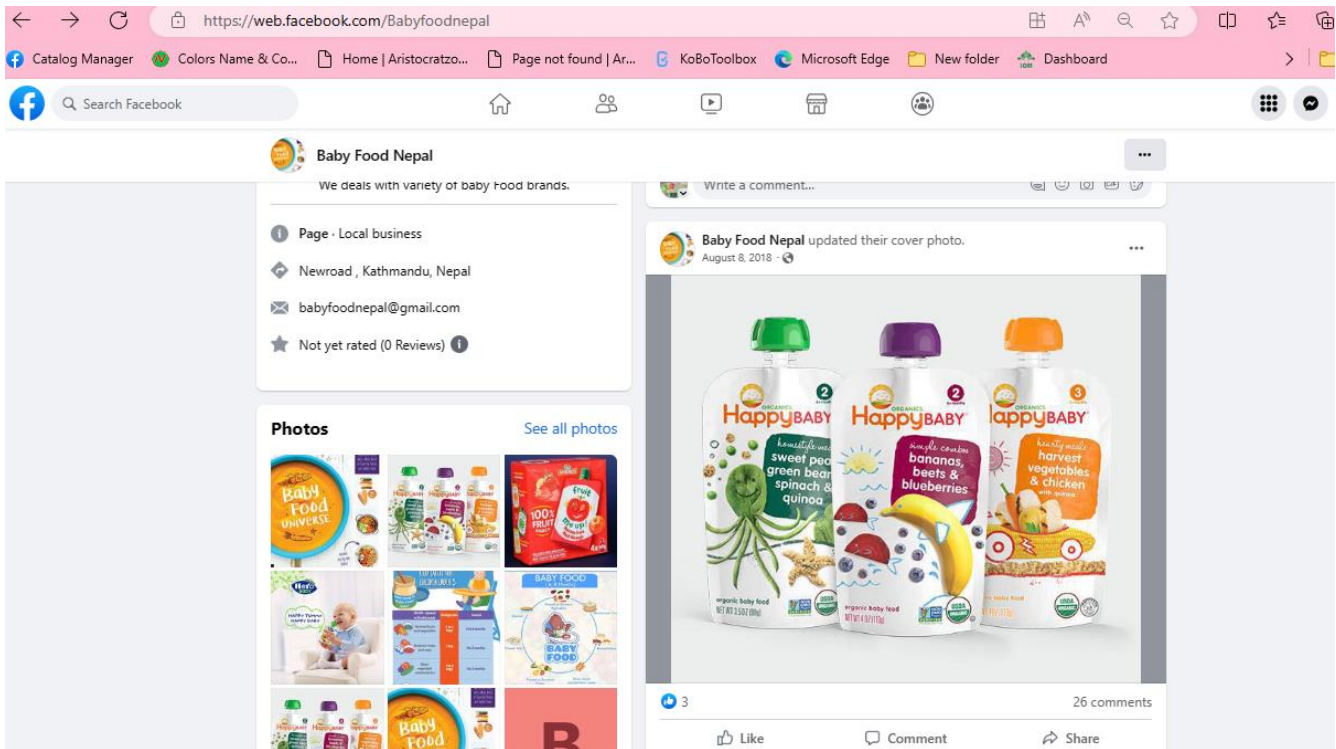


Farex's double-heart logo idealises the idea of love and care. Its trademarked PreciNutri formulation boasts that it contains “*tailored nutrition that supports growth, development and immunity at all stages*”. Supposedly it also helps “immunity”, “digestion + immunity”, “brain growth & development + immunity”. Labels are not in Nepali language.

Pigeon Flexible



The Pigeon Flexible feeding-bottle claims its unique groove interior “*minimises colic*”



(6) [Facebook](https://web.facebook.com/Babyfoodnepal) <https://web.facebook.com/Babyfoodnepal>

Intro

We deals with variety of baby Food brands.

- 📍 Page · Local business
- 📍 Newroad , Kathmandu, Nepal
- ✉ babyfoodnepal@gmail.com
- ★ Not yet rated (0 Reviews) 📌

Photos

[See all photos](#)



Just for Information

FOOD SAFETY FOR CHILDREN UNDER 5

How Long Is Baby Food Safe?

SOLIDS - opened or freshly made	Refrigerator	Freezer
Strained fruits and vegetables	2 to 3 days	6 to 8 months
Strained meats and eggs	1 day	1 to 2 months
Meat/vegetable combinations	1 to 2 days	1 to 2 months
Homemade baby foods	1 to 2 days	1 to 2 months

✉ babyfoodnepal@gmail.com

★ Not yet rated (0 Reviews) 📌

Photos

[See all photos](#)



BABY FOOD (6-8 Months)

👍 13

1 comment

👍 Like

💬 Comment

🔗 Share

Published nutrition education content from Baby Food Nepal Facebook page is the violation of the BMS code



Nestle Cerelac Stage 3 Wheat - Rice Mixed Fruit 300G

★★★★★ 14 Ratings | 4 Answered Questions

Brand: Nestle | More Feeding from Nestle

Rs. 526

Promotions **Min. Spend Rs. 700 Capped at Rs. 150**

Quantity 1

Delivery

Bagmati, Kathmandu Metro 22 - Newroad Area, Newroad

Fastest Delivery Tomorrow 8 Sep **Rs. 65**
Tomorrow

Standard Delivery Tomorrow 8 Sep **Rs. 65**
Tomorrow

Cash on Delivery Available

Service

Daraz Verified
Get exactly what you ordered!

100% Authentic

14 days easy return
Change of mind is not applicable

Iron fortified Cerelac that idealises the idea of nutrition that supports growth, development and immunity at all stages. It is the violation of BMS code.
[Nestle Cerelac Stage 3 Wheat - Rice Mixed Fruit 300G \(daraz.com.np\)](https://daraz.com.np)



Similac Stage 3 Infant Formula - 400g after 12 to 24 months

HEALTHY FOOD FOR YOUR BABY SIMILAC 3 IS A SPRAY DRIED STAGE 3 FOLLOW UP FORMULA DESIGNED FOR OLDER BABIES FROM 12 TO 24 MONTHS

Rs. 605 1



Similac Follow-Up Infant Formula Stage 2-400g after 6 months

HEALTHY FOOD FOR YOUR BABY SIMILAC 2 IS A SPRAY DRIED STAGE 2 FOLLOW UP FORMULA DESIGNED FOR INFANTS AFTER 6 MONTHS

Rs. 605 1



Similac Advance Infant Formula Stage 1-400g up to 6 months

HEALTHY FOOD FOR BABIES

Rs. 1144

Welcome to KTM Grocery





Nestle Cerelac Multi Grain & Fruit from 12 To 24 Months 300g

A POWER THAT GROWS YOUR CHILD

Rs. 515



Nestle Lactogen 4 400g

THE MILK FOR LIFELONG NUTRITION

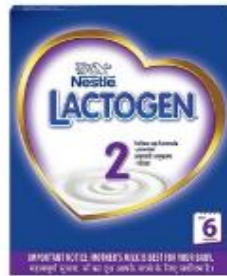
Rs. 710



Nestle Lactogen 1 400g

THE NUTRITION YOUR BABY NEEDS

Rs. 860



Nestle Lactogen 2 400g

THE MILK FOR A GREAT HEALTHY FUTURE

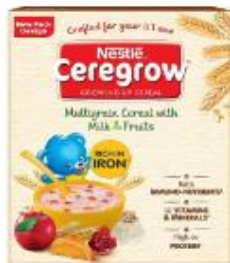
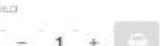
Rs. 780



Nestle Cerelac 5 Grain & Fruit from 18 To 24 Months 300g

THE RIGHT FOOD FOR YOUR CHILD

Rs. 526



Nestle Ceregrow Multigrain Cereal With Milk & Fruit from 2 To 5 Year 300g

HAPPY MEALTIME FOR EVERY BABY



Nestle Nido Fortified Full Cream Milk Powder 400g



Nestle Nido Fortified Full Cream Milk Powder 900g

BMS code violation: Use of Blue bear cartoon, online advertising, exhibition for [Baby Food in wholesale price Kathmandu , Nepal \(ktmgrocery.com\)](http://Baby Food in wholesale price Kathmandu , Nepal (ktmgrocery.com))

https://nepaleasyshopping.com/detail/baby-feeding-bottle

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NEPAL EASY SHOPPING HOME ABOUT US PRIVACY POLICY CONTACT US SELL ON NES

ALL CATEGORIES Select Categories Search product... SEARCH

Home > Babies & Kids > New Born Babies & Kids Essential Products > New Born Accessories > Baby Feeding Bottle

Baby Feeding Bottle

★★★★★

Rs 800
New

Product Details:

- 100% Brand new
- High Quality
- Dispenses baby food one bite at a time
- Convenient one-handed feeding
- Keep safe and clean with cap
- Spoon for feeding

BMS accessories online advertising :violation of BMS code
[Baby Feeding Bottle - Online shopping in Nepal | Buy online in Nepal | Online Store in Nepal | Online shopping store in Nepal - NepalEasyShopping.com](#)

Become a Seller Recharge & Payments Help & Support Save More on App

Daraz Categories Search in Daraz Login Sign Up EN

Mother & Baby > Feeding > Baby & Toddler Foods > Cereal > 100% Organic Millet Oat Porridge 250 gms

100% Organic Millet Oat Porridge 250 gms

★★★★★ 3 Ratings | 7 Answered Questions

Brand: Slurrp Farm | More Feeding from Slurrp Farm

Rs. 950

Promotions **Min. Spend Rs. 700 Capped at Rs. 150**

Quantity **1** Only 2 items left

Buy Now **Add to Cart**

Delivery

Bagmati, Kathmandu Metro 22 - Newroad Area, Newroad **CHANGE**

Standard Delivery 10 Sep 3 day(s) **Rs. 65**

Cash on Delivery Available

Service

7 Days Returns
Change of mind is not applicable

Warranty not available

Sold by **Essential Living** **CHAT**

Positive Seller Ratings Ship on Time Chat Response Rate

Use cartoon picture and discount to product: [Baby & Toddler Foods at Best Price in Nepal | Up to 25% Discount on Daraz](#)

The screenshot shows the Daraz website interface. At the top, there's a search bar and navigation links. Below, several baby cereal products are displayed in a grid. Each product card includes the brand name, product name, price, and a discount percentage. For example, Gerber Grain & Grow Hearty Bits is priced at Rs. 1,700 with a 6% discount. Gerber Powerblend Probiotic Oatmeal is at Rs. 1,600 with a 6% discount. Gerber Rice Cereal is at Rs. 1,500 with a 12% discount. Nestle Cerelac Stage 3 is at Rs. 526 with a 12% discount. Other products include Gerber Snacks for Baby Grain & Grow Puffs, Slurrp Cereal, and Chaudhary's Sarvottam Premium Lito Mixed Fruit.

Discount offer on BMS products is the violation of BMS code.
[Baby & Toddler Foods at Best Price in Nepal | Up to 25% Discount on Daraz](#)

The screenshot shows a Facebook post from 'Gerber Baby Food Nepal' dated July 2. The post features a large image of a baby sitting at a table eating from a bowl. To the left of the baby is a large image of a Gerber Powerblend Probiotic cereal container. The text in the image reads: 'Gerber ADDING IMMUNITY BOOSTER IN EVERY BITE BABY को स्वास्थ्य हाम्रो जिम्मेवारी'. Below the baby, it says 'Approved by: FDA'. The Facebook post text says: 'Tiny spoons, big smiles! Gerber baby food offers a world of delightful flavors that will keep your little one coming back for more. Nurture their love for delicious, healthy food from the very beginning.' The post includes several hashtags like #GerberBabyFoodNepal, #NourishingNepal, #EasyMeals, #HealthyStart, #baby #infants, #babyfood #toddler #toddlerfood, #toddlermeal #babymeals #happymoments, #babylove #smile #babysmile #babymeal, #gerbernepal #gerber #gerberyourbaby. There are 4 likes and a comment box is visible.

The product contains “Probiotic, enriched with Iron”; The word “power blend” idealise that the product is better than homemade complementary food (6) [Facebook](#)
<https://web.facebook.com/photo?fbid=1204697020278019&set=a.1120738855340503>

Home → Farex 1 Infant Formula Tin - 400 G



Milk protein, Iron, Omega-3,6 fatty acid contains in Farex gentle ,Idealise that the product supports baby normal brain development and physical gorwth [Baby Food | Babyland - Farex 1 Infant Formula Tin - 400 G | Babyland](#)



Pakistan

National legislation in Pakistan adopted the International Code of Marketing of Breastmilk Substitutes in 2002 to restrict the promotion of infant formula feeding. Our objectives were to assess health professionals' awareness of this law in urban government hospitals and describe their reports of violations, including receiving free samples, gifts and sponsorship.

Of the 427 health workers interviewed, the majority were not aware of the national breastfeeding law (70.5%; n = 301) or the International Code (79.6%; n = 340). Paediatricians, and staff who had been working for 10 years or more, were more likely to be aware of the law [OR = 7.00, 95% CI 3.12, 15.7 (paediatricians); OR = 2.48, 95% CI 1.45, 4.24 (10 years working)].

More than one third (38.4%, n = 164) had received small gifts such as pens, pencils and calendars; 12.4% (n = 53) had received sponsorship for training or conferences; and 15.9% (n = 68) had received free samples of infant formula from the Companies. Staff who were aware of the law were also more likely to report receiving gifts (OR = 1.64, 95% CI 1.08, 2.51) and free samples (OR = 1.86, 95% CI 1.09, 3.19).

No laws for breastfeeding, child nutrition in Sindh

KARACHI, Aug 2: With World Breastfeeding Week (Aug 1-7) already under way, it is disconcerting to note that Sindh has no set of laws to ensure safe and adequate nutrition for infants by promoting and protecting breastfeeding.

Interviews with relevant officials show that following the devolution of various federal government functions to the provinces under the **18th constitutional amendment**, the health authorities in Sindh have failed to acquire the tool needed to curb the unethical marketing of breast milk substitutes and regulate artificial feeding in infants.

Many products, according to researchers, pose a **high risk of gastrointestinal and lower respiratory tract infections.**

“Not only are –

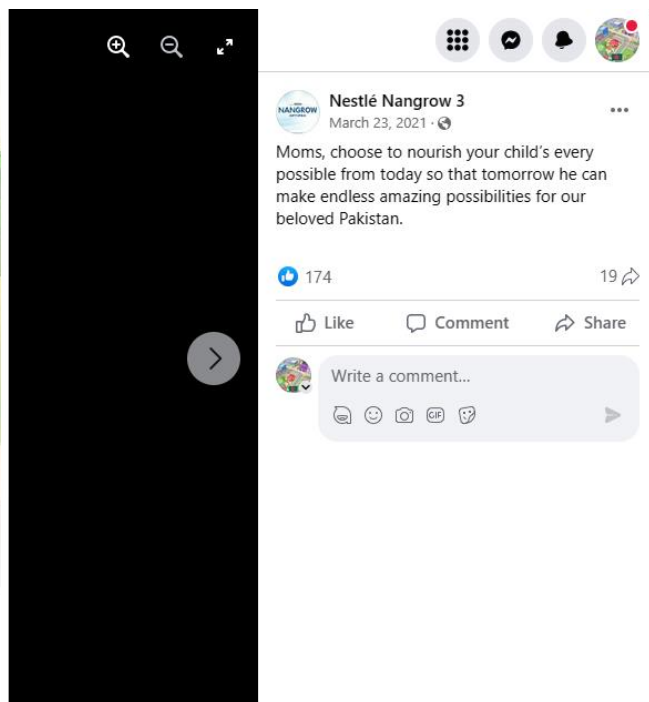
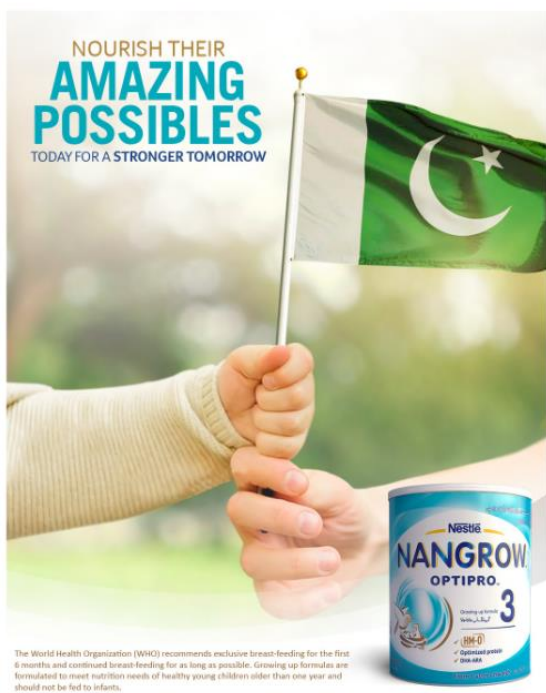
- Markets filled with various infant formula products,
- **Representatives of their manufacturers**
- are also often seen **distributing free samples and gifts** in hospitals
- besides **offering sponsorships to health professionals** working in **paediatric in-patient and outpatient wards, delivery suite, antenatal and postnatal care wards,**” says a senior paediatrician while speaking to Dawn

Mukhtar Alam ,(No laws for breastfeeding, child nutrition in Sindh - Newspaper - DAWN.COM)accessed August 3, 2012

Violation of Breast-Feeding and Child Nutrition Ordinance, 2002

Topic	Violations	Article no.
Promote ,Gift	1) No person shall, in any form whatsoever, promote any designated products except as provided for under this Ordinance. (2) No person shall in any manner assert that any designated product is a substitute for mother’s milk, or that it is equivalent to or comparable with or superior to mother’s milk. (3) No manufacture or distributor shall offer, or make gift or contributions of any kind, or pay to any extent for any reason whatsoever, or give any kind of benefit, to a health worker or his family, or any personnel employed, directly or indirectly, in a health care facility, or any member of the Board ^{14[14]} [* * *] or the employees thereof.	7(1, 2,3)
Contact Directly or indirectly within a health care facility	(6) No distributor or manufacturer shall in furtherance of or for the purposes of its business have contact, directly or indirectly, with general public within a health care facility.	7(6)
Educational or informational material	(7) No manufacturer, distributor or any person engaged by them shall produce or distribute any educational or informational material relating to infant and young child feeding: Provided that any educational or informational material relating to a designated product may be provided by a manufacturer or distributor to a health professional subject to the prescribed conditions, and that the same shall be restricted to scientific and factual matters, and shall not	7(7)

	imply or create a belief that bottle-feeding is equivalent or superior to breast-feeding.	
Labels	<p>2) Label of a designated product shall be designed so as not to discourage breastfeeding and shall provide the necessary information in Urdu about the appropriate use of such product and the age before which a designated product should not be used.</p> <p>(4) The label shall–</p> <p>(a) not contain anything that may discourage breast-feeding;</p> <p>(e) not show photographs, drawings or graphics except that graphics may be used to illustrate the correct method of preparation;</p>	8(2),8(4(a),(e))
Informational and educational materials	Informational and educational materials, whether written, audio or visual, which refer to infant feeding shall contain only correct information and shall not use any pictures, graphics or text that encourage bottle-feeding or discourage breast-feeding.	9(2)
		10



Unfounded health claims on immunity that prompt fear (e.g., Nestlé, Pakistan, on Facebook: Violations of Breast-Feeding And Child Nutrition Ordinance, 2002



[IJERPH | Free Full-Text | Old Tricks, New Opportunities: How Companies Violate the International Code of Marketing of Breast-Milk Substitutes and Undermine Maternal and Child Health during the COVID-19 Pandemic \(mdpi.com\)](https://www.mdpi.com/ijerph/13/11/2000)

Violation of Breast-Feeding and Child Nutrition Ordinance, 2002 Article no. 9(2) :

Informational and educational materials, whether written, audio or visual, Which refer to infant feeding shall contain only correct information and shall not use any Pictures, graphics or text that encourage bottle-feeding or discourage breast-feeding.



Nestlé Nangrow 3

55K likes • 59K followers

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Message

Like

Posts About Mentions Followers Photos Videos More

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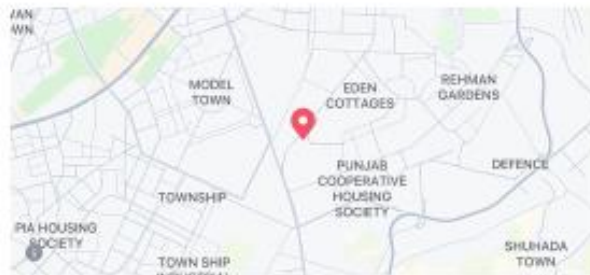
Page transparency

Details About Nestlé Nangrow 3

Categories

Brand

Contact info



Nestlé Pakistan Limited Packages Mall Shahrah-e-Roomi PO Amer Sidhu Lahore, Lahore, Pakistan, 54760
Address

+92 300 0637853
Phone

Screenshots of advertisements from Nestlé's Nangrow 3 Facebook page in Pakistan, featuring immunity claims and fear-provoking questions.

https://web.facebook.com/photo.php?fbid=601948632102434&set=pb.100068619068977.-2207520000&type=3

Colors Name & Co... Home | Aristocratzo... Page not found | Ar... KoBoToolbox Microsoft Edge New folder Dashboard > Other favorites

FREE DELIVERY
4TH - 9TH AUGUST

Nestlé
NANGROW OPTIPRO 3
Growing-up formula
900g
From 1 year onwards

✓ (HMO) ✓ Optimized protein ✓ DHA-ARA

Festival for little ones

Daraz Breastmilk is best

Nestlé Nangrow 3
August 5 at 11:24 AM

Enjoy FREE delivery on NESTLÉ NANGROW 900g. Hurry, It's a limited time offer!

Shop Now: <http://bit.ly/3DIGfGt>

1.8K 93 32

Like Comment Share

Most relevant

Priyanwada Dissanayake
Best
Like Reply 3w

Abdullah Riaz
Price
Like Reply 3w

Author
Nestlé Nangrow 3
Dear consumer. The price of

Write a comment...

MY MOM, MY SUPERHERO

GET NESTLÉ NANGROW 300g
PACK OF 3 AT
10% OFF

Nestlé
NANGROW OPTIPRO 3
Growing-up formula
300g
From 1 year onwards

✓ (HMO) ✓ Optimized protein ✓ DHA-ARA

ONLY ON Daraz Breastmilk is best

Nestlé Nangrow 3
May 29, 2022

Moms, SUPER SALE coming your way! Enjoy 10% OFF on Nestlé Nangrow 300g packs of 3!

2

Like Comment Share

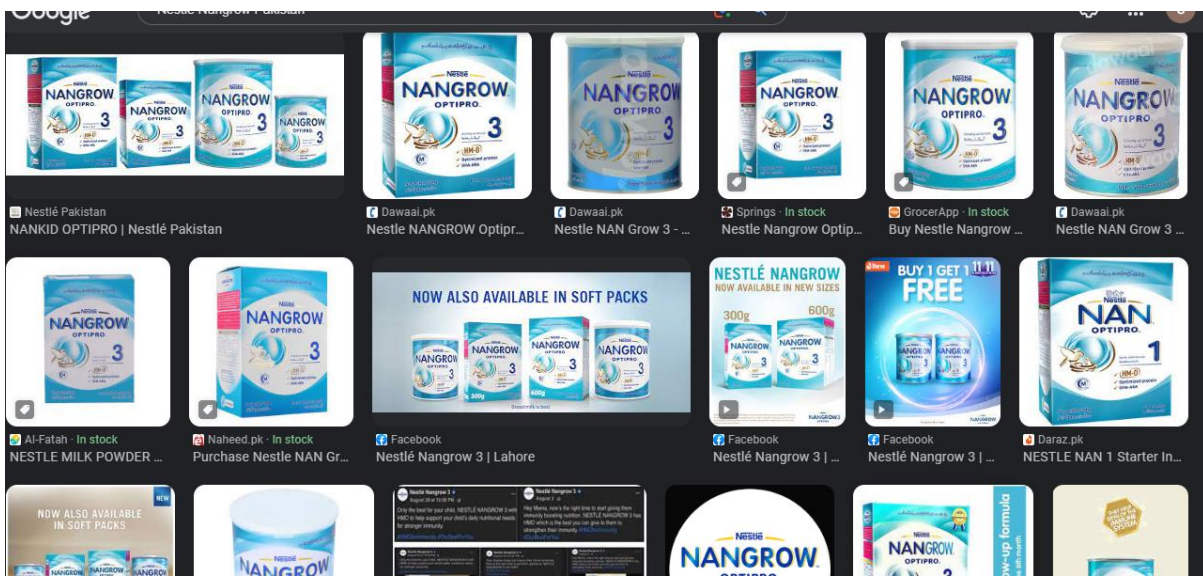
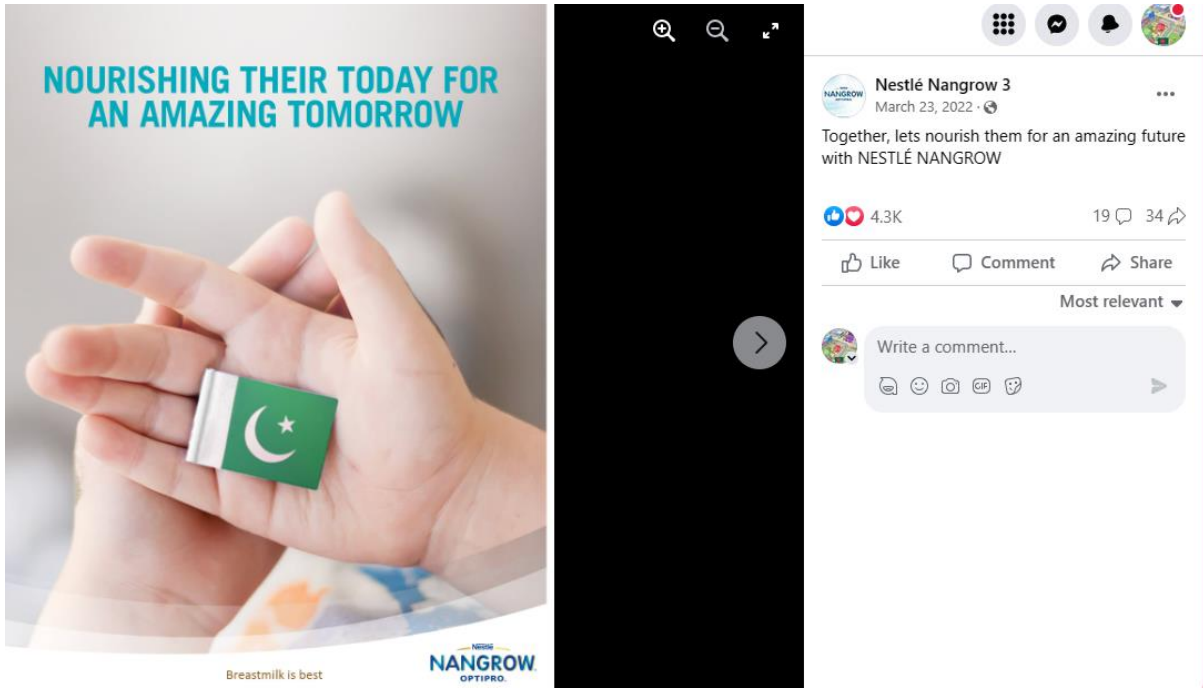
Most relevant

Majid Ali
Price
Like Reply 1y

Author
Nestlé Nangrow 3
Majid Ali Dear Consumer ,
Thanks for getting in touch.
you can check the price and
order here:
<https://www.daraz.pk/shop/nangrow>

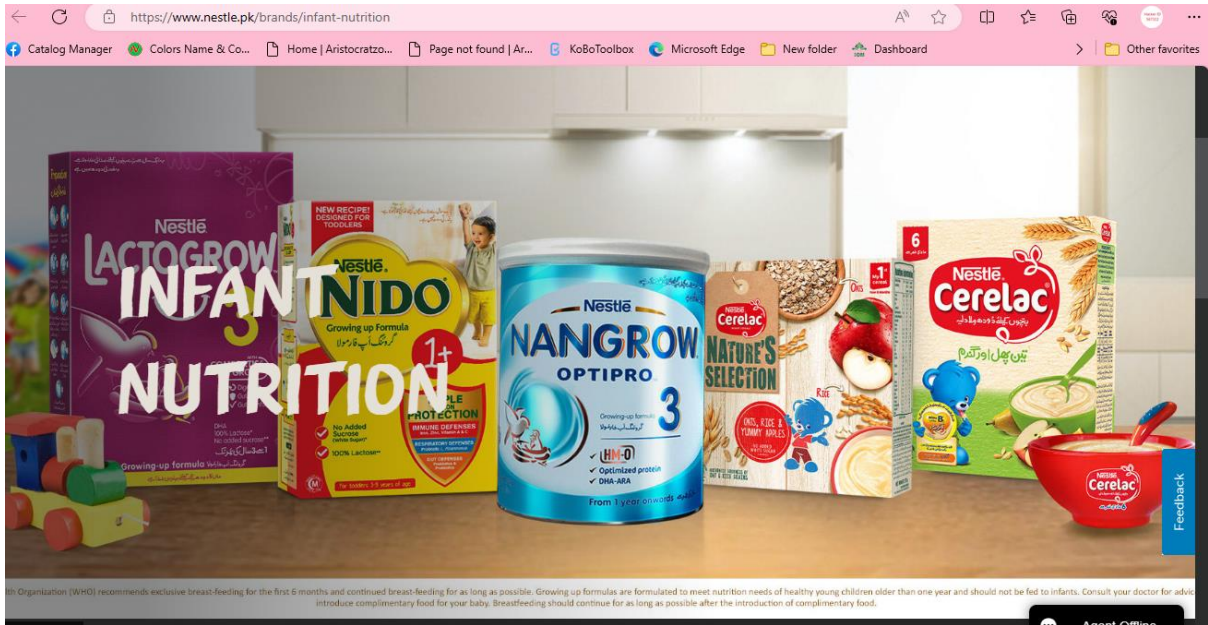
Write a comment...

Free delivery and discount for purchasing BMS product; “My Mom my super hero” this slogan indirectly claims for comparable or superior to mother’s milk; Violation of Breast-Feeding and Child Nutrition Ordinance, 2002 article no. 7(1, 2,3)

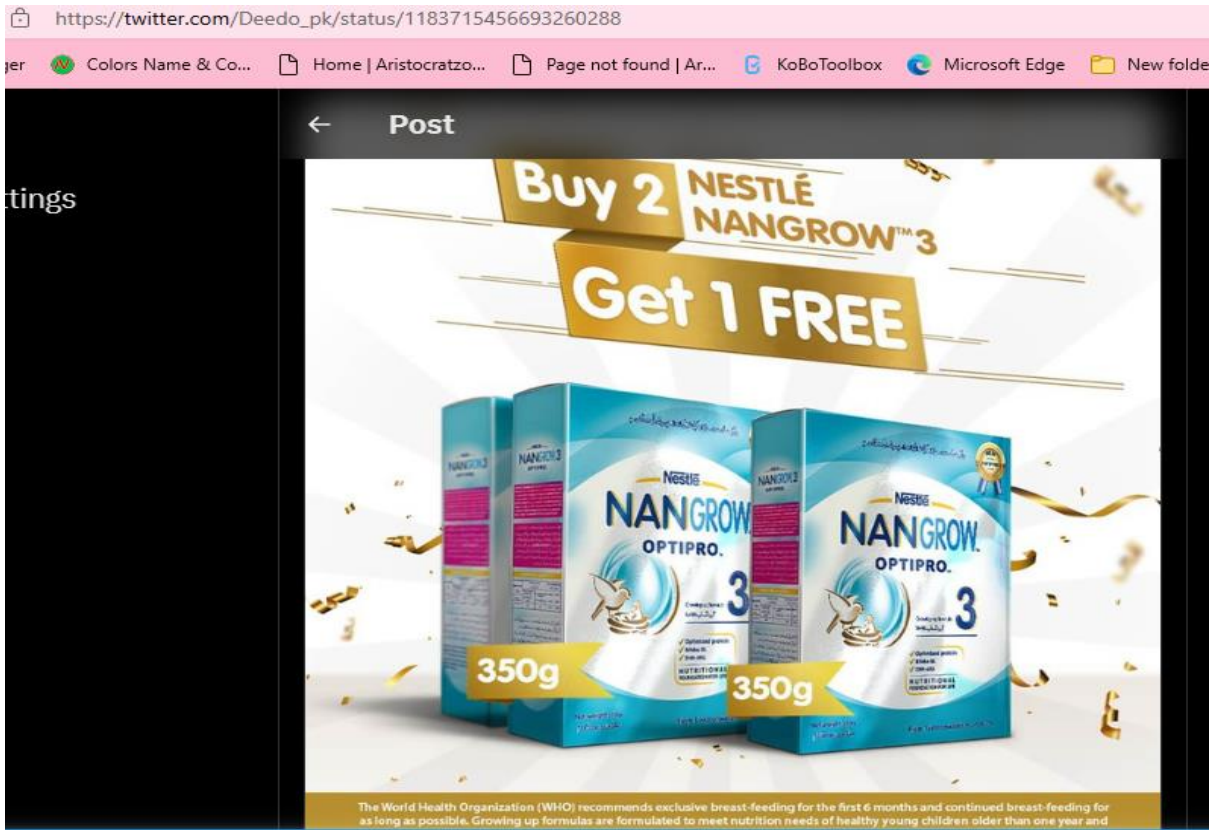


Promotion of BMS product NANGROW in public; “Nourishing their today for an amazing tomorrow” this slogan indirectly claims for comparable or superior to mother’s milk; creating a belief that bottle-feeding is equivalent or superior to breast-feeding;

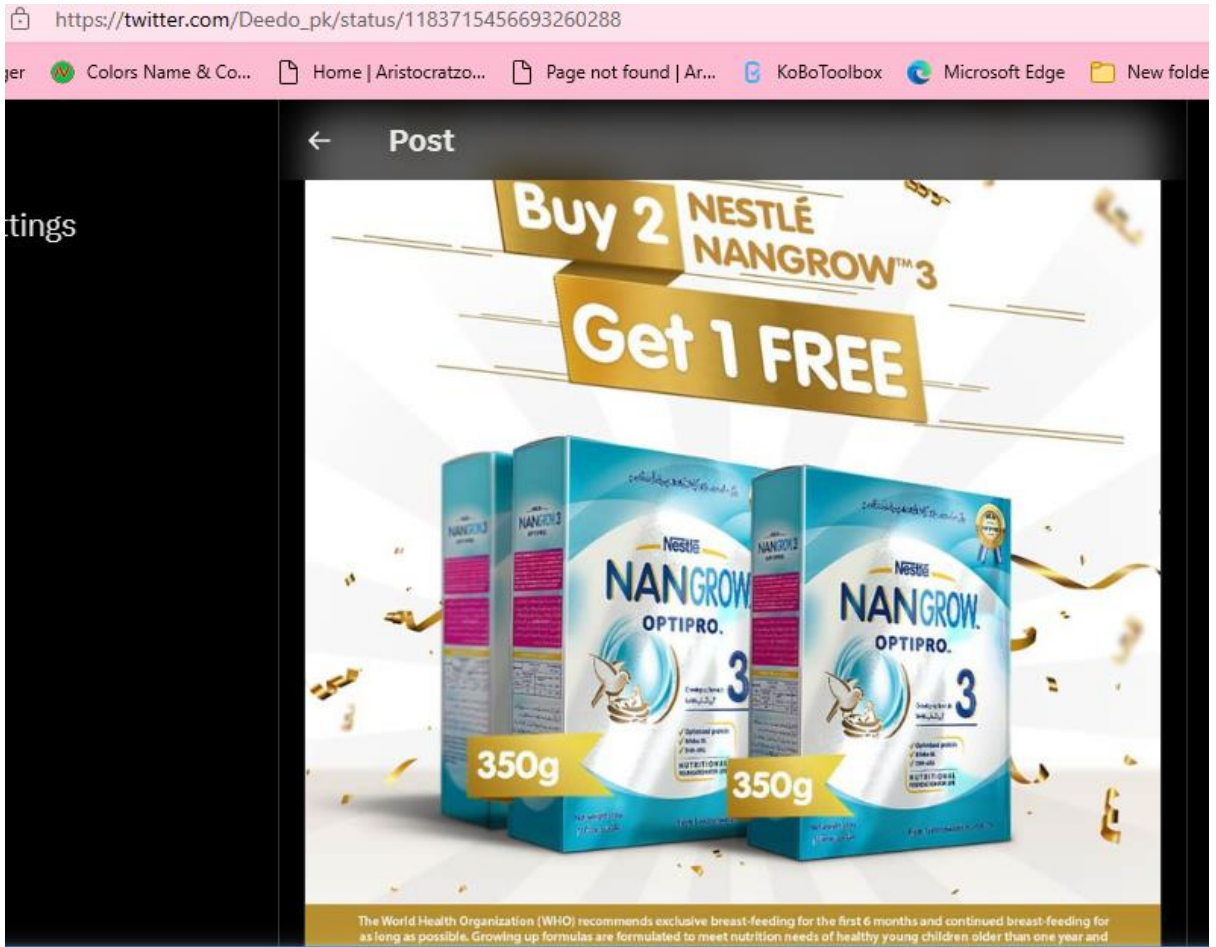
Violation of Breast-Feeding and Child Nutrition Ordinance, 2002 article no. 7(1, 2, 3,7)



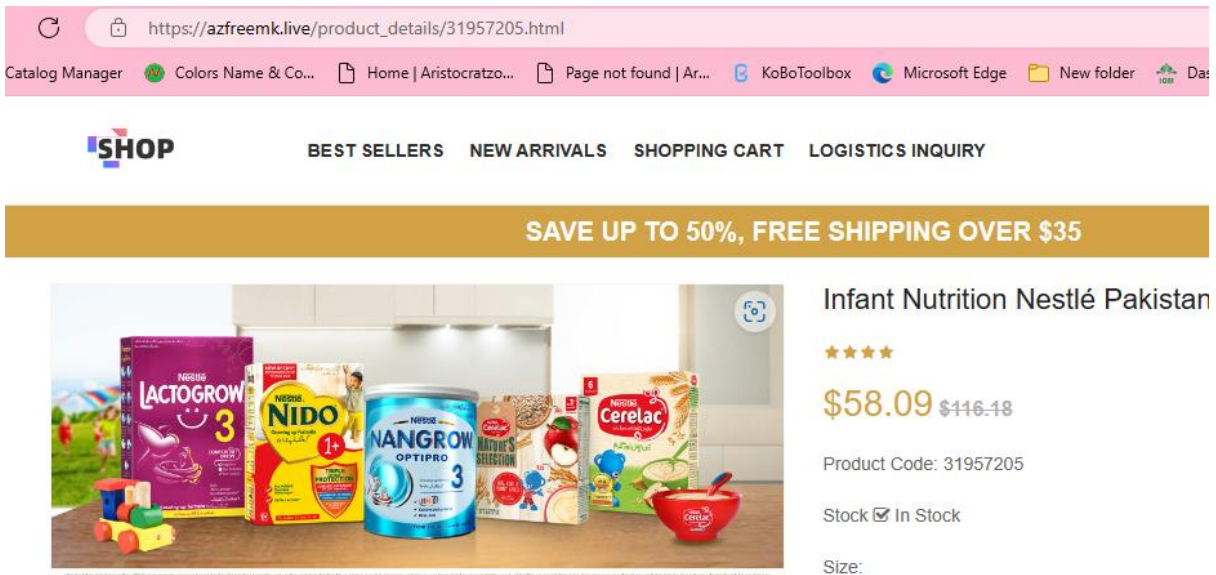
[Infant Nutrition | Nestlé Pakistan \(nestle.pk\)](https://www.nestle.pk/brands/infant-nutrition) advertisement of BMS product claims that these products are the source for infant nutrition; Violation of Breast-Feeding and Child Nutrition Ordinance, 2002 article no. 7(7), 9(2):



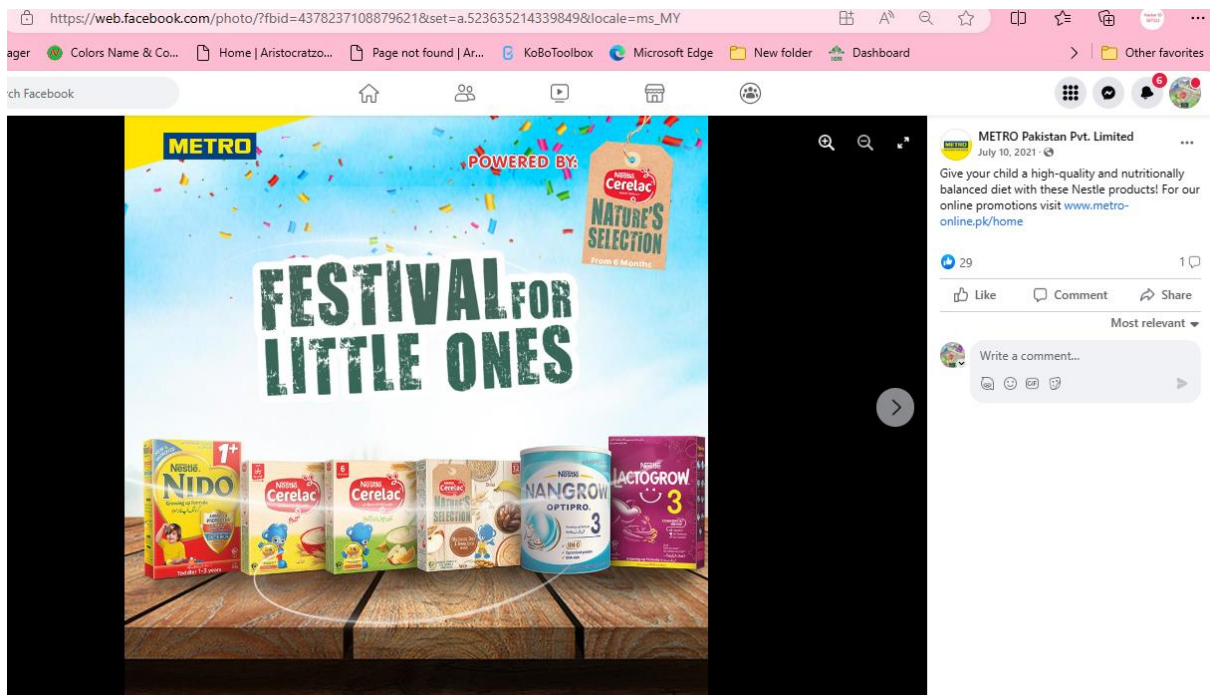
Violation of Breast-Feeding and Child Nutrition Ordinance, 2002 article no. 7(2)



Buy 2 get 1 free offer in twitter post, Pakistan, [Deedo.pk on X](https://twitter.com/Deedo_pk/status/1183715456693260288): "[Buy Two Pack of NESTLE NANGROW-3 350gms & Get Free One Pack Of NESTLE NANGROW-3 350gms \(Limited Stock\) Visit here now! https://t.co/0L0E8uxCCQ #Nestle #Nangrow3 #Nangorw #Deedo #DeedoPk https://t.co/2h2LxUCsiJ" / X \(twitter.com\) Violation of Breast-Feeding and Child Nutrition Ordinance, 2002 article no. 7\(2\)](https://twitter.com/Deedo_pk/status/1183715456693260288)



Free shipping offer, **Violation of Breast-Feeding and Child Nutrition Ordinance, 2002 article no. 7(2)**



(6) Facebook https://web.facebook.com/metro.pk?locale=ms_MY

BMS product promotion in facebook page Metro Pakistan Pvt.Limited, **Violation of Breast-Feeding and Child Nutrition Ordinance, 2002 article no. 7(2)**

Tigers, the movie by the director Danis Tanovic (Oscar in 2002 for No Man's Land), True history happening in the 90's in Pakistan:

Dying of artificial milk. This is what was happening in the 90's in Pakistan, where formula was proposed in bad faith as the more modern and healthier alternative to breast milk. tells the real story of the former Nestlé salesman Syed Aamir Raza, who denounced the multinational's criminal marketing policies, paying the price in terms of professional and personal consequences. The "Tigers" were those expert salesmen that were trained to convince people to stop breast feeding because it was described as an archaic and obsolete practice, in favour of artificial milk, which was strongly incentivised to doctors through samples, dinners, travels, and other benefits offered by the company.

In Pakistan, the overuse of artificial milk caused many children deaths, due to gastroenteritis and malnutrition. The protagonist was himself a "Tiger", and he obtained benefits and career progression, but when he realised that babies were dying as a result of the company's marketing, he decided to quit his job and to publicly denounce the aggressive marketing strategies

adopted by the multinational. The report [Milking Profits](#), drawn up with the activists of IBFAN, the International Baby Food Action Network, describes the immoral techniques used by Nestlé in order to promote artificial milk.



Actress of the Tiger movie

The movie tells the vicissitudes the former Nestlé salesman went through, and the consequences of his choices on his family's life. For example, the exile in Canada, where Syed Aamir Raza currently lives together with his wife and children, and working as taxi driver.

Tigers, sponsored by **IBFAN** – which is internationally active for the promotion of breast feeding and children food safety –, was premiered in occasion of the Toronto International Film Festival in 2014. Since then, Nestlé denies any responsibility about the immoral practices denounced by the movie.

Ref: Silvana Santo "Tigers is Danis Tanovic's movie on Nestlé's immoral practices carried out to sell artificial milk in Pakistan.", ([Tigers, the movie about the Nestlé baby milk scandal - LifeGate](#)) Accessed 14 May 2015,



Srilanka

Srilanka(2018)

Though Sri Lanka was one of the first countries to implement the International Code of Marketing of Breastmilk Substitutes following its adoption in 1981. Sri Lanka also faces new challenges as new products and marketing tactics have surfaced. As a result of its economic growth, Sri Lanka's steadily-expanding market is targeted by manufacturers.

The Principles of the code are-

1. The designated product shall not be advertising or otherwise promoted to the public at the retail level or through health care facilities or through mass media
2. The designated product shall be labeled so as to protect, promote and support breastfeeding
3. Information about infant and young child feeding shall not in any way discourage or undermine breastfeeding or promote designated products
4. Any Manufacturer or distributor of any designated product or complementary food **shall not** finance, facilitate or otherwise encourage point-of sale advertising or **display** or the giving of samples at **the retail level**

Commonly violation found of Srilanka code for the Promotion, Protection and Support of Breastfeeding and Marketing of Designated Products-2002.

Topic	Srilanka code for the Promotion, Protection and Support of Breastfeeding and Marketing of Designated Products-2002.	Violation article no.
Advertise or promote	No person shall advertise or promote any designated product as being a product appropriate for infant feeding	Article II-(2.1)
Comparable with breastfeeding	No designated product shall marketed or publicly referred to by any manufacturer or distributor in a way that would imply or create a belief, that such designated product when given to an infant is equivalent to or comparable with or superior to breastfeeding	Article II-(2.2)
Sale offer	A manufacture or distributor of a designated product shall not offer for sale or sell such a product unless the container or label affixed thereto conforms to the following-----	Article II-(2.3)
Breast milk substitute	Does not use the terms “breast milk substitute” humanized, maternalized, or terms similar thereto	Article II-2.3(c)
Text	Does not use the text that may tend to discourage breast-feeding	Article II-2.3(d)
Label 1. Local language, 2. Photographs 3. Misleading phrase	The matters referred to in paragraphs (a) (b) (c) and (d) shall be in Sinhala, Tamil and English language. Photographs drawing or other graphic representations or misleading phrase designed to create an incorrect impression that the product would be a substitute for breast milk and increase salability, should not appear on the container or on the label affixed thereto	Article II-2.3(f)
Restriction for Infant	No person shall advertise or promote any complementary food as being food appropriate for any infant under the age of 6 months	Article II-2.5
Advertise or display at the retail level	Any manufacturer or distributor of any designated product or complementary food shall not finance, facilitate or otherwise encourage point-of sale advertising or display or the giving of samples at the retail level.	Article VII-(7.2)

(6) Facebook <https://web.facebook.com/thegourmetboutique.lk>

The Gourmet Boutique
BOUTIQUE

The Gourmet Boutique - Sri Lanka
28K likes • 29K followers

WhatsApp Message Like

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Intro
Featuring a range of household/day to day personally selected products!

Page · Retail company
19A/2 Alfred Place, Colombo, Sri Lanka
+94 76 828 7272
thegourmetboutique28@gmail.com
Open now
In-store pickup

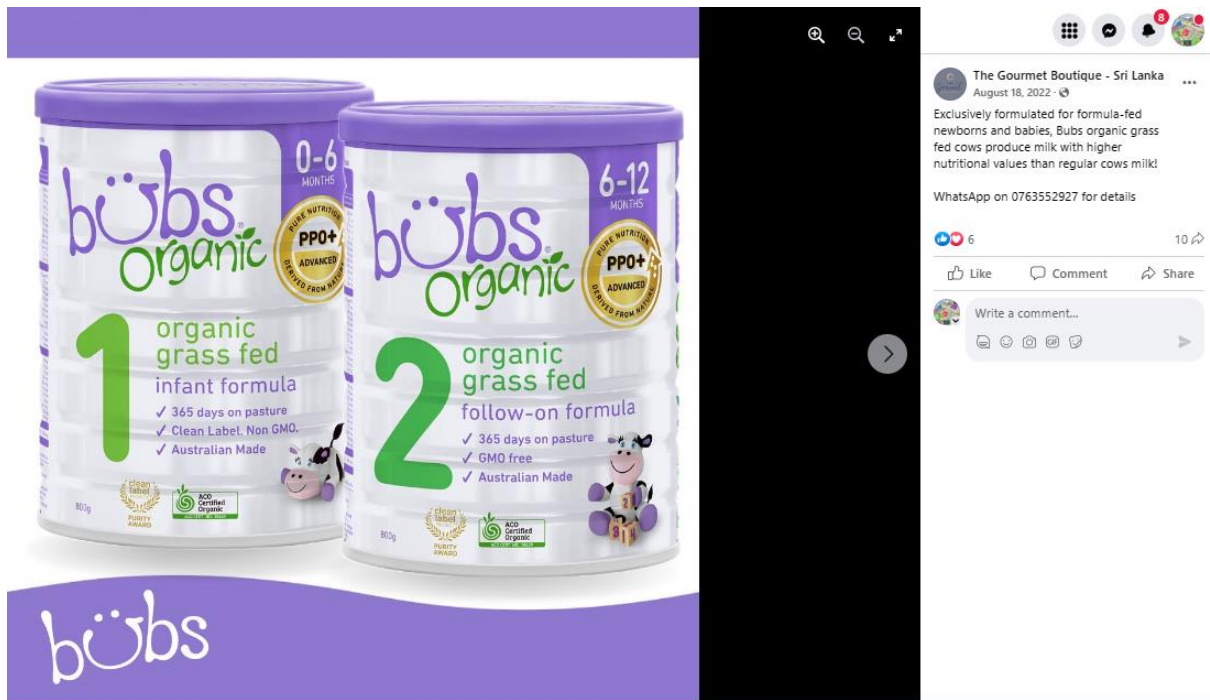
Featured

The Gourmet Boutique - Sri Lanka
July 22, 2022 ·
Baby Milk Formula - made with essential nutrients to support your baby's development!...

NEW STOCKS OF
baby milk formula
JUST ARRIVED WITH NEW PRICES

Cow & Gate Aptamil HiPP

Give discount offer, use the words “Breast milk Substitute”; use photograph, graphic, nutrition claim; All are the violation of Srilanka BMS code Article II-2.3, 2.3(c), 2.3(d),



Advertising, display in retail shop; imply or create a belief that such designed product when given to an infant is equivalent to or comparable with or superior to breastfeeding; advertise or promote any complementary food as being food appropriate for any infant under the age of 6 months: Violation of the Srilanka BMS code-2002 Article II-(2.1, 2.2), Article II-2.5, Article II-2.3(f) Article VII-(7.2)



Give discount offer, use the words “Breast milk Substitute”; use photograph, graphic, nutrition claim; All are the violation of Srilanka BMS code Article II-2.3, 2.3(c), 2.3(d),



Give discount offer, use photograph, graphic, nutrition claim;
 All are the violation of Srilanka BMS code Article II-2.3, 2.3(d),



The Gourmet Boutique - Sri Lanka
 May 28, 2022 · 🌐

Cow & Gate Baby Milk Formula!

Only limited stocks!

Contact 0768287272 to place your order or visit us @ 19A-2 Alfred Place Colombo 03

#cowandgate #milkformula #milkpowder #baby #toddler #babymilk #infant #toddler #babyproducts #thegourmetboutique

👍❤️ 6 4💬 14🔗

👍 Like 💬 Comment 🔄 Share

Most relevant ▾

Sandrine Philicocq - Raj
 Price pls
 Like Reply 1y

Write a comment...



The Gourmet Boutique - Sri Lanka

May 15, 2020 · 🌐



Nestle Cerelac Baby Cereal From UK!

Rs 1880/- | 400g

Drop by our store at 16/6A Mohideen Terrace Ward Place Colombo 7

We deliver too!



Give discount offer, use the words nutrition claim ,use photograph, graphic,;
All are the violation of Srilanka BMS code Article II-2.3, 2.3(d),



Drop Off | Online Store Sri Lanka | drop...
ropoff.lk



Daraz.lk
Baby Food in Sri Lanka | ...



Ranja
Nestle



MARKETPLACE
Nestle Cerelac Whe...



Ubuy Sri Lanka
Nestle Cerelac Babi...



Daraz.lk
Baby Food in Sri Lan...

Give discount offer, use the words nutrition claim ,use photograph, graphic,;
All are the violation of Srilanka BMS code Article II-2.3, 2.3(d),



Cereal

Puree



Crackers & Biscuits



Snack Foods



Beverages

Category

- Baby & Toddler Cereal
- Baby & Toddler Puree
- Baby & Toddler Snack Food
- Baby & Toddler Biscuits
- Baby & Toddler Beverages
- Baby & Toddler Foods**

Baby Food in Sri Lanka

623 items found in Baby & Toddler Foods

Sort By: Best Match

View: Grid

Brand

- Bellamy's Organic
- mini mart 1
- Cosmos Minimart
- Cow & Gate
- Farley's
- bubs®
- BABY ORGANIX
- Bellybees



Mall Mart
 Nestle CERELAC Mixed Fruits with Milk 200g (From 8 months)
 Rs. 950



Heinz Apple, Apricot, Banana, Orange & Apple Blend 120g jar (6+ Months...)
 Rs. 1,550



Mall Mart
 Nestle CEREGROW Wheat, Honey & Dates with Milk 200g (From 1 Year...)
 Rs. 830



Ella's Kitchen organic the green one smoothie pouch 6 months+ 90g
 Rs. 1,090



Online pharmacy of Srilanka:



Quickmed.lk



OTC Medicine | Page 76 | Leading
Online Pharmacy in Sri Lanka

Visit

https://www.quickmed.lk/product-type/otc-medicine?page=75

Colors Name & Co... Home | Aristocratzo... Page not found | Ar... KoBoToolbox Microsoft Edge New folder

Quickmed Search here...

Due to the prevailing situation in the country, prices of products may vary on a daily basis. We highly recommend to call 0774909909 for actual prices before placing the order.
Thank you!



1

ADD **VIEW**

Price: LKR 1,400.00
Nestlé LACTOGROW COMFOPRO 3 – 1 to 3 years

Read more



1

ADD VIEW

Price: LKR 1,700.00
Nestle NAN 2 HMO Follow Up Formula with Iron - 6-12 Months

Give discount offer, use the words “Breast milk Substitute”; use photograph, graphic, nutrition claim; All are the violation of Srilanka BMS code Article II-2.3, 2.3(d),



1

Awaiting Stock [VIEW](#)

Price: LKR 1,600.00
Nestle PreNAN Specific formula for feeding of Preterm



1

ADD

VIEW

Price: LKR 1,750.00

Nestlé NAN 2 HMO Follow Up Formula with Iron

Advertise; use photograph, graphic; nutrition claim for baby's mental and physical development; All are the violation of Srilanka BMS code Article II-2.1, 2.2, 2.3(d), Article-VII (7.2)

CRAFTED FOR BABIES
Since 1867

Inspired by 150 years of **PASSION FOR BABY-NUTRITION AND SCIENCE**, we partner with farmers and nutritionists to masterfully craft delicious recipes.

HIGH QUALITY INGREDIENTS IN EVERY BOWL

IRON
for cognition

One serve of CERELAC® Rice contributes an average of 50% of your baby's iron RDI* needs.

NATURAL GOODNESS OF GRAINS:
carefully selected

Our grains are sourced from **SELECTED FARMERS** around the world.

PROBIOTIC Bifidus Bi

A probiotic similar to those found in the digestive system of breastfed babies

SOURCE OF VITAMIN C
to help support growth & development & immune system

Includes nutrients which support your baby's growth and development.

Enjoy CERELAC® Rice as part of a gradual introduction to a variety of solid foods.

They go through extensive quality checks to ensure the **HIGHEST STANDARDS** for your baby.

Good Food. Good Life

Nestlé

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Our nutrition experts are here to help:

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Nestlé Australia Ltd, 1 Homebush Ray Dr, Rhodes NSW 2138, Australia

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Nestlé New Zealand Limited, 12-16 Nicholls Lane, Parnell, Auckland 1010, New Zealand

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® Reg. Trademark of Societe des Produits Nestlé S.A.

[Cerelac Infant Cereal Rice 200g Best Price in Sri Lanka | Onex.lk](#)

Advertise; use photograph, graphic; nutrition claim for baby's mental and physical development; All are the violation of Srilanka BMS code Article II-2.1, 2.2, 2.3(d), Article-VII (7.2)

Promotional text in small print on the back of label

Morison's Baby Feeding-bottle



The product is idealised with the image of a blonde haired and blue-eyed baby and descriptions about the uniqueness of the product

Advertise; use photograph, graphic; All are the violation of Srilanka BMS code Article II-2.1, 2.3(d), Article-VII (7.2)

Gaps:

In 2002, the Code was amended by the Department of Internal Trade then gazetted the relevant sections of the Code to give it legal effectiveness. The legal coverage was given by the Department of Internal Trade but the implementation needed the support of all the line agencies such as Health, Food & Marketing, Justice, Labour, Industries, Education, Science & Technology and NGOs in Sri Lanka. Almost all infant formulae are imported. **In indirect ways, the advertisements are done to target mothers.**

Conclusion and recommendations:

Although Code implementation alone cannot improve falling breastfeeding rates or the nutritional status of children, it is important to note that the International Code is the foundation for effectively building an integrated cross-sectional approach that includes protection, promotion, and support of breastfeeding and optimal infant and young child feeding. Periodically reviewing national measures with a view to strengthen them is important but do bear in mind that it may be a lengthy process fraught with challenges from industry to try to undermine it or even put it to halt. However, countries should enlist necessary support (e.g. UNICEF) on how to deal with industry with the aim of protecting public health, and take active steps to implement, monitor and enforce the existing measures, whether strong or weak is crucial.

Advocacy should include actions to ensure legislators and policy-makers understand and recognise their obligations under the International Code and relevant WHA resolutions, as well as national Code-related or other relevant laws, to promote and protect breastfeeding, and to eliminate inappropriate marketing practices. Governments must ensure ongoing robust and sustainable monitoring and enforcement mechanisms. Such mechanisms need to involve all relevant government agencies authorised to monitor and enforce national measures that give effect to the International Code. Sanctions or warnings are effective means to let businesses must know that governments mean “business” when it comes to protection of breastfeeding. Experience elsewhere shows that where national measures are enforced, companies behave better.

Civil society can provide the needed support where governmental resources are limited or where their hands are tied, such as community-based monitoring, naming and shaming companies. They can also act as advisories to ensure monitoring is free from commercial influence. Independent monitoring such as this report brings violations into public scrutiny and holds companies to account. Protecting the health of infants and young children requires a concerted effort that is ever ongoing – thirty-seven years on after the Code was adopted, the old battle goes on in the new world.

