

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

Subject: Participation of JK Tourism in SATTE-2022.

Government Order No: - 62-JK(TSM) of 2022
D A T E D: - 13-05.2022

In continuation to the Government No. 59-JK(TSM) of 2022 dated 09.05.2022, sanction is hereby accorded to the deputation of following officers to attend SATTE-2022 at India Expo Mart, Greater Noida Delhi-NCR w.e.f 18th to 20th May 2022 with the permission to travel by air (to and fro):-

- 01 Syed Fakhruddin Hameed (IAS) MD JKTDC
- 02 Dr. G. N. Itoo (JKAS) Director Tourism /Kashmir
- 03 Mr. Naresh Kumar, (JKAS) Special Secretary, Tourism Deptt.
- 04 Mr. Waseem Raja, (JKAS) Additional Secretary, Tourism Deptt
- 05 Mr. Naresh Kumar, (JKAS) Deputy Director Publicity Jammu.
- 06 Mr. Alyas Nasroo (JKAS) Deputy Director Tourism, Kashmir
- 07 Ms. Sheena Sahani, (JKAS) Assistant 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 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, arts/crafts, cultural ethos 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 interaction.
- 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 of Director Tourism, Kashmir for 2022-23 after observing all necessary formalities.

By order of the Government of Jammu and Kashmir.

Sd/-
Sarmad Hafeez (IAS)
Secretary to the Government
Dated: 13-05.2022

No: TSM/Pub-33/2022

Copy to the:-

1. MD JKTDC.
2. Director, Tourism Kashmir.
3. Concerned officers.
4. Incharge Website Tourism Department.
5. Private Secretary to Secretary to Government, Tourism Department.
6. Incharge Tourist Office New Delhi for information and necessary action.

Arshad Hussain Bhat
Under Secretary to Government