



GOVERNMENT OF ASSAM  
HEALTH AND FAMILY WELFARE (A) DEPARTMENT  
DISPUR, GUWAHATI-781006

ORDERS BY THE GOVERNOR OF ASSAM

NOTIFICATION

No. HLA.180/2017/63

Dated Dispur the 7<sup>th</sup> March, 2022

Whereas, India adopted the Infant Milk Substitute, Feeding Bottles and Infant Foods (IMS) Act-1992, further amended in 2003, to strengthen certain provisions and close any loopholes infant formula companies may find, to ban all firms of promotion of foods marketed for children up to two years of age and also ban sponsorship to health care professionals and health organizations by the infant formula companies,

Whereas, violation of the IMS Act is a criminal offence and may result in imposition of fines and also imprisonment,

For giving more impetus to the IMS Act-2003, to protect breastfeeding practices from commercial promotion of breast milk substitutes and thereby prevent malnutrition and deaths in children and infants, Department of Health and Family Welfare, Government of Assam hereby notifies that:

1. It is mandatory for all government and private hospitals to display messages promoting early and exclusive breastfeeding in reception counters, wards, waiting rooms, labor rooms, female wards, pediatric wards, etc.
2. This is also mandatory for all private and medical practitioners including Ayurveda and Homoeopathy practitioners to display such messages in their private medical chambers including pharmacies/chemists/medical stores selling any medicinal products.
3. Joint Director, Health Services is hereby notified as the Nodal Officer responsible for ensuring compliance of this notification in their respective districts and for monitoring of the same.

The Proforma of the mandatory messages are made available in the official website of National Health Mission Assam [www.nhmassam.gov.in](http://www.nhmassam.gov.in)

Principal Secretary to the Govt. of Assam  
Health & Family Welfare Deptt.

Memo No: HLA.180/2017/63

Dated Dispur the 7<sup>th</sup> March, 2022

1. The P.S. to Hon'ble Chief Minister of Assam for kind appraisal of the Hon'ble Chief Minister.
2. PS to Hon'ble Minister, Health & Family Welfare Deptt. Govt of Assam, for kind appraisal of Hon'ble Minister.

3. Secretary to the Govt. of Assam, Health & FW Department
4. Mission Director, NHM, Assam for information and needful action.
5. Director of Health Services , Assam, Hengerabari,Guwhati-36
6. Director of Health Services (FW) Assam, Hengerabari,Guwhati-36
7. Director of Medical Education, Sixmile, Guwahati-22, Assam
8. Principal cum Chief Superintendent, all medical college & Hospitals of Assam for information.
9. Superintendent, all medical college & Hospitals of Assam for information.
10. The Deputy Commissioner/Principal Secretary Autonomous council (All Districts).....for information.
11. ED, NHM, Assam for information.
12. All members of Sneha Sparsha Committee.
13. The Joint Director of Health Services.....for information & necessary action.

*Ally*  
*07/03/2021*

Joint Secretary to the Govt. of Assam  
Health & Family Welfare Deptt