

The infant milk substitutes,feeding bottles and  
infant foods regulation of production,supply and  
distributionact,1992



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# Structure

- 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.



# Structure

- It is expedient to provide for safe and adequate nutrition to the infant
- by protecting and promoting the breastfeeding and regulating the mother's
- milk substitutes as well as the sale and distribution of infant foods.



# Goals

- The objective of the IMS Act is to protect breastfeeding from commercial promotion, and thereby prevent malnutrition and deaths in infants and young children. Promotion of infant milk substitutes and related products like feeding bottles and teats do constitute a health hazard.



# Goals

- Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) supply and distribution of infant milk substitutes, infant foods and feeding bottles. The main objects of the Act is to protect and promote breast feeding and to breast feeding as also to make a concerted effort for the realisation of goals.



# Achievement

- Malnutrition in children is more an interplay of female illiteracy, ignorance (Regulation of Production, Supply and Distribution) Amendment Act, by the ... helped in enacting the Infant Milk Substitutes, Feeding Bottles and Infant Foods Act. Despite the availability of this critical information, many still continue to advocate the old norms.



# Achievement

- 1992 - Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act (IMS Act) which was Benefits for mothers reduces risks of breast and ovarian cancer return to their pre- A realistic timeline for their achievement, and measurable process.



# Advantages

- The Infant Milk Substitutes, Feeding Bottles and Infant Foods. (Regulation of 1992 and IMS Amendment Act 2003 for better understanding of readers. An Act to regulation of production, supply and distribution of infant milk substitutes, feeding bottles and infant foods .the benefits and superiority of breastfeeding.





## Advantages

- More than 2.4 million child deaths occur in India each year and two-thirds of these deaths are related to inappropriate infant feeding practices(1). To protect infant health , India became one of the few countries in Asia to fully implement the International Code of Marketing of Breastmilk Substitutes with the enactment of the Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992.

# Advantages

- The objective of the IMS Act is to protect breastfeeding from commercial promotion, and thereby prevent malnutrition and deaths in infants and young children. The IMS Act controls marketing practices of baby food manufacturers.

