

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

Subject: **Participation of JK Tourism in Travel Marts.**

Ref: Decision of Publicity Committee Meeting held on 05.11.2021.

Government Order No: - 129 -JK(TSM) of 2021

D A T E D: - 30-11.2021

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

- a) Participation of J&K Tourism in the following travel marts with booking a stall space of **36 sq.mtrs** in each travel mart:-

Name of Travel Mart	Date of Travel Mart
ITM-Lucknow	3-5 Dec 2021
IITM-Hyderabad	3-5 Dec. 2021
ITM-Jaipur	17-19 Dec 2021

- b) Deputation of following officers for their participation in the above travel marts:-

Name of Travel Mart	Name of the officers deputed to participate in the Travel Mart
ITM Lucknow	1. Ms. Natasha Kalsotra (JKAS), Joint Director Tourism Jammu 2. Mr. Alyaz Ahmad Naisroo (JKAS) Dy Director (Reg) Tourism Kashmir
IITM-Hyderabad	1. Mr. Sher Singh (JKAS), CEO, Tourism Dev Authority Patnitop. 2. Dr Zahoor Ahmad Raina (JKAS), CEO, Tourism Dev. Authority Gulmarg.
ITM-Jaipur	1. Syeed Fakhruddin Hamid, (IAS) MD, JKTDC 2. Mr. Naresh Kumar (JKAS) Dy. Director Tourism (Pub), Jammu.

- c) Organizing of roadshow on the sidelines of each Travel Mart and participation of above officers in the roadshows.

Besides, 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/recommendations to the Administrative Department.
- The Director, Tourism Kashmir/Jammu shall ensure that the stalls are presentable and showcases the prominent tourist destinations/products of J&K.
- The Director Tourism Kashmir/Director, Tourism Jammu shall ensure participation of Tour Operators of J&K in the Travel Mart & road show

The expenditure on account IITM Hyderabad shall be debited out of "Advertisement and Publicity" Grants 2021-22 of Directorate of Tourism, Kashmir and expenditure on account of ITM-Lucknow and ITM-Jaipur shall be debited out of "Advertisement and Publicity" Grants 2021-22 of Directorate of Tourism, Jammu after observing of all necessary formalities and after seeking reasonable discounts from the organizing agencies.

By order of the Government of Jammu and Kashmir.

Sd/-

Sarmad Hafeez (IAS)

Secretary to the Government

Dated: 30-11-2021

No: TSM/Pub-55/2021

Copy to the:-

1. Director Tourism, Jammu.
2. Director, Tourism Kashmir.
3. Concerned officers.
4. Incharge Website Tourism Department.
5. Private Secretary to Secretary to Government, Tourism Department.
6. Tourist Officer, Hyderabad for information and necessary action.
7. Tourist Officer New Delhi for information and necessary action in case of ITM Lucknow and ITM Jaipur.

Arshad Hussain Bhat

Under Secretary to Government