

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

Subject: **Participation of J&K Tourism in TTF Kolkata-deputation of officers thereof.**

**Government Order No: 98 -JK (TSM) of 2021**

**D a t e d: 02-09.2021**

**Sanction is hereby accorded to the:-**

1. Participation of J&K Tourism in the TTF-Kolkata w.e.f 10<sup>th</sup> to 12<sup>th</sup> September, 2021 with booking a stall space of **18 sq.mtrs.**
2. Participation of the officers deputed for promotional campaign to Kolkata on 8<sup>th</sup> and 9<sup>th</sup> September, 2021 vide Government Order No. 93-JK(TSM) of 2021 dated 31.08.2021 in the TTF Kolkata.
3. The officers are allowed to travel by air (to and fro).

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 discounts on rates from the agency.

***The following need to be ensured:-***

1. *The visiting officers shall submit photographs alongwith brief highlights of the event to the Director, Tourism Kashmir for publication in local media and for record. They shall also submit feedback of the event alongwith their comments/recommendations to the Administrative Department.*
2. *The Director, Tourism Kashmir shall ensure that the stall is presentable and showcase the prominent tourist destinations/products of J&K Tourism.*
3. *The officers shall deliver presentation before the stakeholder, ensure interaction with local media/FM and TV channels regarding promotion of J&K Tourism.*
4. *The Director, Tourism Kashmir/Director, Tourism Jammu shall ensure that the travel tour operators from both the divisions participate in the event.*

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

**Sd/  
Sarmad Hafeez ( IAS)  
Secretary to Government.**

Dated: /09/2021

No: TSM/Pub-Misc/2021

Copy to the:-

- 01 Director, Tourism Jammu.
- 02 Director, Tourism Kashmir.
03. Concerned officers.
04. Private Secretary to Secretary to the Government, Tourism Deptt.
05. Tourist Officer, Kolkata

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