

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

**Subject:** Participation of JK Tourism in Travel Marts.  
**Ref:** 1-Decision of Publicity Committee Meeting held on 15.02.2022.  
2-Letter No. PS/05/DTK/291 dated 7.3.2022 from Director Tourism Kashmir.  
3-Letter No. DTJ/Pub-203/16858-60 dated 7.3.2022 and No. DTJ/Pub-142/16851-53 dated 7.3.2022 from Director Tourism Jammu.

**Government Order No - 24-JK(TSM) of 2022**

**D . A T E :- 07.03.2022**

Consequent upon the recommendations of Director, Tourism Kashmir/Jammu and decision of the Publicity Committee Meeting held on 15.02.2022, sanction is hereby accorded to the:-

- a) Participation of J&K Tourism in the following Travel Marts on the dates and as per booking space shown against each:

Name of Travel Marts	Date of Travel Mart	Space (Sq mtrs)
BTF (Bengal Tourism Fest)	11-13 March, 2022	24
ITM Amritsar	11-13 March, 2022	18
OTM Mumbai	14-16 March, 2022	150

- b) Deputation of following officers to attend the above Marts on the dates shown against each:-

SN	Name of the Travel Mart	Name of the officer
01	BTF (Bengal Tourism Fest)	1. Mr. Malik Waseem Ahmad (JKAS) Dy Director, Tourism Kashmir (Recreation). 2. Mr. Ashwani Gupta, DGM JKTC
02	ITM Amritsar	1. Ms. Ambika Bahl (JKAS), Asstt Director Tourism, Katra. 2. Mr. Shahinawaz Ah Shah, Manager (Marketing) SKICC.
03	OTM Mumbai	1. Mr. Vivekanand Rai, (IRS) Director Tourism Jammu. 2. Dr. G N Itoo, (JKAS) Director Tourism Kashmir. 3. Mr. Bakshi Javid Himayun, Director SKICC 4. Mr. Manav Gupta, Secretary, JTGC.

Besides, the following needs 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. They shall also ensure effective promotion through other innovative methods as deemed appropriate.*