

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

Subject: **Participation of JK Tourism in Travel Marts and Roadshows .**
Ref: 1. Decision of Publicity Committee Meeting held on 03.02.2021.
2. Recommendations from Director, Tourism Jammu vide letter No. DTJ/Pub-216(21)/5376 Dated 03.02.2021, No. DTJ/Pub-216(21)/5690 dated 12.02.2021, No. DTJ/Pub-216(21)/5774 dated 15.02.2021 and Director, Tourism Kashmir No. DTK/Pub/48/208 dated 11.11.2020.

Government Order No: - 19 -JK(TSM) of 2021
D A T E D: - 19/ -02.2021

Consequent upon the recommendations of Director, Tourism Jammu/Kashmir and decision of the Publicity Committee Meeting held on 03.02.2021, sanction is hereby accorded to the:-

- a) Organizing of roadshows at following loctions in collaboration with the Travel Trade Associations as proposed by Director Tourism Jammu on the dates shown against each:-

SN	Location of roadshow	Date of roadshow
1	Puri	25.02.2021
2	Pune	25.02.2021
3	Surat	27.02.2021
4	Jaipur	27.02.2021
5	Kolkata	01.03.2021
6	Amritsar	01.03.2021
7	Bhopal	06.03.2021
8	Bengaluru	06.03.2021
9	Varanasi	13.03.2021
10	Lucknow	13.03.2021

- b) Participation of J&K Tourism in the following Travel Marts with booking space and on the dates shown against each:

SN	Travel Mart/Location	Date of Travel Mart	Space (in sqmtrs)
1	IITM-Pune	23 rd and 24 th February, 2021	36
2.	TTF Kolkata	26 th to 28 th February, 2021	36
3.	ITM Amritsar	26 th to 28 th February, 2021	36
4.	ITM Jammu	19 th to 21 st March, 2021	36

- c) Deputation of following officers to attend the above Marts and Roadshows on the dates shown against each:-

SN	Name of the officer	Travel Mart		Roadshow	
		Name of Travel Mart	Date of Travel Mart	Name of destination	Date of event
1	i. Ms. Neelam Khajuria, KAS, Jt. Director, Tourism Jammu. ii. Mr. Sibkatullah Beigh, ATO, Directorate of Tourism Kmr.	IITM-Punc	23 rd -24 th Feb. 2021	Pune	25.02.2021
2	i. Mr. Anil Kumar Chandial, KAS, Dy Director (Pub), Tourism Jammu ii. Mr. Azad Yaseen, ATO, Directorate Tourism, Kmr			Puri	25.02.2021
3	i. Mr. Ashwani Gupta, DGM, JKTDC Jammu. ii. Mr. Sibkatullah Beigh, ATO, Directorate of Tourism Kmr.			Surat	27.02.2021

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4	i. Mr. Gurvinder Jeet Singh, KAS Tourism Dev Authority, Mansar ii. Mr. Azad Yaseen, ATO Yousmarg.			Jaipur	27.02.2021
5	i. Ms Sukriti Sambyal, GM JKTDC Jammu. ii. Syed Shahnawaz, Manager (Marketing) SKICC iii. Mr. Mushtaq Ahmad Mir, HA, Tourism Department.	TTF Kolkata	26 th -28 th Feb 2021	Kolkata	01.03.2021
6	i. Mr. Veveik Puri, CEO, Tourism Dev Authority, Rajouri ii. Mr. Bilal Ahmad, Asstt Director, Tourism Pahalgam.	ITM Amritsar	26 th -28 th Feb, 2021	Amritsar	01.03.2021
7	i. Dr. Mohammad Tanveer, KAS. CEO, Tourism Dev Authority, Poonch. ii. Mr. Sibkatullah Beigh, ATO Directorate of tourism Kmr.			Bhopal	06.03.2021
8	i. Ms. Deepika Sharma, KAS, Executive Officer, Mubarak Mandi Jammu Heritage Society. ii. Mr. Mudasir Mushtaq, T.O Directorate of Tourism Kmr			Bengaluru	06.03.2021
9	i. Dr. N.J Chaudhary, KAS Director, Tourism Jammu. ii. Mr. Anil Kumar Chandial, KAS, Dy Director (Pub), Tourism Jammu. iii. Mr. Bilal Ahmad, Asstt Director, Tourism Pahalgam.			Varanasi	13.03.2021
10	i. Dr. Rajinder Kumar Khajuria, KAS, Tourism Dev Authority, Bhaderwah. ii. Syed Shahnawaz, Manager (Marketing) SKICC			Lucknow	13.03.2021

d) The above Travel Marts are dovetailed with the corresponding roadshows in the cities and the officers deputed for the above travel marts shall also participate in the roadshows.

e) The officers/official(s) are allowed to travel by air (to and fro) for their participation in the above events.

f) The expenditure in respect of all the above roadshows to the maximum of Rs. 7.00 lakhs for each roadshow, shall be incurred out of "Advertisement and Publicity Grants-2020-21, Directorate of Tourism Jammu, subject to the fulfilment of all necessary codal formalities.

The expenditure in respect of above Travel Marts shall also be incurred by the Director, Tourism Jammu out of Publicity Grants of 2020-21 after negotiation on rates and other deliverables subject to the fulfilment of all necessary codal formalities.

Further, the following need to be ensured:-

- i. The respective Directors of Tourism shall ensure participation of sufficient number of members of the Travel Trade in the roadshows and shall also be

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- I. responsible for ensuring adequate arrangements for the roadshows so that these are conducted smoothly, effectively and professionally.
- II. The Director, Tourism Jammu shall ensure pre-event publicity campaign in the concerned cities through print, electronic and social media and submit a complete roadmap of each roadshow to be organized with details of events and participants to the Administrative Department well before the events.
- III. Two members from Kashmir based Associations nominated by Director, Tourism Kashmir shall participate in each roadshow conducted by Director, Tourism Jammu.
- IV. In all the roadshows, the Director, Tourism Jammu as well as participating officers shall ensure that tourism destinations and products of both Kashmir and Jammu divisions are showcased.
- V. The Directors of Tourism shall verify the antecedents of these Associations/stakeholders associated with these roadshows and shall ensure that these associations are having credibility and the capacity to mobilize the stakeholders in the roadshows.
- VI. The Director, Tourism Jammu shall ensure that the instructions conveyed in previous PCMs regarding roadshows and travel marts are followed in letter and spirit.
- VII. The Director, Tourism Jammu shall ensure that the stalls for JK TDC, JKCCC and SMVD at the Travel Marts and roadshows are established, wherever possible.
- VIII. The Director, Tourism Jammu shall explore possibility of organizing a food festival and cultural / musical evening during the above events in association with JKTDC and J&K Academy of Art, Culture and Languages

Further, the officers attending the events shall :-

- i. *Submit photographs alongwith brief highlights of the event to Director Tourism Kashmir/Jammu for publication in local media and for record.*
- ii. *Submit feedback of the event, alongwith their comments/recommendations to the Administrative Department and report about actual participation of these Associations in the events.*
- iii. *Deliver presentation before the stakeholders, ensure interaction with local media/FM and TV channels regarding promotion of J&K Tourism.*

By order of the Government of Jammu and Kashmir.

Sd/-

Sarmad Hafeez (IAS)
Secretary to the Government

No: TSM/Pub-20/2008

Copy to the:-

Dated: 19-02.2021

1. Managing Director, J&K Cable Car Corp.
2. Director, Tourism Kashmir.
3. Managing Director, J&K TDC.
4. Executive Director, Mubarak Mandi Jammu Heritage Society.
5. Director Tourism, Jammu.
6. Director, SKICC
7. All concerned officers.
8. Private Secretary to Secretary to Government, Tourism Department.
9. Tourist Officers of all concerned destinations.

Waseem Raja (KAS)
Additional Secretary to Government