

THE BALUCHISTAN PROTECTION AND PROMOTION OF
BREAST-FEEDING AND CHILD NUTRITION ACT, 2014

(Baln Act I of 2014)

CONTENTS

Sections

Preamble.

1. Short title, extent and commencement.

2. Definitions.

3. Infant Feeding Board.

4. Power and Function of the Board.

5. Meetings of the Board.

6. Implementation and Monitoring

7. Prohibited Practices.

8. Prohibitions and Guidance Relating to tables of Designated
Products.

9. Informational and Educational Materials.

10. Health Workers and Health Care Facilities.

11. Quality Assurance.

12. Investigation and Inspection.

13. Investigation and filling a Case.

14. Appeal.

15. Public Enforcement

16. Revocation of Suspension of License etc.

17. Penalties.

18. Responsibility of an Individual for the Act of a Company
Corporation Partnership or an Institution.

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19. Power to Make Rules.

20. Overriding Effect.

21. Repeal.

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'THE BALOCHISTAN PROTECTION AND PROMOTION OF BREAST FEEDING
AND CHILD NUTRITION ACT, 2014

(Baln Act I of 2014)
(3 February, 2014)

An Act to provide for protection of breast-feeding and
nutrition for infants and young children

Preamble. WHEREAS, it is expedient to provide for nutrition for infants
and young children by promotion and protecting breast-feeding, and
by regulating the marketing and promotion of designated products
including breast milk substitutes, and of feeding bottles values for
feeding bottles, nipples shields, teats and pacifier and to provide for
matter connected therewith or ancillary thereto;

It is hereby enacted as follows.—

Short title, extent and 1. (1) This Act may be called the Balochistan Protection and
commencement. Promotion of Breast-Feeding and Child Nutrition Act, 2014 (Act No.
I of 2014).

(2) It extends to the whole of Province of Balochistan
except the Tribal Areas.

(3) It shall come into force at once.

Definitions. 2. In this Act, unless there is anything repugnant in the subject
or context.—

(a) “infant” means a child up to the age of twelve months;

(b) “Young child” means a child from the age of twelve

months up to the age of two years;

(c) “advertise” or “advertising” means to make any
representation by any means whatsoever for the
purposes of promoting sale or use of designated
product;

(d) “Board” means the infant Feeding Board constituted

1 This Act was passed by the Balochistan Assembly on 28th August, 2014: assented to by the Governor of Balochistan on 3rd
Balochistan Gazette (Extraordinary) No. , dated 4th September, 2014.

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under section 3 of this Act;

“Container” means any form of packaging of a designated product of sale as a retail unit;

“Designated product” means

(i) any milk manufactured, marketed and promoted for the use of an infant or otherwise represented as a partial or total replacement for mother’s milk, whether or not suitable for such replacement;

(i1) any products manufactured, marketed, promoted or otherwise represented as a complement to mother’s milk to meet the growing nutritional needs of an infant;

(ii1) any feeding bottle, teat, valve for feeding bottle, pacifier or nipple shield; and

(iv) such other product as Government may, by notification in the official Gazette, declare to be a designated product for the purposes of this Act.

“Complementary food” means any food suitable as an addition to breast milk or to a breast milk substitute when either becomes insufficient to satisfy the nutritional requirements of an infant, also commonly called “weaning food” or “breast milk and young child supplement”;

“distributor” means any person engaged in the business of marketing whether wholesale or retail, and includes a person providing product public relations, and information services;

“feeding bottle’ means any bottle or receptacle marketed for the purpose of feeding an infant or a young child;

“follow-up formula” means an animal or vegetable based milk product marketed for infants older than six months or young child and formulated industrially in accordance with the standards of the Codex

Alimentarius Commission and the Codex Code of Hygienic practice for foods for infants and children;

(k) "Government" means the Government of Balochistan;

(1) "health care facility" means a government, non-government, semi government or private institution or organization, or private medical practitioner engaged, directly or indirectly, in the provision of health care to infants, young children pregnant women or mother, and includes a day-care center, nursery and any other child-care institution;

(m) "health professional" means a medical practitioner, nurse nutritionists or such other persons as Government may, by a notification in the official Gazette, specify;

(n) "health worker" means any person providing services to infants, young children, pregnant women or mothers as a medical practitioner, and includes a health professional, homeopath practitioner, hakim, nurse, midwife, traditional birth attendant, pharmacist, dispensing chemist, nutritionist, hospital administrator or employee, whether professional or not, whether paid or not and any other person providing such services as Government may by notification in the official gazette, specify;

(0) "infant formula" means as, an animal or vegetable based mild product manufactured in accordance with the standards recommended by the Codex Alimentarius Commission and the Codex code or Hygienic practice for infants and Children to approximate the normal nutritional requirements of an infant up to the age of six months;

(p) "Inspector" means any person designated as Inspector under section 12;

(q) "Label" means any tag, mark, pictorial or other descriptive matter which is written, printed, stenciled marked, embossed, attached or otherwise appearing in a container;

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Infant Feeding Board.

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“Manufacturer” means a person, corporation or other

entity engaged or involved in the business of producing, processing, compounding, formulating, filling, packing, repacking, altering, ornamenting, finishing and labeling a designated product, whether directly, through an agent, or through a person controlled by or under agreement;

“Market” means any method of introducing or selling a designated product, and includes, but not limited to promotion distribution, advertising distribution of samples, product public relations and _ product information services;

“nipple shield” means an appliance with a teat for baby to suck from the breast;

“pacifier” means an artificial teat for babies to suck, also called “dummy”;

“person” means any individual partnership, association, unincorporated organization, company, co-operative, corporation trustee, agent or any group of persons;

“prescribed” means prescribed by rules;

“promote” or “promotion” mean any method of introducing a person to, or familiarizing a person with a designated product of inducing a person to buy or use a designated product, and includes, but not limited to , advertising, offer of samples or gifts, distribution of literature, public relations and information services related to a designated product,

but does not include any prescription issued by a medical practitioner based on health grounds;

“Rules” means rules made under this Act; and

“Sample” means any quantity of a designated product provided free of cost.

CHAPTER - II

ADMINISTRATION

Government shall, by notification in official Gazette,

Power and Function of 4.

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constitute an Infant Feeding Board.

(2) The Infant Feeding Board shall consists of. —

1.

(1) In the absence of Chairman standing Committee of Health, Minister for Health, Balochistan shall act as the Chairperson

of the Board:

Provided that not less than half of the total member of members of the Board shall comprise of such persons who are professionally qualified with respect to infant and young child nutrition and at least one member of the Board shall be selected from the industry involved in the manufacturing and marketing of

Chairman Standing Committee on Health.

Two members of Provincial Assembly nominated by the Speaker or the Provincial Assembly of Balochistan.

Secretary Health Department,
Government of Balochistan

One member from the pharmaceutical industry nominated by ___ their Association.

One member from Civil Society nominated by Health Department Government of Balochistan

Two Pediatricians nominated by Health Department, Government of Balochistan

Two Obstetrician/ Gynecologists nominated by health Department, Government of Balochistan

Programme Manager, Nutrition Support Programme, Health Department Government of Balochistan

designated products.

(4) Government shall nominate the members of the

Board, who shall hold office for such term as Government may
determine or as may be prescribed.

Chairperson

Member

Secretary

Member

Member

Member

Member

Member

The following shall be the powers and functions of the Board,

the Board.

namely,—

(a) to receive reports of violations of the provisions of this Act or the rules;

(b) to recommend investigation of cases against manufacturers, distributors or health workers found to be violating the provisions of this Act or rules;

(c) to plan for and co-ordinate the dissemination of informational and educational materials on the topic of infant feeding and recommend continuing educational courses for health workers for the purposes of this Act;

(d) to advise Government on policies for the promotion and protection of breast-feeding, and matters relating to designated products especially infant and young child nutrition particularly through education campaigns, and to organize health education on the same for health workers and general public; and

(e) to propose guidelines to Government in respect of matter specified in clause (d).

Meetings of the Board. 5. The Secretary of the Board shall call meeting of the Board, at

Implementation and
Monitoring

Prohibited Practices.

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the direction of the chairperson, and maintain minutes of such meetings.

6. Government may give such directions as may appear to it to be necessary for carrying into effect in any of the provisions of this Act, or the rules, or any order or direction made there under, or for achievement of uniformity in respect of any matter related thereto in different parts of Balochistan.

CHAPTER — III PROHIBITIONS

7. (1) No person shall, in any form whatsoever promote any designated products except as provided for under this Act.

(2) No person shall in any manner assert that any designated product is substitute for mother's milk, or that it is equivalent to or comparable with or superior to mother's milk.

(3) No manufacturer 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

facility or any member of the board or the employees thereof.

(4) No manufacturer or distributor shall donate any designated product and equipment or services related to a designated product free of charge or at low cost to a health care facility, or offer or give any benefit to a professional association of medical practitioners for this purpose.

(5) No person other than a health worker who is not engaged by a manufacturer or distributor shall instruct any user on the need and proper preparation and use of any designated product.

Provided that a manufacturer or distributor may instruct any user on the need and proper preparation and use of any designated product in accordance with the provisions of Section-8.

(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) No manufacturer, distributor or any person engaged by them shall produce or distribute any educational or informational material relating to infant or 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 imply or create a belief that bottle-feeding is equivalent to superior to breast-feeding.

8. (1) No designated products shall be marketed or sold in Balochistan unless its label is in accordance with the provisions of this Act, and the Rules, and approved in the manner as may be prescribed by Government.

Provided that for any designated product already being sold in Balochistan a manufacturer or distributor shall provide for the label of such product within one hundred and eighty days of its approval in the manner as may be prescribed.

(2) Label of a designated product shall be designed so as not to discourage breast-feeding 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.

(3) Every container shall have a clear conspicuous and easily understood message printed on it or on a label that cannot

become separated from it, which shall be written in Urdu and if so desired by the manufacturers, in English as well.

(4) The label shall —

(a) not contain any thing that may discourage breast-feeding

(b) contain a conspicuous notice in bold characters in the prescribed height stating the following namely,—

“MOTHER’S MILK IS BEST FOR YOUR BABY
AND HELPS IN PREVENTING DIARRHEA AND
OTHER ILLNESSES”;

(c) instead of or in addition to the notice specified in clause (b) contain any other message as may be prescribed with respect to any designated product;

(d) neither uses expression such as “materialized” or “humanized” or equivalent nor contains any comparison with mother’s milk;

(e) not show photographs, drawings or graphics except that graphics may be used to illustrate the correct method or preparation;

(f) Contain the name and address of manufacturer and of wholesale distributor if a designated product is an imported item; and

(g) except for bottles, teats, pacifiers and nipple shield, contain appropriate instruction in Urdu for the correct preparation in words and easily understood graphics, composition and analysis of a designated product required storage conditions batch number and expiry date and contain any warning as may be prescribed for the implementation of this Act in characters of the prescribed height in Urdu.

CHAPTER — IV

INFORMATIONAL AND EDUCATIONAL MATERIALS

Informational and
Educational Materials.

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9. (1) Any person who produces or distributes any informational and educational materials, referred in this section shall submit copies thereof to the board as may be prescribed.

(2) The 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.

(3) Government shall, in consultation with the Board,
arrange for and approve the dissemination of objective and consistent
informational and educational materials on infant and young child

Health Workers and
Health Care Facilities.

feeding excluding medical literature and may, by notification in the official Gazette, publish such instructions, guidelines or policies as it deems necessary or appropriate, for the purposes of producing and distributing informational and educational materials.

10. (1) Health workers shall encourage, support and protect breast-feeding. They shall be expected to know the provisions of this Act, in particular any instructions, guidelines or policies published under Section 9, and to implement the same whenever possible.

(2) Health workers shall not accept or give samples of any designated product to any person, particularly pregnant women, mothers of infants and young children, or members of their families.

(3) Health Workers and their associations shall not promote in any way whatsoever, any designated product.

(4) Health workers falling within the jurisdiction of Government shall make in writing a report to the Board, any offer of a gift or other financial benefit made by a manufacturer or distributor or any other contravention of the provisions of this Act or the rules, noticed by them.

(5) There shall be kept posted in every health care facility in Urdu and English, as may be deemed appropriate by the health care facility, such abstracts of this Act as may be prescribed by the Government, for this purpose.

CHAPTER — V

REGISTRATION OF DESIGNATED PRODUCTS AND QUALITY ASSURANCE

Quality Assurance.

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11. (1) No designated product shall be manufactured, sold or otherwise distributed in Balochistan unless it is formulated industrially in accordance with the standards recommended by the Codex Code or Hygienic Practice for Food Infants and Children, and in addition shall meet such applicable standards specified in this Act and the rules.

(2) The Board may require an Inspector or any other person invested with powers under this Act, to test any designated product sold in Balochistan in order to determine whether it is fit for human consumption.

(3) A designated product that does not meet the standards for use in the country of manufacture shall not be sold in Balochistan.

(4) A designated product that has reached the expiry date

shall not be marketed sold or distributed.

(5) A designated product shall be sold only in the original container in order to prevent quality deterioration, adulteration or

Investigation and
Inspection.

Investigation and
filing a Case.

Appeal.

Public Enforcement

Revocation of
Suspension of License
etc.

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contamination thereof.

12. (1) Government may designate any number of persons professionally qualified with respect to infant and young child nutrition as Inspector to conduct inspection and investigation and prosecution for the purposes of this Act, and to monitor compliance with the provisions of this Act.

(2) After an inspection purposes of this Act, an Inspector shall refer the case and if so required provide one portion of the sample of a designated product or the whole of a designated product if it is such that it cannot be divided to the board.

13. (1) Upon completion of an investigation and receipt of a complete report and after giving the concerned party an opportunity of being heard, the board shall recommend to Government whether or not to institute prosecution under this Act.

(2) No court shall take cognizance of any offence punishable under this Act except on a report in writing by an officer authorized in this behalf by Government through a notification in the official Gazette.

(3) An offence punishable under this Act shall be non-cognizable.

14. (1) Any person sentenced by a court under this Act may prefer an appeal to the Sessions Court within thirty days of the judgement.

(2) The provisions of sections 5 and 12 of the Limitation Act, 1908 (IX of 1908), shall be applicable to an appeal preferred under sub-section (1).

15. (1) Any person whomsoever may make an application in writing to the Board concerning contravention of any of the provisions of this Act or the Rules.

(2) In the event an investigation reveals an offence the

Board shall follow the procedure specified in Section 13 for recommending prosecution.

CHAPTER — VI

PENALTIES AND PROCEDURES

16. (1) Where any person except a medical practitioner has been found to have contravened any of the provisions of this Act or the rules, the concerned authority upon written recommendation of the Board, and after giving such person an opportunity of being heard may recommend to Government to suspend or cancel his license for

Penalties.

Responsibility of an
Individual for the Act
of a Company
Corporation
Partnership or an
Institution.

Power to Make Rules.

Overriding Effect.

Repeal.

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the practice of his profession or occupation or for the pursuit of his business.

(2) In the case of a contravention involving a medical practitioner registered under the Medical and Dental Council Ordinance, 1962 (XXXII of 1962), the matter shall be referred to the Pakistan Medical and Dental Council for further action.

17. (1) Any manufacturer or distributor who contravenes the provision of sub-section, (1) (3) (4) or (5) of Section 11, shall be punishable with imprisonment for a term which may extend to two years, or with fine which shall not be less than fifty thousand rupees or more than five hundred thousand rupees, or both.

(2) Any person who contravenes any other provision of this Act, or the rules shall be punishable with a fine which may extend to five hundred thousand rupees.

18. | Where the offence is found to have been committed by a company corporation partnership or an institution as a result of an institutional or operational instructions issued by it or implemented by it the company corporation partnership or the institution may be found guilty in addition to the individuals directly responsible for the commission of such offence.

19. Government may by notification in the official Gazette make rules for carrying out the purposes of this Act.

20 The provisions of this Act shall have effect notwithstanding anything to the contrary contained in any other law for the time being in force.

21. The provisions of the Protection of Breast-Feeding and Child Nutrition Ordinance, 2002 (Ordinance No. XCIII of 2002), to the extent of its application to the Province of Balochistan is hereby repealed.