

**Dr. Arun Gupta, MD (Ped), FIAP**

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*A planner, researcher, organizer, trainer and writer on protection of breastfeeding (health systems, legal frameworks, public policy, with an extra focus on child health, nutrition and governance and conflicts of interest.*

**Educational Qualifications:**

MBBS: 1973 - Govt. Medical College, Patiala, India.

M.D. (Pediatrics) – Feb.1977 - Govt. Medical College, Patiala, India.

**Experience:**

- Coordinator, the Breastfeeding Promotion Network of India (BPNI) since it's founding in 1991.
- Pediatrician by training and experience since 1974.
- Regional coordinator IBFAN South Asia 1997 -2021.
- Regional Coordinator International Baby Food Action Network (IBFAN) Asia 2002-2021.
- In the year 2001, organized a 20- country meeting of Asian participants on Code/Codex in India by inviting international faculty.
- In 2003, organised a 4-day 'Asia Pacific Conference on Breastfeeding in New Delhi, in which 38 countries and most States of India took part.
- In 2003, organized the South Asian conference on HIV and infant feeding had a strategic shift to revive the network of players and actions in south Asia.
- In South Asia acted instrumental in mobilizing action through organising an annual 'South Asia Breastfeeding Partners Forum' in different countries from 2004-2009.
- From 2009 to 2016, key organizer of the 'One Asia Breastfeeding Partners Forum' that moved from country to country to strengthen policy and programmes and partnerships with Governments, local groups and UN agencies, professional associations.
- Organized the First 'World Breastfeeding Conference' in India in 2012, which attracted almost 700 people from 83 countries. Other regions, Africa in 2016(WBC-2), and Latin America in 2019(WBC-3), have caught up the idea. Next year Arab World is planning to organise (WBC-4). He has been a key advisor to these global breastfeeding events.
- Developed the World Breastfeeding Trends Initiative (WBTi), now being implemented in 113 countries of which 98 have completed assessment and reported. Recent evaluations found it an effective tool to bring change. Regularly convenes regional groups for as well as networks with the WBTi countries
- Worked as an advisor to several governments like Vietnam, Bhutan, Afghanistan, Maldives, WHO, UNICEF, Governments, CARE, LINKAGES and several other organizations.
- In past 30 years invited to almost all States of India to take part in policy discussions on public health and nutrition. Acted as a leading support to maternity protection in particular in the country.

**Engagement with the governmental programmes in India**

- Invited to be a part of several Planning commission discussions on nutrition or health, working groups.
- Member expert committees on infant feeding/child health/Nutrition from time to time set up by the Government of India.
- Key resource person for all States and Government of India on child health, development and survival issues.
- Government of India launched its national programme to promote breastfeeding in 2016 "MAA programme", invited to be a member of the expert group.

- Developed tools to assess health facilities for Mothers Absolute Affection (MAA) programme as he was the Convener of the technical working group of Government of India to develop and validate tools for assessing hospitals for certification /awards.
- Acted as a key resource person on the several working groups to take forward implementing the *Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992, and Amendment Act 2003. (IMS ACT)*.

### **National experience with WHO, UNICEF and related GOI programs on Child Health and Nutrition**

- Was a Member of South Asia Maternal and Neonatal mortality Network initiated by UNICEF ROSA
- Acted as resource person in CARK regional conference on prevention of HIV in infants, Kazakhstan 2005.
- Participated in EAPRO 7th Ministerial Consultation on children, PREPCOMS and the final meeting for highlighting child survival in Cambodia in 2004.
- Acted as resource person for planning and developing state plan of action on Infant and Young Child Feeding for several states of India and UNICEF.
- Resource person for the Government of India's consultation for developing child health programmes.
- Member Nutrition Consultancy Group, UNICEF Plan of Action for Nutrition, 1998-2002, India.
- Consultant to UNICEF Country office in developing Operational Strategy for 2003-2007
- Worked as a State Resource person for the State of Punjab on WHO /GOI programs on diarrhea, ARI and Immunization since 1981.
- Resource person to Govt. of India's National Institute for Public Cooperation and Child Development (NIPCCD) for several consultations on child nutrition and health issues including HIV, Women and Work, Community Mobilization since 1993 including the one for development of Child Development Index (CDI) in April 2000.
- Expert Group member of the committee on Breastfeeding and HIV. (NIPCCD)
- Planned and organized the UNICEF/GOI /BPNI Workshop for the media titled "Child Nutrition and Media, July 1998 focused on IMS Act.
- Conceived and planned implementation of Baby Friendly Hospital Initiative (BFHI), in India in 1993.
- Developed the training manual for health personnel in BFHI for the National Task Force of BFHI and UNICEF.
- Consultant to several states and UNICEF on BFHI and planning, training on breastfeeding.
- Developed the evaluation plan for BFHI in India.
- Planned and chaired the organization of the World Breastfeeding Conference 1 in 2012 in India
- Co-organizer of the World Breastfeeding Conference 2 in 2016 in South Africa and key resource person in WBC3 at Rio Brazil in November 2019.
- Contributed to the work of Global Breastfeeding Collective to develop advocacy briefs for its call to action, he specifically worked on the one for funding.

### **International experience**

- Worked as consultant to Government of Maldives and UNICEF Maldives to facilitate national workshop for revising the legislation on protection of breastfeeding. 2004-05.
- Worked as a consultant to Govt. of Vietnam and UNICEF Vietnam to Assess breastfeeding policy, program and practice in Vietnam in July 2003.
- Worked as a consultant to Government of Bhutan to analyze and develop their policy on infant and young child feeding practices.

- Took part in several World Health Assembly meetings and deliberations.
- Advisor of the WHO -SEARO at the Regional Consultation on review of progress of breastfeeding counseling and IMCI, Surabaya, Indonesia, 12-15 March 2001. (Nine countries of the region participated).
- Chief organizer of the World Breastfeeding Conference 2012, and Asia Conference on Breastfeeding 2003 that mobilized action across the region.
- Managing BPNI and WABA's Regional Focal Point for South Asia, since 1993.
- Organizer of 2 international and several national trainer's courses of the 3 in 1 training course
- Course Director: WHO/UNICEF Breastfeeding Counselling: A Training Course, for South East Asian Countries (India, Nepal, Myanmar, and Sri Lanka) for WHO SEARO, Nov 18-Dec 5, 1998 and two subsequent training courses in India
- Assisted in translation and Field-tested the Hindi translation WHO course on Breastfeeding Counselling.
- Conceptualized and facilitated the development of the 4 in 1 course, "*Infant and Young Child Feeding Counseling (breastfeeding, complementary feeding, HIV and infant feeding, and growth monitoring)*" for BPNI and IBFAN.
- Acted as an expert: Consultation on supporting infant and young child nutrition through improving feeding practices and the food environment, WHO South -East Asia Region 2021.
- Presented a presentation "Grassroot Monitoring: The Code/National Laws" in the Global Congress on implementation of the Code of Marketing of Breast-milk substitutes. World Health Organisation 2023.

### **Research experience**

- Planned and executed the study to evaluate BFHI and newborn care in India (in 600 hospitals in 13 states of India titled "Newborn Care and Infant feeding Practices, including evaluation of BFHI hospitals and compare with non BFHI ones)
- Planned and coordinated nationwide study into infant feeding practice of 10000 families in 1991 that helped set the agenda for the country to promote breastfeeding.
- Researched into efficacy of cup feeding in neonatal intensive care unit.
- Developed and implemented qualitative research into infant feeding, "Who is influencing infant feeding? A BPNI, study, Delhi, 1998.
- Planned and coordinated 49 district study "Status of IYCF in India", BPNI 2003.
- Designed and planned the India country part of Global Participatory Action Research (GLOPAR) project for WABA in collaboration with IMA that helped set agenda for IMA in India.
- Planned and implemented an intervention study to see the effect of counseling on Infant and Young Child Feeding practices in Bhuj District of Gujarat.
- Planned and coordinated a 13-district study of Government of Uttarakhand.
- Took part in: The Impact of skilled counseling and support on exclusive breastfeeding study in Aligarh district of UP (2017-18). This research was conducted in collaboration with the Department of Pediatrics, JLN Medical College, Aligarh Muslim University.
- Helped develop a research programme to study BFHI in 3 countries (India Bangladesh, Nepal) and he was the key person in the conducting the World Bank study in 3 countries reported in BFHI 2019. World Bank (2019).
- Baby-friendly Hospital Initiative (BFHI) in South Asia: Implementing Ten Steps to Successful Breastfeeding. India, Nepal and Bangladesh, Challenges and Opportunities. This study was conducted with support from World Bank, Washington DC and in collaboration with the National Health Mission, Government of Uttar Pradesh.  
<http://documents1.worldbank.org/curated/pt/916891573111241173/pdf/South-Asia-Baby->

[Friendly-Hospital-Initiative-in-South-Asia-Implementing-Ten-Steps-to-Successful-Breastfeeding-India-Nepal-and-Bangladesh-Challenges-and-Opportunities.pdf](#)

- Took part in the Strengthening Health Facility Accreditation for Mother's Absolute Affection (MAA) programme to protect, promote and support breastfeeding (2018-19). This was implemented in collaboration with the WHO India and Ministry of Health and Family Welfare, Government of India.

### **Publications**

- Gupta A and Gupta R. Obstetric and Infant Feeding Practices in Punjab, Effect of educational intervention. *Indian Pediatrics*, Vol. 29:4,333-335, 1992.
- Gupta A and Rohde JE. Economic Value of Breastmilk in India, 1993, *Economic and Political Weekly of India*, Bombay, June 1993.
- Gupta A and Sobti J. Infant Feeding and Law. *JIMA* 3:93 March 1996.
- Gupta A. Infant Feeding Practices among patients of pediatricians and general practitioners. *Indian Jour of Pediatrics*, 59:193-196, 1992
- Gupta A and Khanna K. Economic Value of Breastfeeding in India: *National Medical Journal of India*, Vol. 12:3, 123-127, and May-June, 1999. New Delhi
- Gupta A, Khanna K and Chaitree S: Cup Feeding: An alternative to Bottle Feeding in a Neonatal Intensive Care Unit, *Journal of Tropical Pediatrics*, and Vol. 45,108-110, 1999.
- Gupta and Kumar S. Breastfeeding and Medical Education. Special Issue on Breastfeeding. *J of Obs. and Gynae of India* Vol. 45:4, 92-101.1999. FOGSI, Bombay India.
- Promoting and supporting breastfeeding for optimal nutrition during infancy. *JIMA* 98:9: 543-547, September 2000.
- Position Paper on Infant Feeding and HIV (BPNI Jan 1999 and 2001).
- Faulty Feeding Practices and malnutrition: The Link. An advocacy paper by BPNI 2001.
- Recommended duration of exclusive breastfeeding and age of introduction of complementary foods: A review paper. BPNI 2001.
- National trends in breastfeeding and effective strategies to improve breastfeeding rates. *Journal of Neonatology* Vol. 16, Number 3 Jul-Sept 2002.
- Infant and young child undernutrition: Where lie the Solutions? Arun Gupta and Jon E Rohde *Economic Political Weekly* Dec 4, 2004.
- Why ensure exclusive breastfeeding for all babies? One world South Asia <http://southasia-oneworld.net>. *Oneworld.net* 6 Aug. 2004
- Breastfeeding and Child Health: letter to Editor, *Economic and Political Weekly* April 15-21,2006.
- Infant and young child feeding an optimal approach: *Economic and Political Weekly* August 26, 3666-3670, 2006.
- Civil Society February 2006 Insight Feed Babies when they are born. IBFAN Asia.
- Infant and Young Child Feeding an Optimal Approach *Economic and Political Weekly* August 2007.
- Neglect of Children Under Six. IBFAN Asia.
- Strategies for Children Under Six *Economic and Political Weekly* December 2007.
- Flaws in Child Nutrition and Health Governance: Commentary *Economic and Political Weekly* April 2008.
- Manipulation by Assistance Undermining Breastfeeding *Economic and Political Weekly* September 2008.
- Are Child Malnutrition Figures for India Exaggerated? *Economic & Political Weekly (EPW)*, August 24, 2013 vol xlviii no 34.
- Gupta A, Dadhich JP. Should developing countries incorporate pneumococcal and rotavirus

vaccines in their national immunisation programmes. (2013).

- Gupta A, Dadhich JP, Suri S. How can global rates of exclusive breastfeeding for the first 6 months be enhanced? ICAN: Infant, Child, & Adolescent Nutrition. 2013 Jun;5(3):133-40.
- Gupta A, Holla R, Dadhich JP, Suri S, Trejos M, Chanetsa J. The status of policy and programmes on infant and young child feeding in 40 countries. Health Policy and planning. 2013 May 1;28(3):279-98.
- International Baby Food Action Network (IBFAN) Statement on the Promotion and Use of Commercial Fortified Foods as Solutions for Child Malnutrition. INDIAN PEDIATRICS, VOLUME 49, APRIL 16, 2012
- Enhancing optimal infant feeding practices in India - the world banks The World Bank June 2011.
- Breastfeeding and Complementary Feeding as a Public Health Intervention for Child Survival in India. Indian Journal of Pediatrics Vol 77, April 2010.
- Count Infants in the Food Security Law  
[http://www.drarungupta.net/articles/Count\\_infants\\_in\\_the\\_Food\\_Security\\_Law.pdf](http://www.drarungupta.net/articles/Count_infants_in_the_Food_Security_Law.pdf)
- Commercial Exploitation of Young Child Feeding and Malnutrition  
[http://www.drarungupta.net/articles/Commercial\\_Exploitation\\_of\\_Young\\_Child\\_Feeding\\_and\\_Malnutrition.pdf](http://www.drarungupta.net/articles/Commercial_Exploitation_of_Young_Child_Feeding_and_Malnutrition.pdf)
- Zakarija-Grković I, Cattaneo A, Bettinelli ME, Pilato C, Vassallo C, Borg Buontempo M, Gray H, Meynell C, Wise P, Harutyunyan S, Rosin S & Gupta A. Are our babies off to a healthy start? The state of implementation of the Global strategy for infant and young child feeding in Europe. International breastfeeding journal. 2020 Dec; 15:1-2.
- Gupta A, Suri S, Dadhich JP, Trejos M, Nalubanga B. The World Breastfeeding Trends Initiative: Implementation of the Global Strategy for Infant and Young Child Feeding in 84 countries. J Public Health Policy. 2019; 40(1):35-65.
- Holla-Bhar R, Iellamo A, Gupta A, Smith JP, Dadhich JP. Letter to the Editor on the Article by Carroll GJ, Buccini GS, and Pérez-Escamilla R Titled "Perspective: What Will it Cost to Scale-Up Breastfeeding Programs? A Comparison of Current Global Costing Methodologies". Advances in Nutrition. 2019 Jul 1;10(4):727-.
- Gupta A, Dadhich JP, Ali SM, Thakur N. Skilled Counseling in Enhancing Early and Exclusive Breastfeeding Rates: An Experimental Study in an Urban Population in India. Indian Pediatrics 2019; 56:114-118.
- Gupta A, Dadhich JP, Rundall P, Bidla N. Interpreting the World Health Assembly Targets on Exclusive Breastfeeding by 2025: What is expected of each country? World Nutrition. 2019 Dec 30;10(4):152-5.
- Gupta A, Dadhich JP, Suri S (2017). Infant Malnutrition: Breastfeeding. In: Quah, S.R. and Cockerham, W.C. (eds.) The International Encyclopedia of Public Health, 2nd edition. vol. 4, pp. 207–215. Oxford: Academic Press.
- Gupta A, Rundall P, Ntombela N, Sachdev HS. Is "small quantity lipid nutrition supplement"(SQ-LNS) a sustainable and pragmatic strategy to prevent malnutrition? World Nutrition. 2023 Mar 31;14(1):103-12.
- Allen H, Gupta A, Mundell A, Gupta N, Thakur A, Nagarajan S, Munblit D, Baker P, Boyle R. Formula milk companies and allergy healthcare professionals in India. Clinical & Experimental Allergy. 2023 Jun 21.
- Gupta A, Bidla N, Joshi Y, Prasad V, Sachdev HS, Kumar P. Advertising of Pre-Packaged Foods in India: A Qualitative Analysis. Indian Pediatrics. 2023 Apr 20:S097475591600529-.
- Gupta A, Bidla N, Dutta R. Junk Push - Rising Ultra-processed Food Consumption in India- Policy, Politics and Reality. New Delhi: Nutrition Advocacy in Public Interest in India (NAPI); 2023.

- Gupta, Arun<sup>1</sup>. Why there is a Need to Prioritise Regulation of Ultra-processed Foods and HFSS Foods in India?. Preventive Medicine Research & Reviews 1(2):p 90-93, Mar–Apr 2024. | DOI: 10.4103/PMRR.PMRR\_59\_23

#### Media:

- Infant Formula, unhealthy trend : Opted in Deccan Herald  
<http://m.deccanherald.com/articles.php?name=http%3A%2F%2Fwww.deccanherald.com%2Fcontent%2F588024%2FInfant-formula-milk-unhealthy-trend.html>
- Feed Babies when they are born: Civil Society February 2006.
- Opted in Asian Age: Putting Millions of Infants to Health Risks.
- Op-ed pieces in the Sunday Guardian and Scroll.
- The Print Media:-Colour coding or star rating—FSSAI food labelling plan can trigger a new nutrition war , July 5, 2022 <https://theprint.in/features/colour-coding-or-star-rating-fssai-food-labelling-plan-can-trigger-a-new-nutrition-war/1023619/>
- No Childs Play: Malnutrition Needs Tackling in its Infancy: lead Article in Times of India 31 Dec 2004.
- Invest more to prevent child deaths. 20 September 2004. <http://southasia-oneworld.net/article/view/913000/1/5339>
- The Times of India- Opinion Piece by Dr. Vandana Prasad and Dr. Arun Gupta "What does junk food deserve? Stars, or warnings?" , April 30 ,2022 <https://www.bpni.org/wp-content/uploads/2022/05/What-Does-Junk-Food-Deserve-Stars-Or-Warnings.pdf>
- Should India adopt NOVA classification of food? - The Sunday Guardian Live, September 26, 2020 <https://www.sundayguardianlive.com/news/india-adopt-nova-classification-food>
- Sunday Guardian Live-Get to know what is on your plate: Dr. Arun Gupta, June 20, 2020 <https://www.sundayguardianlive.com/news/get-know-plate>
- Lawmakers must radically reform the food systems. Sunday Gurdian, April 13, 2020. <https://www.sundayguardianlive.com/news/lawmakers-must-radically-reform-food-systems>
- Two big ideas for Poshan Abhiyaan. Sunday Gurdian, Jan 18, 2020. <https://www.sundayguardianlive.com/news/two-big-ideas-poshan-abhiyaan>
- Tackling Malnutrition : Feeding lessons to tackle malnutrition. Frontline, Nov 8, 2019. <https://frontline.thehindu.com/cover-%C2%B0%C2%A9%E2%80%90story/article29766390.ece>
- Are our babies falling through the gaps? Sunday Gurdian, August 11, 2018. <https://www.sundayguardianlive.com/news/babies-falling-gaps>
- Only strong rules will curb graft in public policy. Sunday Gurdian, Oct 13, 2018. <https://www.sundayguardianlive.com/news/strong-rules-will-curb-graft-public-policy>
- ‘Do more to prevent conflict of interest’. Sunday Gurdian, May 13, 2017 <https://www.sundayguardianlive.com/opinion/9376-do-more-prevent-conflict-interest>
- India is planning a network of human breast-milk banks but first needs to put safeguards in place. Scroll.in, June 21, 2017. <https://scroll.in/pulse/841072/india-is-planning-a-network-of-human-breast-milk-banks-but-first-needs-to-put-safeguards-in-place>
- The nine months of pregnancy is the right time to start thinking about how to feed a baby. Scroll.in, May 6, 2017. <https://scroll.in/pulse/836742/the-nine-months-of-pregnancy-is-the-right-time-to-start-thinking-about-how-to-feed-a-baby>
- India looks to Modi for justice to the undernourished child. Sunday Gurdian, April 22, 2017 <https://www.sundayguardianlive.com/opinion/9170-india-looks-modi-justice-undernourished-child>

- No, India is not a 'breastfeeding nation'. But it badly needs to be one. Scroll.in, Jan 19, 2017. <https://scroll.in/pulse/826768/no-india-is-not-a-breastfeeding-nation-but-it-badly-needs-to-be-one>
- Sunday Guardian live, 2020-Should India adopt NOVA classification of food?
- Sunday Guardian live, 2020-Get to know what is on your plate
- Sunday Guardian live, 2020-Lawmakers must radically reform the food systems
- Sunday Guardian live, 2020-Two big ideas for Poshan Abhiyaan
- Zakarija-Grkovic et al. International Breastfeeding Journal, 2020- Are our babies off to a healthy start? The state of implementation of the Global strategy for infant and young child feeding in Europe.
- Sunday Guardian live, 2021-Reduce consumption of ultra-processed food products by children
- Sunday Guardian live, 2021-The Feeding Fiasco Phase-I.
- Frontiers, 2022-Effective Communication About Pregnancy, Birth, Lactation, Breastfeeding and Newborn Care: The Importance of Sexed Language
- Nivarana.org, 2022-The Right to Nutrition: How A Doctor Shaped Childhood Diets in India
- The Times of India, 2022- "What does junk food deserve? Stars, or warnings?"
- Sunday Guardian, 2023- Halt the Rising Consumption of Ultra- Processed Foods.
- Sunday Guardian, 2023-India should use G20 opportunity to deal with critical public health issues.

#### **Contributed/Edited in Books/documents**

- Edited "*Under Attack*" a BPNI publication on the Status of the Code/IMS Act, 1998,2001, 2002,2021,2022.
- Edited Commercial Infant Foods, Analysis of Promotion: BPNI 1997.
- Editor: Breastfeeding and complementary feeding: Guidelines for doctors, nutritionists and nurse. BPNI. 2000.
- Editor of the 2<sup>nd</sup> edition "*The Law to Protect, Promote and Support Breastfeeding*" published by BPNI. 2004.
- Co author: Indian Experience: Protecting, Promoting and Support Breastfeeding. BPNI 2003
- Co -Editor: *The Science of Infant Feeding* BPNI 2003.
- Editor of the BPNI's regular Infant and Young Child Feeding Updates and Bulletin, for the health professionals.
- Editor of "Breastfeeding and Infant Feeding: Guidelines for parents" BPNI 1992 updated 2004.
- *Global Obligations for Right to Food*. Ed George Kent Rowman and Littlefield NY 2008.
- Co-Editor: *How to Control Asthma. For Patients*.
- Co-Editor: *Pocket Book on Asthma Management*.
- Co Editor: *Asthma: Guidelines for Doctors*. JP Brothers.

#### **Awards and Distinctions**

- **Awarded** Fellowship of Indian Academy of Pediatrics, (FIAP), 8<sup>th</sup> Feb 2001 at the Annual conference of IAP.
- **International Award: one of the twelve recipients of the world**, WABA presented special award for protecting the International Code and strong regional advocacy and networking, honored at WABA Forum, Dec 1996, Bangkok.
- **Dr. C T Thakar Award (Indian Medical Association)** for rendering community service, for the year 1991.

