



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

Subject: Participation of JK Tourism in 15th Annual Convention at Statue of Unity, Gujarat from December 16th to 19th 2023.

Government Order No: - **129** -JK(TSM) of 2023
D A T E D: - 14 .12. 2023

Sanction is hereby accorded to the:

- a) Participation of J&K Tourism in 15th Annual Convention at Statue of Unity ,Gujarat from December 16th to 19th 2023 with Silver Membership.
- 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. Amarjeet Singh, Special Secretary, Tourism department
2.	Ms. Sunaina Sharma Mehta, Joint Director Tourism Jammu.
3.	Mr. Malik Waseem Ahmad, Deputy Director Tourism Kashmir
4.	Ms. Anu Sharma, Under Secretary, Tourism Department.

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

TA/DA in favour of the Sr No.1 & 4 shall be drawn out the normal budget of Tourism Department under major head -3451 detailed head 002-T.E.

The following need to be ensured:

- i. The visiting officers shall deliver presentation before the tourism stakeholders, & ensure interaction with local media 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/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- 14 .12. 2023

No: TSM/Pub-24/2023

Copy to the:-

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

(Arshad Hussain)

Under Secretary to Government

14/12/2023