

THE INFANT MILK SUBSTITUTES, FEEDING BOTTLES AND INFANT FOODS (REGULATION OF PRODUCTION, SUPPLY & DISTRIBUTION) Act, 1992

- An Act to provide for the regulation of production, supply and distribution of infant milk substitutes, feeding bottles and infant foods with a view to the protection and promotion of breast feeding and ensuring the proper use of Infant Foods and for matters connected therewith or incidental thereto. This act is apply to the whole of India (Sec 1). Various terms are defined in section 2.
- According to section 3, no person shall advertise, take part in promotion of use or sale, supply of or donate or distribute infant milk substitutes or feeding bottles, or give an impression or create a belief in any manner that feeding of infant milk substitutes is equivalent to or better than mother's milk. Section 6 gave direction that such container of infant foods and milk substitutes must affix label clearly written in local language that "Mother's milk is best for your baby", "Should be used only on the advice of a health worker", " a warning sign if used replacing mother's milk".
- No picture of baby or mother shall be depicted on the containers. Beside this all about manufacturing date, batch number, expiry date, compositions, etc. should also be written and must follow the instructions and guidelines given under the Prevention of Food Adulteration Act 1954 (Sec 11). All educational material whether audio, or visual shall contain the content of benefits and superiority of breast feeding (Sec 7). No person other than health workers or institutions demonstrate the need and feeding of milk substitute (Sec 8). Food inspector working under Prevention of Food Adulteration Act or any authorised person shall be responsible for inspection or seizing activities if he/she finds that there is violation of this Act.
- Any person who contravenes the provisions of various sections shall be punishable with imprisonment for a term which may extend to three years, or with fine which may extend to fine thousand rupees, or with both. Following voluntary organisations are notified where a complaint in writing can be made:

1. Central Social Welfare Board, Samaj Kalyan Bhawan, B-12 Tara Crescent, Institutional Area, South of IIT, New Delhi 110 016

2. Indian Council for Child Welfare, 4 Deen Dayal Upadhyaya Marg, New Delhi 110 002

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3. Association for Consumer Action of Safety & Health (ACASH), Room No. 21,
Lawyer's Chambers, Bombay 400 002

- The power conferred under the Sub-section 3 of Section 1 of the Infant Milk Substitutes Feeding Bottles and Infant Foods (Regulation of Production, supply and Distribution) Act 1992, the Central Government formulated Rules in which the following provisions are given:
 1. Authorised person has been specifically mentioned that he should be medical doctor (Sec 4).
 2. Guidelines for breast feeding.

Reference

Govt. of India. The infant milk substitutes, feeding bottles and infant food (Regulation of Production, Supply & Distribution) Act 1992 (No. 41 of 1992).