

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

Subject: Participation of JK Tourism in TTF Ahmedabad.

**Ref: Recommendation Letter No. DTK/Pub/48/256 dated 18.09.2021 from
Director, Tourism Kashmir.**

Government Order No: - 111 -JK(TSM) of 2021
D A T E D: - 20 -09.2021

Consequent upon the decision of PCM dated 24.08.2021, sanction is hereby accorded to the:-

- a. Participation of J&K Tourism in the TTF-Ahmedabad w.e.f 23rd to 25th September 2021 with booking a stall space of 36 sq.mtrs.
- b. Participation of the officers deputed for promotional campaign to Ahmedabad vide Govt order no. 93-JK(TSM) of 2021 dated 31.08.2021 in the TTF Ahmedabad.
- c. The officers are allowed to travel by air (to and fro).

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

Besides, the following need to be ensured:-

1. *The visiting officers shall submit photographs alongwith brief highlights of the event to the Director Tourism Jammu for publication in local media and for record. They shall also submit feedback of the event alongwith their comments/recommendations to the Administrative Department.*
2. *The Director, Tourism Jammu shall ensure that the stall is presentable and showcases the prominent tourist destinations/products of J&K Tourism.*
3. *The visiting officers shall deliver presentation before the stakeholders, ensure interaction with local media/FM and TV channels regarding promotion of J&K Tourism.*
4. *The Director Tourism Kashmir/Jammu shall ensure that the travel tour operators from both the divisions participate in the event.*

By order of the Government of Jammu and Kashmir.

Sd/-

Sarmad Hafeez (IAS)

Secretary to the Government

Dated: 20.09.2021

No: TSM/Pub-49/2021

Copy to the:-

1. Director Tourism, Jammu.
2. Director, Tourism Kashmir.
3. Joint Director, Tourism Jammu.
4. CEO, Tourism Dev Authority, Pahalgam.
5. Private Secretary to Secretary to Government, Tourism Department.
6. Tourist Officer, Ahmadabad.

Arshad Hussain Bhat
Under Secretary to Government