



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

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Subject: Participation of JK Tourism in 14th "Conventions India Conclave "(CIC) from 7th 9th December 2023 at Mahatma Mandir Convention & Exhibition Centre, Gandhinagar, Gujarat to promote J&K as MICE destination.

Government Order No: - 126 -JK(TSM) of 2023
D A T E D: - 06 .12. 2023

Sanction is hereby accorded to the:

- Participation of J&K Tourism in 14th "Conventions India Conclave "(CIC) from 7th- 9th December 2023 at Mahatma Mandir Convention & Exhibition Centre, Gandhinagar, Gujarat with sponsorship of Rs. 5.00 lacs.
- 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. Bal Krishan, CEO Baderwah Dev. Authority.
2.	Mr. Shahnawaz Ahmad Shah, Dy. Manager (Marketing)SKICC.
3.	Mr. Fayaz Ahmad Shaan,AAO Tourism Department.

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

The following need to be ensured:

- 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.
- 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.

By order of the Government of Jammu and Kashmir.

Sd/-

(Dr. Syed Abid Rasheed Shah)IAS
Secretary to the Government

Dated- 06 .12. 2023

No: TSM/Pub-26/2022

Copy to the:-

- Director, Tourism Jammu/ Kashmir.
- Director SKICC.
- Concerned Officers.
- Mr. Ankish Soni, ATO Ahmadbad to attend the event and coordinate with the organizers and visiting officers.
- PA to Secretary to Government, Tourism Department.

(Arshad Hussain)

Under Secretary to Government

23
06.12.2023.