

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

Subject: Participation of JK Tourism in IITM-Pune

Ref: Decision of Publicity Committee Meeting held on 05.11.2021.

Government Order No: - 127 -JK(TSM) of 2021

D A T E D: - 23 -11.2021

Consequent upon the decision of PCM held on 05.11.2021, sanction is hereby accorded to the:-

01. Participation of J&K Tourism in the IITM-Pune w.e.f 26th to 28th November 2021 with booking a stall space of 36 sq.mtrs.

02. Deputation of following officers for their participation in the above travel mart:-

- a) Mr. Vivekanand Rai (IRS), Director Tourism Jammu.
- b) Dr. G.N Itoo (JKAS), Director Tourism Kashmir.
- c) Mr. Waseem Raja (JKAS), Additional Secretary to Govt, Tourism Deptt.

03. Organizing of roadshow on the sidelines of the Travel Mart and participation of above officers in the said roadshow.

Besides, the following need to be ensured:-

- i) *The visiting officers shall deliver presentation before the stakeholders, ensure interaction with local media/FM and TV channels regarding promotion of J&K Tourism.*
- ii) *The visiting officers shall submit photographs alongwith brief highlights of the event for publication in local media and for record. They shall also submit feedback of the event alongwith their comments/recommendations to the Administrative Department.*
- iii) *The Director, Tourism Kashmir shall ensure that the stall is presentable and showcases the prominent tourist destinations/products of J&K Tourism.*
- iv) *The Director Tourism Kashmir/Director, Tourism Jammu shall ensure participation of Tour Operators in the Travel Mart.*

The expenditure on this account shall be debited out of "Advertisement and Publicity" Grants 2021-22 of Directorate of Tourism, Kashmir after observing all necessary formalities and after seeking reasonable discounts from the organizing agency.

By order of the Government of Jammu and Kashmir.

Sd/-

Sarmad Hafeez (IAS)
Secretary to the Government
Dated: 23-11.2021

No: TSM/Pub-49/2021

Copy to the:-

1. Director Tourism, Jammu.
2. Director, Tourism Kashmir.
3. Additional Secretar (W), Tourism Department.
4. Incharge Website Tourism Department.
5. Private Secretary to Secretary to Government, Tourism Department.
6. Tourist Officer, Mumbai.

Arshad Hussain Bhat
Under Secretary to Government