

ORGANISING COMMITTEE**Chair**

Dr. Arun Gupta

Organising Secretary

Dr. J.P. Dadhich

Coordinator Program

Radha Holla

Apex Advisory Committee

Dr. Shreeranjana

Joint Secretary, MWCD, GOI

Dr. Rakesh Kumar, IAS

Joint Secretary(RCH), MoHFW, GOI

Ms. Deepika Shrivastava

Officer on Special Duty (WCD/
Nutrition) Planning Commission,
GOI**Members- India**Dr. Ajay Khera
MoHFW, GOIDr. Dinesh Paul
NIPCCD, GOIDr. K.P. Kushwaha
BPNI India**Members- gBICS**André Nikiema
IBFAN AfriqueBetty Sterken
INFACT CanadaDavid Newton
IBFAN OceaniaGhada Sayed
IBFAN Arab WorldInes Fernandez
IBFAN Southeast AsiaJoyce Chanetsa
IBFAN AfricaKim Jaiok
IBFAN East AsiaLida Lhotska
IBFAN EuropeMarta Trejos
IBFAN Latin AmericaPatti Rundall
BMA, UKSarah Amin
WABA, Malaysia**CONFERENCE SECRETARIAT**BPNI. SU-74, First Floor Pitampura, Delhi-
110034. India

Tel: +91-11-27343608, 42683059

Tel/Fax: +91-11-27343606

Email: wbc2012@ibfanasia.orgwww.worldbreastfeedingconference.org**Press Release****“Marketing Offenders”**

New Delhi 7 Dec 2012 : Ms. Anuradha Gupta, Mission Director, National Rural Health Mission and Dr. Felicity Savage King, Chairperson, Steering Committee WABA today released “Marketing Offenders: examples of inappropriate baby food promotion from around the world” at the World Breastfeeding Conference, being held in New Delhi.

“The publication represents the tip of the iceberg that is trapping our babies in malnutrition and death”, said **Dr. Arun Gupta, Central Coordinator of Breastfeeding Promotion Network of India**, which together with the International Baby Food Action Network, has brought out the book. “We believe that business interests do not ever have the best interests of infants and young children in their hearts. We call upon governments and UN bodies to end all promotion of baby foods by 2015. That is why our campaign is called Babies Need Mom-Made, Not Man-Made.”

In May 2010, the World Health Assembly adopted resolution 63.23 on Infant and Young Child Nutrition, which called upon member countries to end inappropriate promotion of food for infants and young children, and to ensure that nutrition and health claims shall not be permitted for such foods. BPNI and IBFAN believe that the lack of definition of the term “inappropriate” has allowed industry to promote foods for children under two years of age, using all kinds of claims and giving all sorts of incentives.

Earlier speaking at the session **Dr. Francesco Branca Director of the Department of Nutrition for Health and Development World Health Organization (WHO)** and **Dr. Nicolus K. Allipui Director, UNICEF Programmes** stressed the need to restrain promotional tactics of the baby food industry; they undermine the need to take immediate steps to enhance rates of exclusive breastfeeding, including many financial resources awaited for this.

For more details contact:

Nupur Bidla ; nupurbidla@gmail.com
9958163610

