

THE SINDH PROTECTION AND PROMOTION OF BREAST-FEEDING AND
CHILD NUTRITION ACT, 2013

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

WHEREAS it is expedient to ensure safe and
adequate nutrition for infants and young children by
promoting and protecting breast-feeding, and by
regulating the marketing and promotion of designated
products including breast milk substitutes, and of feeding
bottles, valves for feeding bottles, nipple shields, teats and
pacifier and to provide for matters connected therewith or
ancillary thereto;

It is hereby enacted as follows:-

CHAPTER-|
INTRODUCTORY

1. (1) This Act may be called the Sindh Protection and
Promotion of Breast-Feeding and Child Nutrition Act,
2013.

(2) It shall extend to the whole of the Province of Sindh.

(3) It shall come into force at once.

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

(a) "infant" means a child upto the age of twelve
months;

(b) "young child" means a child from the age of
twelve months upto the age of two years;

(c

"advertise" or "advertising" means to make
any representation by any means whatsoever
for the purpose of promoting sale or use of a
designated product;

(d

"Board" means the Infant Feeding Board
constituted under section 3;

(e

"container" means any form of packaging of a
designated product for sale as a retail unit;

[19!* March, 2013]

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Definitions.

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(f) “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 it is suitable for such replacement;

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

(iii) 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;

(g) “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”;

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“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;

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

(j) “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;

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(k) "Government" means the Government. of
Sindh;

(l) "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 mothers, and
includes a day-care center, nursery and any
other child-care institution;

(m) "health professional" means a_ medical
practitioner, nurse, nutritionist or such other
persons as Government may, by 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;

"infant-formula" means an animal or vegetable
based milk product manufactured in
accordance with the standards recommended
by the Codex Alimentarius Commission and the
Codex Code of Hygienic Practice for Foods for
Infants and Children to approximate the normal
nutritional requirements of an infant upto the
age of six months;

(o

"Inspector" means any person designated as
Inspector under section 12;

is}

"label" means any tag, mark, pictorial or other
descriptive matter which is written, printed,
stenciled, marked, embossed, attached or
otherwise appearing on a container;

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(r) “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 an agreement;

(s) “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;

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

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

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

(w.

“prescribed” means prescribed by rules;

(x) “promote” or “promotion” means any method of introducing a person to, or familiarizing a person with, a designated product or 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;

(y) “rules” means rules made under this Act; and

(z) “sample” means any quantity of a designated product provided free of cost.

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CHAPTER-II
ADMINISTRATION

3. (1) Government shall, by notification in the official Infant Feeding Gazette, constitute an Infant Feeding Board. Board.

(2) The Infant Feeding Board shall consist of-

1. Chairman, Standing Committee Chairperson on Health.
2. Two Members of Provincial Members

Assembly nominated by the
Speaker, Provincial Assembly of
Sindh.

3. Secretary, Health Department, Secretary
Government of Sindh.

4. One Member from the Member
Pharmaceutical Industry
nominated by their Association.

5. One Member from Civil Society Member
nominated by Health
Department, Government of
Sindh.

6. Two Paediatricians nominated Members
by Health Department,
Government of Sindh.

7. Two Obstetrician/ Gynecologists Members
nominated by Health
Department, Government of
Sindh.

8. Programme Manager, Nutrition Member

Support Programme, Health
Department, Government of
Sindh.

In the absence of Chairman, Standing Committee on
Health, Minister for Health, Sindh shall act as the Chairperson
of the Board.

Provided that not less than half of the total number 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

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be selected from the industry involved in the manufacturing and marketing of designated products.

(3) Government shall nominate the members of the Board, who shall hold office for such term as Government may determine or as may be prescribed.

4. The following shall be the powers and functions of 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 the 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 matters specified in clause (d).

5. The Secretary of the Board shall call meetings of the Board, at 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 of the rules, or any order or direction made thereunder, or for achievement of uniformity in respect of any matter related thereto in different parts of Sindh.

Powers and
functions of the
Board.

Meetings
of the Board.

Implementation
and monitoring.

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CHAPTER-III
PROHIBITIONS

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

(2) No person shall in any manner assert that any designated product is a 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 care 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 and young child feeding:

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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 or superior to breast-feeding.

8. (1) No designated product shall be marketed or sold in Sindh 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 Sindh, 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 Sindhi and Urdu, and if so desired by the manufacturers, in English as well.

(4) The label shall -

(a) not contain anything that may discourage breast-feeding;

(6) 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 DIARRHOEA 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

Prohibitions and

guidance
relating to
labels of
designated
products.

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designated product;

(d) neither uses expression such as “maternalized” 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 of 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 shields, contain appropriate instructions in Sindhi and Urdu for the correct preparation in words and easily understood graphics, and indicate the ingredients, 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 Sindhi and Urdu.

CHAPTER-IV

INFORMATIONAL AND EDUCATIONAL MATERIALS

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) 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 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.

Informational

and
Educational
Materials.

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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 Sindhi, 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

11. (1) No designated product shall be manufactured, sold or otherwise distributed in Sindh unless it is formulated industrially in accordance' with the — standards

Health workers
and Health care
Facilities.

Quality
Assurance.

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recommended by the Codex Alimentarius Commission and the Codex Code of Hygienic Practice for Foods for 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 Sindh 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 Sindh.

(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 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 for purpose 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 by Government, or any other person as Government may, by notification in the official Gazette, authorize in this behalf.

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

Investigation

and inspection.

Investigation
and filing a
case.

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

(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 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 provisions of sub-sections (1) to (7) of section 7, sub-section (1) of section 8, sub-sections (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.

Appeal.

Public

enforcement.

Revocation or
suspension of
license, etc.

Penalties.

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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.

Responsibility of
an individual for
the act of a
company,
corporation,
partnership, or
an institution.

Power to make
rules.

Overriding
effect.