

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

Subject: **Participation of JK Tourism in Travel Marts and Roadshows .**
Ref: Decision of Publicity Committee Meeting held on 15.02.2022.

Government Order No: - 22-JK(TSM) of 2022

D A T E D: - 28.02.2022

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 with booking space and on the dates shown against each:

Name of Travel Marts	Date of Travel Mart	Space (Sq mtrs)
ITM Ahmadabad	4-6 March 2022	36
TTF Bengaluru	4-6 March 2022	36

- 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	ITM Ahmadabad	1. Mr. Gurvinder Jit Singh(JKAS) CEO, Tourism Dev Authority, Surinsar/Mansar. 2. Mr. Ahsan-ul-Haq (JKAS), Dy Director, Tourism Kashmir.
02	TTF Bengaluru	1. Mr. Ghulam Jeelani Zargar(JKAS), CEO, Tourism Dev Authority Gulmarg. 2. Ms. Natasha Kalsotra (JKAS), Joint Director, Tourism Jammu.

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 along-with brief highlights of the event for publication in local media and for records. They shall also submit feedback of the event along-with their comments/recommendations to the Administrative Department.*

- The Director Tourism Kashmir/Director, Tourism Jammu shall ensure participation of Tour Operators of J&K in the Travel Marts for B2B interactions.

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

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By order of the Government of Jammu and Kashmir.

Sd/-

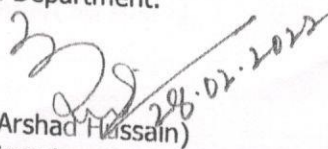
Sarmad Hafeez (IAS)
Secretary to the Government
Dated: 28.02.2022

No: TSM/Pub-20/2008

Copy to the:-

1. Director Tourism, Jammu
2. Director, Tourism Kashmir.
3. All concerned officers.
4. Private Secretary to Secretary to Government, Tourism Department.
5. Tourist Officers of concerned destinations.

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(Arshad Hussain)
Under Secretary to Government,
Tourism Department