



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

Subject: Participation of JK Tourism in IITM Hyderabad scheduled to be held w.e.f 1st to 3rd December, 2023.

Government Order No: - **124** -JK(TSM) of 2023
D A T E D: - 30 .11. 2023

Sanction is hereby accorded to the:

- a) Participation of J&K Tourism in IITM Hyderabad scheduled to be held w.e.f 1st to 3rd December, 2023 with booking of a stall space of 27 sqmtrs
- b) Deputation of following officers to attend the above event, with permission to travel by air (to and fro):-

S.No	Name of the officer.
1.	Mr. Abdul Jabbar, Deputy Director Tourism, Jammu.
2.	Mr. Sajid Kirmani, ATO Hyderabad.

The expenditure in respect of above Travel Mart shall be incurred out of "Advertisement and Publicity Grants-2023-24", Directorate of Tourism Jammu subject to the fulfilment of requisite formalities.

The following need to be ensured:

- i. 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 in the event.
- ii. 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/recommendions to the Administrative Department.
- iii. The 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.
- iv. The Directors Tourism Jammu/Kashmir, after due consultations, shall devise a mechanism to ensure participatin 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: 30 - 11. 2023

No: TSM/Pub-55/2021

Copy to the:-

1. Director, Tourism Jammu.
2. Director, Tourism Kashmir.
3. Concerned Officers.
4. Private Secretary to Secretary to Government, Tourism Department.

(Arshad Hussain)

Under Secretary to Government

30.11.2023