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Government of Jammu and Kashmir
**Office of the Commissioner Food & Drugs Administration J&K,
Drugs & Food Control Organization, Jammu/Srinagar**

The Joint Director,
Information & Public Relations,
Jammu/Kashmir.

No. FADA-Acc/18/2021-05

Dated: 18.03.2026

Subject: Broadcasting of Audio & Video Advertisement on Food Safety &
Healthy Diets-reg.

Sir,

I am directed to enclosed herewith an Audio & Video Advertisement on Food Safety & Healthy Diets, with the request to broadcast the same 03 times a day (Morning/Afternoon/Evening) on Local Satellite TV/ Channels/Radio FMs (having maximum audience reach and viewership separately in Urban and Rural Areas) and Railways stations strictly on DIPR Rates in the large interest of general public for a period 90 days w.e.f 21.03.2026..

It is further requested that the following line be announced at the end of the Audio as and when broadcast: -

**“Issued in the public Interest by
Office of the Commissioner, Food & Drugs Administration, J&K”**

A copy of bill duly verified may be sent to this office by 25.06.2026 for its drawal.

Yours faithfully,



(Firdous A. Ahmad)
State Nodal Officer,

Food & Drugs Administration
J&K.

Copy to the: -

1. Commissioner/Secretary to Government, Health & Medical Education Department, J&K for information.

2. Director, RCD, FSSAI New Delhi, for information.
3. The Deputy Commissioner, Food Safety, Kashmir/ Jammu for information.
4. The Accounts Officer, Food & Drugs Administration, J&K Jammu for information.
5. PA to Commissioner FDA J&K, Jammu for information.
6. Record File.

Audio Advertisement Details

S. No	Name of the Advertisement	Duration	Slots Morning & Evening
1.	Food Label	26 Sec	Twice a day
2.	Food Adulteration-I	47 Sec	Twice a day
3.	Food Adulteration-II	23 Sec	Twice a day
4.	Expiry Date	23 Sec	Twice a day
5.	Food Fortification-I Hindi	46 Sec	Twice a day
6.	Food Fortification-II Hindi	40 Sec	Twice a day
7.	Food Fortification-I Kashmiri	46 Sec	Twice a day
8.	Food Fortification-II Kashmiri	40 Sec	Twice a day
Total		291 Sec	16 times a day

Audio Advertisement Details

S. No	Name of the Advertisement (UR Links)	Duration	Slots Morning & Evening
1.	Reduce Oil Salt & Sugar https://youtu.be/32_cD1ZDv_M?si=1M1wQldelv7SR8Ab	51 Sec	Twice a day
2.	Food Grade Utensils https://youtu.be/zlh_kBYOwRs	60 Sec	Twice a day
3.	Food Safety Connect https://youtu.be/YK3ZTbooyvA?si=IF1FXT2c9lg3oeYH	64 Sec	Twice a day
4.	Healthy Tiffin https://youtu.be/zJufvGSmHOM?si=aQh4fJ9wVr7Sxhal	74 Sec	Twice a day
5.	Food Label https://youtu.be/EMkwUo5IAkc	120 Sec	Twice a day
6.	Trans Fats https://youtu.be/7aC11qWzOHU	80 Sec	Twice a day
Total		449 Sec	12 times a day