



**Government of Jammu and Kashmir
Industries and Commerce Department
Civil Secretariat, Jammu**

Subject: Brand Promotion: Appointment of Nodal Officer.

Government Order No: 48 -IND of 2019

Dated: 07 -03-2019

The subject of Brand Promotion, Brand Development, Brand Registration etc. is handled by the different agencies of the Industries and Commerce Department at their own level without any synergy and coordination with each other.

In order to ensure coordinated strategy and implementation thereof, Managing Director, J&K Trade Promotion Organisation will be the Nodal Officer for all the issues related to Brand Promotion, Brand Development etc. In addition, he will also be responsible for formulating policy regarding the subject and carrying out necessary changes from time to time with the approval of the Administrative Department.

By Order of Government of Jammu and Kashmir.

Sd/-

(Navin K. Choudhary), IAS
Principal Secretary to Government,
Industries & Commerce Department

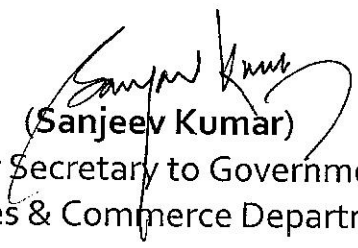
No: IND/Plan -1374/2017.

Dated: 7-3-2019

Copy to the :

1. Director, Industries and Commerce Department, Jammu/ Kashmir.
2. Director, Geology & Mining Department/ Handicrafts/ Handloom Department.
3. Managing Director _____
4. OSD to Advisor (KS)
5. Secretary/CEO, J&K Khadi & Village Industries Board.

6. Private Secretary to Chief Secretary.
7. Private Secretary to Principal Secretary to Government, I&C Department.
8. Private Secretary to Commissioner/Secretary, General Administration Department.
9. Government Order file(w.2.s.c.).
10. Incharge Website, I&C Department.


(Sanjeev Kumar)

Under Secretary to Government
Industries & Commerce Department