



Government of Jammu and Kashmir
Tourism Department
Civil Secretariat, J&K Srinagar

Subject: Participation of JK Tourism in IITM Mumbai w.e.f 12th – 14th October, 2023.

Government Order No:- 109 -JK(TSM) of 2023
D A T E D: - 10 -10 - 2023

Sanction is hereby accorded to the:

- Participation of J&K Tourism in IITM-Mumbai scheduled to be held w.e.f. 12th to 14th October, 2023 with booking of space of 36 Sq mtrs.
- Deputation of following officers for participation in the above said event, with permission to travel by air (to and fro):-

S.No	Name of the officer
1.	Tariq Hussain, CEO, TDA Pahalgam
2.	Mr. Abdul Jabbar, Deputy Director Tourism, Jammu

The expenditure in respect of above Travel Mart shall be incurred out of “Advertisement and Publicity Grants-2023-24”, of Directorate of Tourism Kashmir subject to the fulfillment of requisite formalities:

- The visiting officers shall deliver presentation before the tourism stakeholders, ensure interaction with local media/FM and TV channels regarding promotion of J&K Tourism during their visit.
- The visiting officers shall submit photographs along with brief highlights of the event for publication in local media and for records. They shall also submit feedback of the event along with their comments/recommendations to the Administrative Department.
- Director Tourism Jammu/Kashmir shall ensure that the stall is presentable and showcases the prominent tourist destinations/products of J&K including the latest high quality content from both the regions.
- 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 interested stake holders may be made.

By order of the Government of Jammu and Kashmir.

Sd/-

(Dr. Syed Abid Rasheed Shah)IAS
Secretary to the Government
Dated: 10-10.2023

No: TSM-Pub/55/2021

Copy to the:-

- Joint Secretary, (JK&L), Ministry of Home Affairs, Govt. of India.
- Director Archives, Archeology and Museums, J&K.
- Director, Tourism Jammu.
- Director, Tourism Kashmir.
- Concerned Officers.
- Private Secretary to Secretary to Government, Tourism Department.
- 7.A/Tourist Officer, Mumbai for information.

(Arshad Hussain Bhat)

Under Secretary to the Government