

**NOTIFICATION**

No. (AJKFA /DF /726-742/ ) 2020. In exercise of the powers conferred under section 63 of the AJ&K Food Authority Act, 2017, (XXXVII) the AJ&K Food Authority is pleased to make following regulation.

**Short title and commencement**

- (1) These regulations may be called the *AJ&K Food Authority (Marketing of Infant Formula) regulations, 2020.*
- (2) It shall come into force upon at once.
- (3) These regulations shall extend to whole of the Azad Jammu and Kashmir.

**Definitions:** 1. In these regulations,-

- (a) "Act", means the Azad Jammu na Kashmir Food Authority Act, 2017.
- (b) "Authority", means the AJ&K Food Authority established under section 03 of the Act.
- (c) "Food Business", as defined in the Act.
- (d) "Hospital" means Public, Private human healthcare facility and maternity centers.
- (e) "Infant Formula" as defined under Chapter 13 of AJ&K Pure Food Regulations, 2019.
- (f) "Infant" as defined under Chapter 13 of AJ&K Pure Food Regulations, 2019.
- (g) "Medical Practitioner" Includes but not limited to Doctor, Nurse, midwife, health worker and compounders etc.

2. Other terms and words used but not defined shall have the same meaning as defined in the act.

**Marketing of Infant Formula and Similar Products.**

1. No representative of Food Business shall be allowed to solicit, by any means, a Medical Practitioners to prescribe Infant Formula to Infants.
2. It is an offence under these Regulations to visit a Medical Practitioner in person in a hospital to promote and market Infant Formula. Any educational or informational material relating to a designated product may be provided by a Business to a health professional by post of through email.
3. Where the offence under these Regulations is found to have been committed by a company, corporation, partnership or an institution, as a result of an Institutional or operational Instructions issued by it or implemented by it, the company, corporation, partnership or the institution shall be considered guilty in addition to the individuals directly responsible for the commission of such offence.
4. The sellers of Infant Formula shall display all the infant Formula at one Place in their retail outlets.

5. The seller of Infant Formula shall paste a notice stating.

"یہ مصنوعات ماں کے دودھ کا متبادل نہیں ہیں" at the place of display

6. Grown up formula products should be clearly distinguishable in name and in design from infant formula.

7. The word "Milk" or دودھ shall not be mentioned on the product itself or on any promotional/educational material.

8. List of ingredients shall be mentioned on the formula, formula should be labeled as Halal product and should only be allowed to be purchased on Prescription by the Doctor for medical reasons. The Label shall be as per the specifications mentioned in the chapter 13 of the AJ&K Pure Food Regulations, 2019.

9. The Director the Additional Director, Deputy Director, Food Safety Officers or Assistant Food Safety Officer shall be empowered to file a complaint or get an Fir registered against the offenders in violation of these regulations under the provision of the Act.

### Penalties

In case of violation of this regulation, a penalty shall be imposed under chapter 4 of the AJ&K Food Authority Act, 2017.

DIRECTOR FOOD/SECRETARY  
AJ&K FOOD AUTHORITY

Copy to:

1. Secretary to the President, Azad Jammu & Kashmir.
2. Secretary to the Prime Minister, GoAJ&K.
3. PS to Minister Food, GoAJ&K.
4. The Chief Secretary, GoAJ&K.
5. The Secretary S&GAD.
6. The Secretary Finance.
7. The Secretary Law.
8. The Secretary Food.
9. The Secretary Health.
10. The Secretary Local Government and Rural Development.
11. The Secretary Physical Planning & Housing.
12. The Secretary Agriculture and Livestock.
13. The Controller Govt. Printing Press, Muzaffarabad.
14. Deputy Director Food Muzaffarabad, Mirpur & Rawalpindi.
15. All District Food Controllers.
16. Master file.

  
DIRECTOR FOOD/SECRETARY  
AJ&K FOOD AUTHORITY