

**Dr. R.K. Anand, MD (Pediatrics), FIAP (India), FRCP (Edinburgh), DCH (London)**

Founder member of BPNI and pioneer of breastfeeding movement in India

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Dr. R.K. Anand, Co-Chair of the International Advisory Council of the 'World Alliance for Breastfeeding Action' (WABA), and recipient of 'The Soul of Breastfeeding Award' of WABA, got convinced about the importance of breastfeeding, way back in the early sixties, when he worked at Sheffield in U.K., with Prof. R.S. Illingworth. Says Dr. N.B. Kumta, Past President of the 'Indian Academy of Pediatrics'(IAP), "Dr. Anand has been committed to the protection, promotion and support of breastfeeding, long before WHO and UNICEF started advocating breastfeeding all over the world".

Because of his concern for the consumers, Dr. Anand joined the 'Consumer Guidance Society of India' (CGSI). Thus, he got in touch with the International Organisation of Consumers Unions (IOCU) and met Dato Anwar Fazal.

During his tenure as Professor of Pediatrics at the Topiwala National Medical College, Mumbai, India, he was disturbed by the high mortality and morbidity among artificially-fed infants. He then succeeded in inspiring large number of his students and staff to stop this dangerous trend. They undertook several studies in this connection, and together they succeeded in establishing proper neonatal feeding practices in their hospital.

After the foundation of WABA, Dr. Anand toured all over the country and the world to protect, promote and support breastfeeding. He became a member of the working group set up by the Indian government for drafting the 'Code of Conduct for the Production and Marketing of Infant Foods and Feeding Bottles'. This was finally adopted as the 'Indian National Code for Protection and Promotion of Breastfeeding'.

To concentrate on issues related to the consumers' interest in health, Dr. Anand, along with like-minded colleagues, founded the 'Association for Consumers Action on Safety and Health' (ACASH). As Founder President of ACASH, Dr. Anand involved IAP, 'Federation of Obstetrics and Gynaecological Societies of India' (FOGSI) and the 'Trained Nurses Association of India' for having a workshop at Deolali in Maharashtra, and invited Dr. Felicity Savage and Ms. Helen Armstrong, to motivate the participants to go all out to protect, promote and support breastfeeding. It was followed by an extensive workshop at Wardha to train trainers for this important initiative. It was then, that the delegates decided to have a national network and named it the 'Breastfeeding Promotion Network of India' (BPNI). Colleagues from Maharashtra took great strides for this cause and thus BPNI Maharashtra' was born.

As Chairman of the 'Committee for Protection of the Child Consumer of IAP', Dr. Anand ensured that IAP stops accepting any support from the baby food industry.

Winner of the Best Speaker Award of the Nazareth Speakers Academy, Mumbai, Dr. Anand is regularly invited to speak on parenting, communal harmony, good governance and for saying no to corruption. His book 'Dr. R.K. Anand's Guide to Child Care' has been a best seller and is available in English, Hindi and Marathi.

A symbol of national integration, Dr. Anand was born in North of India (Punjab), studied in Bihar, married in South (Kerala) and has settled in the West (Maharashtra). His wife Asha is a trained breastfeeding counsellor. Both are deeply involved in the study of Indian scriptures and are fond of music, yoga, laughter and meditation.

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