



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

Subject: Participation of JK Tourism in Travel Marts.

- Ref: i. Minutes of Publicity Committee Meeting issued under endorsement No. TSM/
Pub- 01/2020 dated 22.06.2023.
- ii. Letter No. DTJ/Pub-15(23)/5000 dated 20.07.2023 from Director Tourism
Jammu.

Government Order No:- 91-JK(TSM) of 2023
D A T E D: - 25-07.2023

Sanction is hereby accorded to the:

- a. Participation of J&K Tourism in IITM-Chennai w.e.f. 4th to 6th August, 2023 at
Chennai with booking of a stall space of 50 Sq mts.
- b. Deputation of following officers to attend the above Travel Mart, with
permission to travel by air (to and fro):-

S.No	Name of the officer
1.	Mr. Amarjeet Singh, JKAS, Special Secretary to the Government, Tourism Department
2.	Mr. Umesh Shan, JKAS, Deputy Director Tourism, Jammu
3.	Mr. Nissar Rasool, JKAS, Assistant Director Tourism, Kashmir

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

- 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 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.
- iii. 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. 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: 25-07.2023

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.
5. Tourist Officer Chennai.

(Arshad Hussain Bhat)
Under Secretary to Government