

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 15.02.2022.

Government Order No:- 36-JK(TSM) of 2022

D A T E D: - 25.03.2022

Consequent upon the decision of PCM held on 15.02.2022, sanction is hereby accorded to the:-

- a. Participation of J&K Tourism in TTF Chennai w.e.f 31st March 2022 to 2nd April, 2022 with booking a stall space of 36 sqmtrs.
- b. Deputation of following officers for their participation in the above travel mart:-
 1. Mr. Bakshi Javid Himayun, Director SKICC.
 2. Mr. Sher Singh, CEO, Tourism Dev Authority Patnitop.

The above officers are allowed to travel by air (to & fro).

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. They shall also ensure effective promotion through other innovative methods as deemed appropriate.*
- *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 shall ensure that the stall is 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 for B2B interactions.*
- *Other necessary directions as conveyed in various publicity committee meetings in this regard need to be complied with in letter and spirit.*

The expenditure on this account shall be debited out of "Advertisement and Publicity" Grants 2021-22 of Directorate of Tourism, Kashmir 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/-

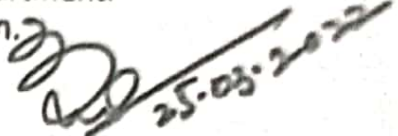
Sarmad Hafeez (IAS)
Secretary to the Government

No: TSM/Pub-55/2021

Dated: 25.03.2022

Copy to the:-

1. Director Tourism, Jammu.
2. Director, Tourism Kashmir.
3. Director, SKICC
4. CEO, Tourism Development Authority, Patnitop
5. Incharge Website Tourism Department.
6. Private Secretary to Secretary to Government, Tourism Department.
7. Tourist Officer, Chennai for information and necessary action.


Arshad Hussain Bhat
Under Secretary to Government