



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

Subject: **Participation of JK Tourism in TTF Ahmadabad.**

Ref: 1-Minutes of Publicity Committee Meeting issued under endorsement No. TSM/Pub-01/2020 dated 22.06.2023.

2-Letter No. DTK/Pub/352/339 dated 14.08.2023 from Director Tourism Kashmir

Government Order No: - 97 -JK(TSM) of 2023
D A T E D: - 16 -08.2023

Sanction is hereby accorded to the:

- Participation of J&K Tourism in TTF Ahmedabad w.e.f 23rd to 25th, August 2023 at Ahmeadabad with booking a stall space of 70 sqmtrs.
- Deputation of following officers to attend the above Travel Mart, with permission to travel by air (to and fro):-

SN	Name of the officer
1	Mr. Vivekanand Rai, IRS Director Tourism Jammu
2.	Mr. Raja Yaqoob Farooq, IRS Director Tourism Kashmir
3.	Mr. Manav Gupta, Secretary Jammu Tawi Golf Course
4.	Mr. Malik Waseem Ahmad, JKAS Deputy 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 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 during their visit.
- 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/recommendtions to the Administrative Department.
- 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.
- 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 stakeholders may be made.

By order of the Government of Jammu and Kashmir.

Sd/-

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

Dated: 16-08.2023

No: TSM/Pub-44/2022

Copy to the:-

- Director, Tourism Jammu.
- Director, Tourism Kashmir.
- Concerned officers
- Private Secretary to Financial Commissioner (ACS), Home Department.
- Private Secretary to Secretary to Government, Tourism Department.
- Tourist Officer Ahmedabad for information and necessary action.

Arshad Hussain
Under Secretary to the Government