

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

Subject: **Promotional campaign of J&K Tourism outside J&K- Deputation of officers thereof.**

Government Order No: **93** -JK (TSM) of 2021

D a t e d: **31** 08.2021

Sanction is hereby accorded to the deputation of following Officers of Tourism Department to visit the following cities on the dates shown against each, for promotion/publicity of J&K Tourism ahead of Autumn season:-

S. N	Destination	Name of the officers	Date of deputation
1	Chennai	1. Mr. Naresh Kumar, Deputy Director (Pub), Directorate of Tourism Jammu. 2. Mr. Ahsanul Haq Chisti, Deputy Director (Pub), Directorate of Tourism Kashmir.	3 <sup>rd</sup> and 4 <sup>th</sup> September, 2021
2	Mumbai	1. Mr. Viveknanda Rai, Director Tourism, Jammu. 2. Dr. G.N Itoo, Director Tourism, Kashmir.	4 <sup>th</sup> and 5 <sup>th</sup> September, 2021
3	Ahmadabad	1. Ms Natasha Kalsotra, Joint Director Tourism Jammu 2. Mr. Masarat Hashim, CEO, Tourism Dev Authority, Pahalgam.	5 <sup>th</sup> and 6 <sup>th</sup> September 2021
4	Hyderabad	1. Ms. Tabasum Kamili, Joint Director Tourism Kashmir. 2. Mr. Umesh Shan, Asstt. Director, Tourism Batote.	5 <sup>th</sup> and 6 <sup>th</sup> September 2021
5	Kolkata	1. Mr. Waseem Raja, Additional Secretary, Tourism. 2. Ms. Ambika Bali, Asstt. Director, Tourism Katra.	8 <sup>th</sup> and 9 <sup>th</sup> September, 2021

The above Officers are allowed to travel by air (to and fro).

The expenditure in respect of roadshows at Mumbai, Hyderabad and Kolkata shall be debited out of "Advertisement and Publicity Grants 2021-22 of Director, Tourism Kashmir and expenditure in respect of roadshows at Chennai and Ahmedabad shall be debited out of "Advertisement and Publicity Grants 2021-22 of Director, Tourism Jammu, after observing of all necessary formalities.

**For making roadshows effective and fruitful, following need to be ensured:-**

- i. *The Director, Tourism Kashmir and Director, Tourism Jammu shall inform the Travel Trade of respective divisions about the campaign and persuade some travel tour operators to accompany the team of officers for the promotional campaign in these cities.*
- ii. *The Tourist Officers of these concerned cities shall ensure that all required arrangements including boarding and lodging for the visiting officers and interaction with local travel trade/media are put in place in the respective cities.*
- iii. *The visiting officers shall make a presentation of J&K Tourism and shall interact with the local travel trade and media of the concerned cities. They shall also ensure that a rigorous publicity campaign is launched in these cities which includes promotion through vernacular media, publicity through hoardings at prominent locations in these cities,*

distribution of publicity material during the campaign and any other innovative method as deemed appropriate by the visiting officers.

**By order of the Government of Jammu and Kashmir.**

Sd/-

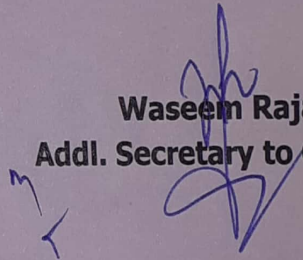
**(Sarmad Hafeez), IAS  
Secretary to Government.**

TSM/Pub-Misc/2021

Dated: /08/2021

Copy to the:-

- 01 Managing Director, JKTDC.
- 02 Director, Tourism Jammu.
- 03 Director, Tourism Kashmir.
- 04 CEO, Tourism Dev Authority, Pahalgam
05. Concerned officers.
06. Private Secretary to Secretary to the Government, Tourism Deptt.
07. Concerned Tourist Officers for information and necessary action.

  
**Waseem Raja, JKAS  
Addl. Secretary to Government.**