



“BPNI Stanpan Suraksha” - Mobile App- a Vardaan for Breastfeeding Mothers

Press release- New Delhi : 7 August 2020.

Today, Ms Kiran Chopra, Director of Punjab Kesri Publishers launched this mobile application. While launching it digitally she said, this will be a real gift for the breastfeeding mothers, in fact a 'vardaan'. If they have a feeling that their milk is not enough or have painful experience while breastfeeding, they can reach out to skilled lactation counsellors and be successful in breastfeeding.

The Breastfeeding Promotion Network of India (BPNI), a national organisation working on breastfeeding issues for 29 years. BPNI conceptualized and developed this mobile Application . www.bpni.org

The World Health Organisation believes that “Mothers should have access to skilled support to help them initiate and sustain appropriate feeding practices, and to prevent difficulties and overcome them when they occur”. And further it says “Breastfeeding counselling should be provided to all pregnant women and to mothers with young children”^[1]

Dr.Sila Deb, Additional Commissioner (Child Health and In-Charge – Nutrition) MoHFW, Government of India, was present at the launch also. She made a point that BPNI has done excellent work in this field.

Dr. Arun Gupta, the central coordinator of BPNI, who is the brain behind this work, said that promotion of 'baby foods' and 'feeding -bottles' is prohibited in India. This App would be a game changer for monitoring this law. Now consumers will learn what is prohibited. They would then begin monitoring it.

The APP provides a platform to report the behaviour of companies manufacturing baby food and bottles. This will check bad marketing how baby food companies promote their products meant for children under the age 2 years.

Every person or a public health activist, NGOs can report on it.

Anyone can download this App at Google Play and Apple Store. It can be searched and downloaded with the name “BPNI Breastfeeding Suraksha”.

The law "Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992, and Amendment Act 2003, prohibits any kind of promotion of baby foods e.g. advertising, giving incentives to health workers, using pictures of mothers and children^[i].

Aditya Mohapatra who attended the launch said , “Very good Initiative by BPNI. This will be a great help for all front line workers”. And Ms Neha Misra from Noida was happy with this launch “ I Will definitely spread the word in all online communities for Moms. This is such a wonderful gift of the World Breastfeeding Week 2020”.

Ms Kiran Chopra shared her personal experience of breastfeeding her children. She said, “breastfeeding is the best to build the fundamental strength of India. Further she emphasized that BPNI and the government of India should reach out to all women”.

Dr Deb hoped that, “ Skilled lactation counselling in local languages through video calls would be very useful”. She also said, "It can be used by anybody, that is the beauty of this application and this kind of initiative can go a long way”

BPNI would like to request doctors , nurses, pediatricians and obstetricians to rely on this mobile application-a trustworthy source of information and help.

ends...

For more information:

Ms.Nupur Bidla, Director Advocacy, BPNI; nupurbidla@gmail.com; 9958163610

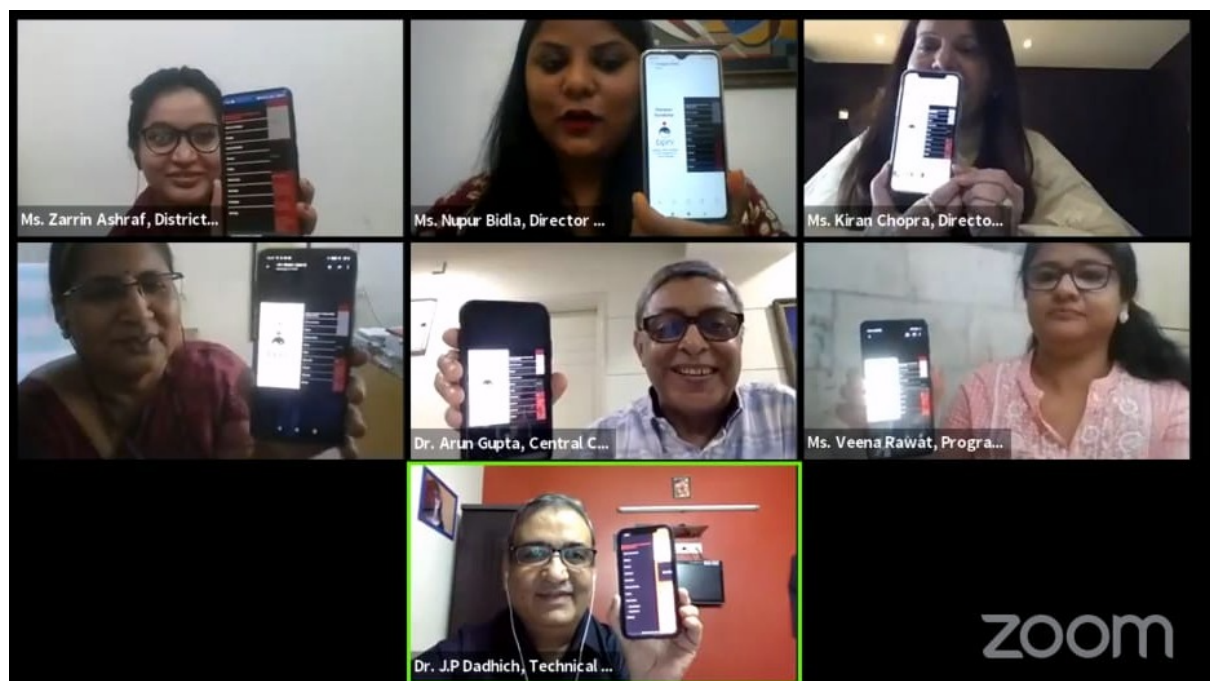
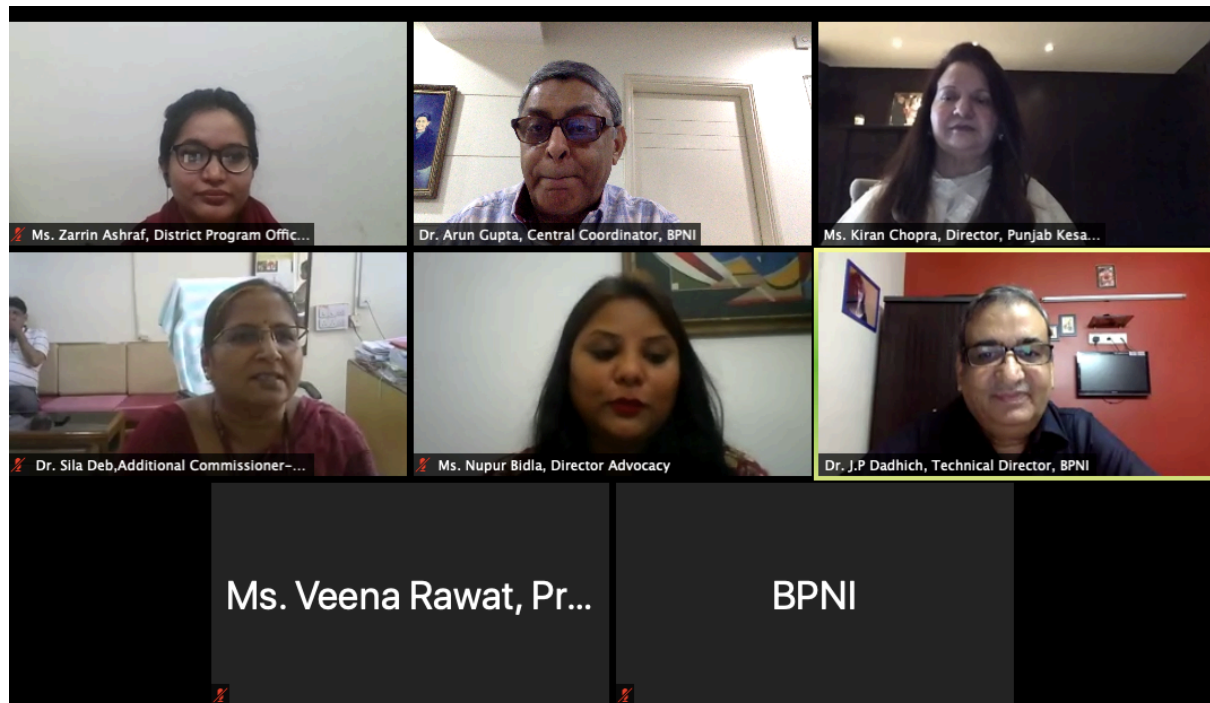
Press Briefing Issued by: Breastfeeding Promotion Network of India (BPNI)

Notes/Links

^[i] <https://www.bpni.org/webinar-on-counselling-women-on-breastfeeding-iycf/>

^[ii] <https://www.bpni.org/national-policy-programme-4/>

Zoom Pic: Ms. Kiran Chopra (Punjab Kesri), Dr. Sila Deb (Government of India), Dr. Arun Gupta (BPNI), Ms. Nupur Bidla (BPNI), Ms. Zarrin Ashraf (BPNI) and Dr. JP Dadhich (BPNI) at the launch of BPNI Stanpan Suraksha App



Launching the Mobile APP.