

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

Subject: **Participation of JK Tourism in TTF-Ahmedabad**
Ref: Letter No. DTK/Pub/48/279 dated 25.08.2022 from Director
Tourism Kashmir and letter No. DTJ/Pub-199/17655-58 dated
29.08.2022 from Director Tourism Jammu.

Government Order No: - 101 -JK(TSM) of 2022
D A T E D: - 30 -08.2022

Consequent upon the recommendations of the Director Tourism Kashmir and Director Tourism Jammu, sanction is hereby accorded to the:

- a) Participation of J&K Tourism in TTF-Ahmedabad w.e.f 6th to 8th September 2022 at Ahmedabad with booking a stall space of 50 sqmtrs as recommended by the Director Tourism Kashmir.
- b) Deputation of following officers for their participation in the above travel mart, with the permission to travel by air (to & fro):-
 1. Mr. Sher Singh, (JKAS), Chief Executive Officer, Tourism Dev Authority, Patnitop.
 2. Mr. Nissar Rasool, Assistant Director Tourism (Events/Recreation), Kashmir
 3. Mr. Javid Rehman, Assistant Director Tourism Gulmarg

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.*
- *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.*

The expenditure on account of the above Travel Mart shall be debited out of "Advertisement and Publicity" Grants 2022-23 of Directorate of Tourism, Kashmir after observing all necessary formalities and the participation fee shall not exceed the previous year's fee in the said Travel Mart.

By order of the Government of Jammu and Kashmir.

sd/-

Sarmad Hafeez (IAS)

Secretary to the Government

Dated: 30-08.2022

No: TSM/Pub-53/2021

Copy to the:-

1. Director Tourism, Jammu.
2. Director, Tourism Kashmir.
3. Concerned officers.
4. Incharge Website Tourism Department.
5. Private Secretary to Secretary to Government, Tourism Department.
6. Tourist Officer, Ahmedabad for information and necessary action.

Arshad Hussain Bhat
Under Secretary to Government

