



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

Subject: Participation of JK Tourism in SATTE New Delhi.

Ref: Letter No. DTJ/pub-16(22)/11187 dated 27.01.2023 and No. DTK/Pub/48/643 dated 02.01.2023 from Director Tourism Jammu and Director Tourism Kashmir.

Government Order No: - 16 -JK(TSM) of 2023

D A T E D: - 03 -02.2023

Consequent upon the recommendations of Director, Tourism Kashmir/Jammu, sanction is hereby accorded to the:-

- Participation of J&K Tourism in SATTE w.e.f 9th to 11th February 2023 at New Delhi with booking stall space of 200 mtrs.
- Deputation of following officers to attend the above Travel Marts, with the permission to travel by air (to and fro):

SN	Name of the officer
1	Mr. Sher Singh, CEO Tourism Dev Authority, Patnitop
2.	Mr Syed Sajjad Qadri, CEO Tourism Dev Authority Pahalgam
3.	Mr. Alyaz Ahmad Naisroo, Deputy Director Tourism Kashmir
4.	Mr. Abdul Jabbar, Deputy Director Tourism Jammu
5.	Ms. Anu Sharma, Under Secretary , Tourism Department.

The expenditure in respect of the above travel mart shall be incurred out of "Advertisement and Publicity Grants-2022-23, Directorate of Tourism Jammu subject to the fulfilment of all necessary formalities.

Further, the following need to be ensured:-

- Directors of Tourism Jammu/Kashmir shall ensure participation of sufficient number of members of the Travel Trade in the event .
- Director, Tourism Jammu shall ensure pre-event publicity campaign in the concerned city through print, electronic and social media.
- During the event, participating officers shall ensure that tourism destinations and products of both Kashmir and Jammu divisions are showcased.
- Directors of Tourism Department shall ensure that these associations are having credibility and the capacity to mobilize the stakeholders in the event.
- Director, Tourism Jammu shall ensure that the instructions conveyed in previous PCMs regarding travel marts are followed in letter and spirit.
- Director, Tourism Jammu shall ensure that the JK Pavilion is properly decorated with thematic façade.
- Director Tourism Jammu shall ensure a Networking session with the local travel trades and media interaction on the sidelines of the event.
- Director Tourism Jammu/Kashmir will ensure that adequate publicity material is dispatched to tourist officer Delhi for dissimulation during the



the mart and also at some identified outside locations in association with Local Travel Associations.

Further, the officers attending the events shall :-

- i. *Submit photographs alongwith brief highlights of the event to Director Tourism Kashmir/Jammu for publication in local media and for record.*
- ii. *Submit feedback of the event, alongwith their comments/recommendations to the Administrative Department and report about actual participation of these Associations in the events.*
- iii. *Deliver presentation before the stakeholders, ensure interaction with local media/FM and TV channels regarding promotion of J&K Tourism.*

By order of the Government of Jammu and Kashmir.

Sd/-

Sarmad Hafeez (IAS)

Secretary to the Government

Dated: 03-01-2023

No: TSM/Pub-55/2021

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, New Delhi

Anu Sharma
(Anu Sharma) JKAS 03/01/2023

Under Secretary to Government