

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

Subject: Participation of J&K Tourism in 36<sup>th</sup> IATO Annual Convention.  
Ref: Letter No. DTK/Pub/103/394 dated 26.11.2021 from  
Director, Tourism Kashmir.

Government Order No: - 133-JK(TSM) of 2021  
D A T E D: - 02-12.2021

**Sanction is hereby accorded to the:-**

- a) Participation of J&K Tourism in the 36<sup>th</sup> IATO Annual Convention under Silver Sponsorship category at Gandhinagar, Gujarat scheduled w.e.f 16<sup>th</sup> to 18<sup>th</sup> December, 2021.
- b) Deputation of following officers for their participation in the above Annual Convention:-
  1. Mr. Vivekananda Rai (IRS), Director Tourism Jammu.
  2. Dr. G.N Itoo (JKAS), Director Tourism Kashmir.

**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.
- They shall ensure that the deliverables as mentioned in the proposal are fulfilled.

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

**By order of the Government of Jammu and Kashmir.**

**Sd/-**  
Sarmad Hafeez (IAS)  
Secretary to the Government  
Dated: 02-12.2021

No: TSM/Pub-63/2021

Copy to the:-

1. Director Tourism, Jammu.
2. Director, Tourism Kashmir.
3. Incharge Website Tourism Department.
4. Private Secretary to Secretary to Government, Tourism Department.
5. Tourist Officer, Ahmedabad.

Arshad Hussain Bhat  
Under Secretary to Government  
2/12/2021