

**PUBLIC NOTICE**

**Food Safety on Wheels (FSW)**  
**An initiative towards consumer satisfaction**

In order to instill confidence and trust amongst consumers regarding food safety, the Department has introduced the concept of Food Safety on Wheels (FSW) to reach out to the end users through as many touch points as possible. These mobile units would not only address the issue of lack of food testing infrastructure in the remote areas but also cater to the basic analytical needs of consumers by on the spot testing to check common adulterants in milk, water, edible oil, juices, spices and other food items of daily use, thereby building awareness about food safety, hygiene and healthy eating habits among citizens at large. Food Safety on Wheels would also assist the field functionaries to increase their outreach and perform surveillance activities in the remote areas for testing of sweets, milk, pulses, spices and other liquid products to make both sellers and buyers aware of their quality.

Accordingly, all the stakeholders, viz. consumers, Food Business Operators, members of civil society, Educational Institutions etc., are requested to come forward and play an active role in creating safe food ecosystem by availing the facilities of these Mobile Food Testing Vans for testing of any suspicious food items in their respective areas and also help in identifying the lapses in food safety issues, so that corrective measures as envisaged under the FSS Act, 2006, are taken.

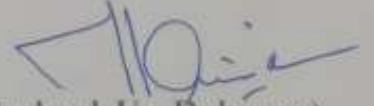
This public notice is issued to make consumers aware that safe, healthy and hygienic food is their right, and that they must protect it. This initiative would help consumers to submit complaints about unfair trade practice everything like an expired product being sold, food products in compromising packaging or in suspicious condition or sold under unhygienic conditions, etc.

The Department can in this regard be contacted through following officers on their mobile numbers:

S.No	Name of Officer	Mobile No.
1.	Deputy Commissioner Food Safety, Jammu	9419191357
2.	Deputy Commissioner Food Safety, Kashmir	9419590564

Additional numbers and email to reach the Department are, 9596089227, 7006773447, [complaintsfdajk@gmail.com](mailto:complaintsfdajk@gmail.com).

Food & Drugs Administration, J&K is committed to provide safe, wholesome and nutritious food to the general public.



(Shakeel-Ur-Rehman)

Commissioner

Food & Drugs Administration

Dated 26.06.2021

No: PS/Comm./ FDA/266 /2021/A

Copy to:

1. The Additional Chief Secretary, Health & Medical Education Department, J&K, Civil Secretariat, Jammu for information.
2. Director Information & PR, with the request to kindly have this notice published in the leading dailies of U.T on every alternate day.
3. All Deputy Commissioner Food Safety.
4. All Designated Officers/Assistant Commissioners Food Safety.
5. All Food Safety Officers.
6. Concerned File/Order file (w.2.s.c)