



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

Subject: Participation of JK Tourism in TTF Kolkata .

Ref: Minutes of Publicity Committee Meeting issued under endorsement No. TSM/Pub-01/2020 dated: 22.06.2023.

Government Order No: 85 -JK(TSM) of 2023
D A T E D: 10.07.2023

Sanction is hereby accorded to the:-

- a) Participation of J&K Tourism in TTF-Kolkata w.e.f 14th to 16th July, 2023 at Kolkata with booking of a stall space of 50 sqmtrs.
- b) Deputation of following officers to attend the above Travel Mart, with the permission to travel by air (to and fro):

SN	Name of the officer
1	Mr. Raja Yaqoob Farooq, IRS Director Tourism Kashmir
2.	Dr. Des Raj Bhagat JKAS CEO, Bani Basohli Tourism Dev Authority
3.	Mr. Javid-ur-Rehman, JKAS Asstt Director (Tourism) Gulmarg
4.	Mr. Mohammad Arif Lone, JKAS Asstt Director (Tourism) NHW Batote.

The expenditure in respect of the above travel mart shall be incurred out of "Advertisement and Publicity Grants-2023-24, Directorate of Tourism Kashmir subject to the fulfilment of all necessary 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 during their visit.
- 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.
- iii. The Director Tourism Jammu/Kashmir shall ensure that the stall is presentable and showcases the prominent tourist destinations / products of J&K.
- iv. The Directors shall ensure participation of Tour and Travel operators in the event.

By order of the Government of Jammu and Kashmir.

Sd/-

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

Dated:10.07.2023

No: TSM/Pub-44/2022

Copy to the:

1. Director Tourism, Jammu.
2. Director, Tourism Kashmir.
3. All concerned officers.
4. Private Secretary to Secretary to Government, Tourism Department.
5. Assistant Tourist Officer, Kolkata.

(Arshad Hussain)

Under Secretary to Government