

**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.

\* <https://pubmed.ncbi.nlm.nih.gov/33413439/>

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

### **NATIONAL ACCREDITATION CENTRE**

Breastfeeding Promotion Network of India (BPNI)

BP 33, PITAMPURA, DELHI INDIA 110034.

Call us : 011-42683059

Write to us: [info@bfhi-india.in](mailto:info@bfhi-india.in)

Visit: [www.bfhi-india.in](http://www.bfhi-india.in)



## **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**

## HOW DOES IT HELP YOU?

The accreditation helps in a structured way to improve breastfeeding rates in your hospital. It provides your hospital with a **certificate, valid for 3 years, which you can use for promotion/marketing**. It can help to improve your image in society. More importantly, you will be viewed as providing the gold standard of care as defined by WHO's "Ten Steps to Successful Breastfeeding" and the guidelines of the MAA Programme of the Government of India.

## WHAT DO WE PROVIDE?

1. We assist in bridging gaps.
2. We provide tools for monitoring data.
3. We guide how to make changes in governance and services. Technical guidance is provided online for a period of one year.
4. iDecide About Feeding my Baby platform for pregnant and lactating mothers

## HOW MUCH DOES IT COST?

The 1st installment is Rs. 4999/- to conduct a self assessment. It's a readiness check to get an analytical report and technical advice. This helps in understanding where you stand on breastfeeding policy , programme and practices. 2nd installment is Rs. 11999/- to conduct an independent external assessment by an 'authorised assessor'

## ACCREDITATION

The accreditation is a two step process; self-assessment and validated by an independent external assessment. If a hospital gets grade-1 as per the guidelines and the key, it is then entitled for a certificate of accreditation.



## A STRUCTURED WAY TO IMPROVE HOSPITAL BREASTFEEDING RATES

**ACCREDITATION  
IS A PUBLIC RECOGNITION BY  
A NATIONAL ACCREDITATION  
CENTRE THAT YOUR HOSPITAL  
IS COMMITTED TO "WHO'S TEN  
STEPS TO SUCCESSFUL  
BREASTFEEDING"**

For more details  
Visit [www.bfhi-india.in](http://www.bfhi-india.in)

## BENEFITS

### 01

#### MOTHERS AND BABIES

Babies and their mothers are the biggest beneficiaries, getting not only the highest quality of care, but also the best quality of nutrition for the best start in life.

### 02

#### HOSPITAL

Accreditation stimulates continuous improvement to benchmark with the gold standard. It enables the hospital to demonstrate its commitment to quality care and raises the community's confidence in its services.

### 03

#### Hospital Staff

Accreditation provides hospital with continuous learning, leadership and ownership of processes. It improves the professional development of all staff and stimulates quality improvement.