



GOVERNMENT OF JAMMU & KASHMIR
DIRECTORATE OF SCHOOL EDUCATION, JAMMU
Muthi Camp, Jammu -181205

Subject: Prohibition of the Sale, Storage, Advertisement and Consumption of Junk/Fast Food in and Around the Premises of all Government and Private Schools, Coaching Centers and Educational Institutions and Mandatory Promotion of Safe, Nutritious and Balanced Food among children's.- Instructions thereof.

CIRCULAR

It has come to the notice of this Directorate that various junk/fast food items and other foods of low nutritional value, including carbonated and sugar sweetened beverages, chocolates and confectionery, instant/packaged noodles, pizza, burgers, chips, packaged fried snacks, salted snacks, sugar rich foods and beverages and other foods high in fat, sugar and/or salt (HFSS), are being sold, stocked, displayed, advertised, distributed and consumed in and around the premises of Government and Private Recognised Schools, Coaching Centres/Institutes and other Educational Institutions, through canteens, tuck shops, cafeterias, vending points, kiosks and other outlets.

The frequent availability and consumption of such foods among school going children, students and young learners is a matter of serious concern from the standpoint of child health, nutrition, healthy growth, physical wellbeing and learning outcomes. Regular consumption of foods high in saturated fat, Trans fat, added sugar and sodium, particularly when such foods replace nutritious and balanced dietary choices, is associated with adverse nutritional and health outcomes. The need to create a healthy educational food environment and to ensure access to safe, nutritious and balanced diets for children and students has accordingly been emphasised by the Food Safety and Standards Authority of India (FSSAI).

The Food Safety and Standards (Safe Food and Balanced Diets for Children in School) Regulations, 2020 specifically provide that food products high in saturated fat or trans-fat or added sugar or sodium (HFSS) shall not be sold to school children in school canteens/mess premises/hostel kitchens or within 50 metres of the school gate in any direction. The said Regulations also place restrictions on the marketing and advertising of such foods in school premises and within the specified vicinity, and require school authorities to promote safe and balanced diets. The aforesaid statutory provisions, wherever applicable, shall be strictly adhered to by all concerned. In addition thereto, the Directorate, in the larger interest of the health and wellbeing of children and students, considers it necessary to ensure a healthy, safe and nutritious food environment not only in schools but also in Coaching Centres/Institutes and other Educational Institutions functioning within its jurisdiction.

The said Regulations further envisage the development of school food environments that promote safe and balanced diets, including the availability of safe drinking water, nutritious foods, fresh and locally available food items and healthy dietary practices among children. The same principles shall also be promoted, to the extent applicable, in Government and Private Schools, Coaching Centres/Institutes

[Handwritten signature and initials in blue ink]

and other Educational Institutions, so as to encourage healthy dietary practices among students and young learners.

In view of the above and with a view to safeguarding the health, nutrition, wellbeing, healthy growth, physical development and academic performance of school children and students, the following directions are hereby issued for strict and immediate compliance by all Government and Private Recognised Schools, Coaching Centres/Institutes and other Educational Institutions functioning within the jurisdiction of this Directorate:

- 1. Prohibition of High in Fat, Sugar and Salt (HFSS)/Junk Food within Institutional Premises:** No school/educational institution authority, Head of Institution, school/teaching staff, employee, contractor, concessionaire, canteen/tuck shop operator, vendor or any other person shall sell, offer for sale, stock, display, distribute, promote HFSS/junk/fast food items within the premises of any Government or Private Recognised School, Coaching Centre/Institute or other Educational Institutions.

The prohibition shall include, but shall not be limited to:

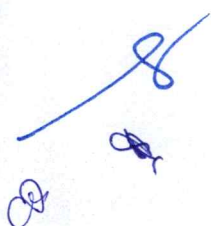
- carbonated and sugar sweetened beverages;
- chocolates, confectionery and other sugar rich products;
- instant/package noodles;
- pizza, burgers and similar fast food preparations;
- chips and packaged fried snacks;
- packaged salted/sugary snacks;
- deep fried foods of low nutritional value; and
- Any other food under the said category.

The above list is illustrative and not exhaustive and shall include any other food or beverage identified as HFSS or otherwise restricted/prohibited under the applicable statutory provisions, regulations, guidelines or directions issued by the competent authority

- 2. Prohibition in the Vicinity of School Premises:** In respect of schools, no person, vendor, food business operator, shopkeeper, contractor or other commercial establishment shall sell or offer for sale to school children any food product falling within the applicable HFSS category within 50 metres of the school gate in any direction, in accordance with the applicable FSSAI Regulations.

The concerned authorities of Coaching Centres/Institutes and other Educational Institutions shall also take all necessary measures, within their respective administrative and legal powers, to discourage and prevent the sale, promotion and consumption of junk/fast food and other unhealthy food items in the immediate vicinity of their premises, particularly where such sale is directed towards or involves school going children and students

- 3. Prohibition on Advertisement, Promotion and Branding:** No advertisement, publicity, branding, sponsorship, promotional material, poster, banner, display, product logo, brand name or other marketing material relating to HFSS/junk/fast food shall be permitted within the premises of any Government or Private School, Coaching Centre/Institute or other Educational Institution, or in connection with any educational, academic, cultural, sports or co-curricular activity organised for children and students.

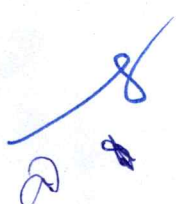


School and institutional authorities shall not permit manufacturers, distributors, vendors or commercial establishments dealing in prohibited/restricted HFSS products to use school/institutional property, educational materials, events, sports equipment, uniforms, notice boards, digital platforms or other institutional resources for advertising, branding, sponsorship or promotional purposes. In the case of schools, all such restrictions shall be implemented strictly in accordance with the applicable provisions of the Food Safety and Standards (Safe Food and Balanced Diets for Children in School) Regulations, 2020

- 4. Removal of existing stock and Promotional material:** All Heads of Institutions shall ensure immediate removal of all prohibited food items, advertisements, promotional displays and branding material from canteens, tuck shops, cafeterias, vending points and other outlets within their premises. All posters, advertisements, promotional displays, branding materials and other publicity relating to such products shall also be removed forthwith.
- 5. Regulation of Canteens, Tuck Shops, Cafeterias and Food Outlets:** All canteens, cafeterias, tuck shops and other food outlets operating within educational institutions shall comply with prescribed food safety, hygiene, licensing and nutritional standards and shall not stock or sell prohibited HFSS/junk/fast food.
- 6. Mandatory Promotion of Safe, Nutritious and Balanced Diets:** All Government/Private Schools Coaching Centres/Institutes and other Educational Institutions shall encourage availability and consumption of fresh fruits and vegetables, whole grains/millet, pulses, milk and dairy products, nutritious minimally processed snacks, hygienically prepared local/traditional foods and safe drinking water in place of unhealthy food and sugar-sweetened beverages.
- 7. Awareness and Sensitisation:** Periodic awareness activities shall be organised for students, parents, teachers, staff, canteen operators and vendors regarding balanced diets, food safety, nutrition and the harmful effects of excessive consumption of HFSS/junk food.
- 8. Monitoring and Inspection:** Every School/Coaching Centre/Educational institution shall designate a responsible official/person for monitoring compliance. Canteens, tuck shops and food outlets shall be regularly inspected to ensure that prohibited food items are neither sold nor promoted. Any violation relating to food safety, licensing, sale or advertisement of prohibited/restricted food products shall be brought to the notice of competent authority.

The Cluster Heads, Zonal Education Officers and Head of every Government and Private School, Coaching Centre/Institute and other Educational Institution shall be responsible for ensuring strict compliance with these directions within the institutional premises.

No commercial consideration, contractual arrangement, sponsorship, concession agreement or other administrative arrangement shall be permitted to override the applicable requirements relating to food safety, healthy dietary practices and the protection of children and students from prohibited or restricted HFSS food sale, advertising and promotion.



All Chief Education Officers shall closely supervise and ensure the implementation of these instructions in their respective districts and submit periodic compliance reports to this Directorate.

Joint Director (EE), Jammu shall support and monitor for effective implementation of these instructions.

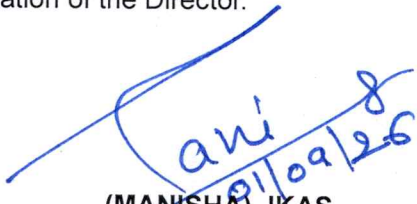
Sd/-
Director School Education
Jammu

No:- DSEJ/Coord/2026 **39748-90**

Date:- **01-09-2026**

Copy to the:

1. Commissioner/Secretary, to the Government, School Education Department J&K for favour of information.
2. Divisional Commissioner, Jammu for kind information.
3. Deputy Commissioners (All) ___Jammu Division for kind information.
4. State Project Director, Samgra Shiksha J&K for kind information.
5. Director, SCERT J&K for kind information.
6. Secretary, J&K Board of School Education, Jammu for kind information,
7. OSD to Hon'ble Minister for School Education, Higher Education, Health and Medical Education and Social Welfare Department Govt. of Jammu and Kashmir for kind information.
8. Joint Director, Information Department, Jammu with the request to give wide publicity through print and electronic media.
9. Joint Directors (All) Jammu Division for information and necessary action.
10. Joint Director SCERT Jammu for information.
11. Chief Education Officers ___(All) Jammu Division for information and necessary action.
12. Principal DIET___ (All) Jammu Division for information and necessary action.
13. Cluster Heads and Zonal Education Officers (All) Jammu Division for information and n/a.
14. PS to Director School Education Jammu for information of the Director.


(MANISHA) JKAS
Personnel Officer