



## Report on Progress by National Accreditation Centre (NAC) on “Breastfeeding Friendly Hospital Accreditation”

**Presented to:** CCC Members, External Assessors, BPNI Members, National Trainers, Breastfeeding and IYCF counselors etc.

**Date:** August 22, 2024

### Introduction

The Breastfeeding Friendly Hospital Accreditation is a critical project aimed at enhancing breastfeeding practices within healthcare facilities across the nation. The initiative, managed by Breastfeeding Promotion Network of India (BPNI), has been actively working to certify hospitals as "Breastfeeding Friendly," ensuring they meet the highest standards of care for mothers and infants.

This report provides an update on its progress, including the number of hospitals accredited to date, feedback from these hospitals, testimonies of mothers.

### Recent Progress

As of August 22, 2024, the NAC has successfully accredited 35 hospitals (Table 1), including both private and government maternity hospitals. These hospitals have undergone rigorous assessment and have demonstrated a commitment towards WHO's ten steps to Successful Breastfeeding

Total Hospitals Accredited: 35

- Private Hospitals: 14
- Government Hospitals: 21

Ongoing Assessment:

- Number of Hospitals Awaiting External Assessment: 80

**GET ACCREDITED AS "BREASTFEEDING FRIENDLY HOSPITAL" - IT GIVES A SOCIAL RETURN ON INVESTMENT 55:1.\***

**WHO WE ARE?**

**BPNI**  
The Breastfeeding Promotion Network of India (BPNI) is a 32-year old organisation specifically working on protecting breastfeeding in India. BPNI works as a technical partner with the Mothers Absolute Affection(MAA) programme of Government of India.

**AHPI**  
Association of Healthcare Providers (India) represents the majority of healthcare providers in India. It works as "not for profit" organization and advocates with the government, regulatory bodies & other stake holders on issues, which have bearing on enabling its members organizations to deliver appropriate healthcare services to community at large. The association functions through an empowered secretariat which facilitates the members organizations in improving their systems, processes and outcomes on continuous basis.

\* Nitesh / pubmed.ncbi.nlm.nih.gov/ 33475439/

**CONTACT US IF YOU ARE A MATERNITY HOSPITAL**

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**SUPPORTING PARTNERS**

Association of Healthcare Providers of India (AHPI)  
CTARA-IITB  
Epidemiological Foundation of India(EFI)  
Indian Academy of Pediatrics(IAP)  
Indian Association of Preventive and Social Medicine(IAPSM)  
Indian Medical Association(IMA)  
Indian Public Health Association(IPHA)  
Pediatric and Adolescent Nutrition Society (PAN) - IAP Nutrition Chapter  
Public Health Resource Network(PHRN)  
National Neonatology Forum(NNF)  
The INCLEN Trust International  
Trained Nurses Association of India(TNAI)  
UNICEF India  
International Baby Food Action Network (IBFAN)

**IS YOUR HOSPITAL BREASTFEEDING FRIENDLY? SAY SO !**



**GET ACCREDITED**



A JOINT INITIATIVE FOR PRIVATE HOSPITALS  
BREASTFEEDING PROMOTION NETWORK OF INDIA (BPNI)  
ASSOCIATION OF HEALTH CARE PROVIDERS (INDIA)

July-2024

**Figure 1: Brochure of Breastfeeding Friendly Hospital Accreditation**

## Feedback from Breastfeeding Friendly Accredited Hospitals

The hospitals that have received certificate of accreditation as “Breastfeeding Friendly Hospital” have provided valuable feedback regarding their experiences throughout the process.

### 1. Ankura Hospital for Women and Children, Boduppall, Hyderabad

“Early skin to skin contact, online data monitoring, getting accredited itself is a constant motivation for us to continue baby friendly practices.”

### 2. Sitaram Bhartia Institute of Science and Research, Delhi

“Able to sustain exclusive breast feeding after LSCS by helping the mother breastfeed in the recovery room as well.”

### 3. Mother and Child Hospital, Banswada, Telangana

“The Breastfeeding Friendly Hospital Initiative has clearly stated policies on breastfeeding with a uniform understanding of them. It helps improve collaboration among health care professionals. It provides hospital staff with continuous learning leadership, improves the professional competency of staff, and simulates quality improvement.”

### 4. Rajiv Gandhi Government Women & Children Hospital, Puducherry

“Though all aspects of Breastfeeding Friendly Hospital Initiative accreditation were already practiced in our hospital, after accreditation, a defined breastfeeding committee was formed to ensure focused and successful breast feeding with the help of various checklists. All the staff of the hospital have taken the breastfeeding friendly practices seriously and are able to execute them without any friction.”

### 5. Military Hospital, Chennai

“Accreditation gives validation to prevent the use of harmful formula milk for infants and weaning formula food substitutes for children and spread awareness outside hospitals as well. Accreditation helps inspire other hospitals to be breast-feeding-friendly and follow the trend of our hospital. Accreditation helps make parents and families aware of breast feeding and the harm of infant formula. Also, regular breastfeeding friendly academic activity, which is an important part of Breastfeeding Friendly Hospital Initiative, Accreditation helps hospital staff learn lactation management and help mothers in need.”

## A Few Mothers Testimonials from Hospitals Accredited as Breastfeeding-Friendly

### 1. Mother from an accredited hospital in Pune, Maharashtra

“A 29-year-old mother (a woman with a previous normal delivery) at the 40-week period of gestation (POG) said, “I gave birth to my second child in the command hospital. During the delivery of my first child, I could not breastfeed her. I thought that I would not be able to sustain this baby too, but when I saw here from day 1 that everyone was encouraging me so much, I got some confidence. With the help of breast-feeding counselling, I learnt to breastfeed. Today, I am happy that I am able to breastfeed my baby properly. I am now confident in breastfeeding and am sharing my experience with other mothers as well. Mother's milk is nectar, and I am happy that I am able to give this nectar to my child.”

### 2. Mother from an accredited hospital in Bangalore, Karnataka

“I am very grateful to the entire team at the hospital for having helped me immensely in learning how to breastfeed my little one and also for helping us with the problems with latching we faced in the first few days after delivery. We both (the little one and I) have started our beautiful journey as mom and baby on a positive and fulfilling note.”

### 3. Mother from an accredited hospital in Bhilai, Chhattisgarh

“I was explained regarding breastfeeding during pregnancy. At the time of my delivery in the labour room, immediate skin-to-skin contact was done, and breastfeeding was started within one hour of birth. On the second day, my baby became sick, and I was explained the milk expression. I am getting discharged today, and my baby is completely and exclusively on my feeds. I will exclusively breastfeed my baby until 6 months of age. It was a pleasurable journey and a wonderful experience for me, thanks to the very cooperative staff of the hospital.”

#### 4. Mother from an accredited hospital in Delhi

“I am a mother who bottle-fed my previous child, as I was never explained the need for or ways to breastfeed. However, this time, after my second child's birth at the hospital, I started feeding my baby soon after birth. After many days of effort, breast milk is coming along well, and I am very happy now.”



Figure 2: A recent certificate of accreditation for a private hospital in Uttar Pradesh as “Breastfeeding-Friendly Hospital”

## Conclusion

In conclusion, the initiative has demonstrated remarkable progress with 35 hospitals across the nation successfully achieving accreditation, reflecting a strong commitment to promoting breastfeeding and enhancing maternal and infant care. The feedback and testimonials from accredited hospitals and mothers underscores the value and impact of the program.

To further expand the reach and effectiveness of the programme, it is crucial to actively share the success stories, experiences, and benefits of the accreditation process within peer groups and professional circles. By leveraging these networks, one can create awareness and encourage more hospitals to register and pursue Breastfeeding Friendly Hospital Accreditation.

The NAC team remains committed to supporting hospitals throughout this journey, ensuring that more hospitals can join this important initiative and contribute to improving breastfeeding practices and overall quality support for mothers and babies across the country.

# Glimpses from Breastfeeding Friendly Hospital Accreditation Project



**Table 1: List of accredited hospital as “Breastfeeding Friendly”**

R.No.	Name of the Hospitals	Type of Hospital	City	State	Validity
001	Bloom Healthcare	Private	Chennai	Tamilnadu	15.12.2021 to 14.12.2024
002	Rajiv Gandhi Government Women and Children Hospital	Government	Puducherry	Puducherry	11.4.2022 to 10.4.2025
003	Makunda Christian Leprosy and General Hospital	Private	Karimganj District	Assam	4.8.2022 to 3.8.2025
004	Command Hospital (Southern Command)	Government	Pune	Maharashtra	6.8.2022 to 5.8.2025
005	Rainbow Children’s Hospital	Private	Bangalore	Karnataka	14.2.2023 to 13.2.2026
006	Sri Sathya Sai Sanjeevani Mother & Child Hospital	Private	Nava Raipur	Chhattisgarh	14.2.2023 to 13.2.2026
007	Mother and Children Hospital	Government	Kamareddy District	Telangana	17.2.2023 to 16.2.2026
008	Ankura Hospital for Women & Children	Private	Hyderabad	Telangana	2.3.2023 to 1.3.2026
009	Sitaram Bhartia Institute of Science and Research	Private	Delhi	Delhi	4.4.2023 to 3.4.2026
010	Mother and Child Hospital	Government	Jangaon District	Telangana	4.4.2023 to 3.4.2026
011	Jawaharlal Nehru Hospital and Research Centre	Government (PSU)	Bhilai, Durg	Chhattisgarh	11.4.2023 to 10.4.2026
012	Area Hospital Gajwel	Government	Siddipet	Telangana	25.4.2023 to 24.4.2026
013	Lotus Hospital and Research Centre Limited	Private	Erode	Tamil Nadu	1.5.2023 to 30.4.2026
014	MCH Hospital Suryapet	Government	Suryapet	Telangana	1.5.2023 to 30.4.2026
015	Area Hospital Zaheerabad	Government	Zaheerabad	Telangana	6.5.2023 to 5.5.2026
016	Ramaiah Medical College Hospital	Private	Bengaluru Urban	Karnataka	6.5.2023 to 5.5.2026
017	Govt District Hospital Khammam	Government	Khammam	Telangana	6.5.2023 to 5.5.2026
018	District Hospital King Koti	Government	Hyderabad	Telangana	27.7.2023 to 26.7.2026
019	Bharat Vikas Parishad Hospital and Research Centre	Private	Kota	Rajasthan	2.8.2023 to 1.8.2026
020	Vishesh Jupiter Hospital	Private	Indore	Madhya Pradesh	9.10.2023 to 8.10.2026
021	S. Nijalingappa Medical College and Hanagal Shri Kumareswar Hospital	Private	Bagalkot	Karnataka	16.1.2024 to 15.1.2027
022	Urban Primary Health Centre, Panbazar	Government	Secunderabad	Telangana	7.3.2024 to 6.3.2027
023	Sonakshi Children Hospital	Private	Hisar	Haryana	8.3.2024 to 7.3.2027
024	Voluntary Health Services	Private	Chennai	Tamil Nadu	18.3.2024 to 17.3.2027
025	Army Hospital Research Referral	Government	New Delhi	Delhi	21.3.2024 to 20.3.2027

R.No.	Name of the Hospitals	Type of Hospital	City	State	Validity
026	Military Hospital Jaipur	Government	Jaipur	Rajasthan	8.4.2024 to 7.4.2027
027	Military Hospital Kamptee	Government	Nagpur	Maharashtra	3.5.2024 to 2.5.2027
028	12 Air Force Hospital	Government	Gorakhpur	Uttar Pradesh	28.5.2024 to 27.5.2027
029	Military Hospital Chennai	Government	Chennai	Tamil Nadu	31.5.2024 to 30.5.2027
030	INHS Asvini	Government	Mumbai	Maharashtra	16.7.2024 to 15.7.2027
031	Command Hospital (Western Command)	Government	Panchkula	Haryana	23.7.2024 to 22.7.2027
032	Command Hospital (Northern Command)	Government	Udhampur	Jammu and Kashmir	24.7.2024 to 23.7.2027
033	Command Hospital (Central Command)	Government	Lucknow	Uttar Pradesh	26.7.2024 to 25.7.2027
034	92 Base Hospital	Government	Srinagar	Jammu and Kashmir	14.8.2024 to 13.8.2027
035	Yatharth Superspeciality Hospital	Private	Greater Noida West	Uttar Pradesh	14.8.2024 to 13.8.2027



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