

Subject: Participation of J&K Tourism in OTM Mumbai on 8th February to 10th February, 2024.

Government Order No: 09-JK(TSM) of 2024
Dated: 03.02.2024

Sanction is hereby accorded to the:

- a) Participation of J&K Tourism in OTM Mumbai being held from 8th February to 10th February, 2024.
b) Deputation of following to attend the above event, with permission to travel by air (to and fro):-

| S.No | Name of the officer |
|------|---|
| 1 | Mr. Vivekananda Rai (IRS), Director Tourism Jammu |
| 2 | Mr. Raja Yaqoob Farooq (IRS), Director Tourism Kashmir |
| 3 | Ms. Sana Khan (JKAS), Under Secretary to the Government, Tourism Department |
| 4 | Mr. Javeed Ur Rehman, Assistant Director Tourism Gulmarg |
| 5 | Mr. Arif Lone, Assistant Director Tourism Batote |

The expenditure in respect of participation in OTM Mumbai shall be incurred out of "Advertisement and Publicity Grants 2023-24" of Directorate of Tourism Kashmir subject to the fulfilment of all necessary formalities:-

The following need to be ensured:

- The visiting officer shall deliver presentation before the tourism stakeholders, ensure interaction with local media/FM and TV channels regarding promotion of J&K Tourism in the event.
- The visiting officers shall submit photographs alongwith brief highlights of the event for publication in local media and for records. They shall also submit feedback of the event alongwith their comments/recommendations to the Administrative Department.
- The Director Tourism Jammu/Kashmir, after due consultations, shall devise a mechanism to ensure participation of Tour and Travel Operators in the event in a decent way without any chaos, for which prior registration of interest stakeholders may be made.

By order of the Government of Jammu & Kashmir.

Sd/-
(Yasha Mudgal) IAS
Commissioner/Secretary to the Government

No:- TSM/Pub-15/2022

Dated: 03.02.2024

Copy to the:-

1. Joint Secretary (Jammu, Kashmir and Ladakh), Ministry of Home Affairs, Government of India.
2. Director Tourism Jammu/Kashmir
3. Concerned Officers.
4. Incharge Assistant Tourist Officer, Mumbai to attend the event.
5. Private Secretary to Commissioner/Secretary to the Government, Tourism Department.
6. Incharge Website Tourism Department.
7. Government Order file/Monday return file.

(Arshad Hussain Bhat)
Under Secretary to the Government