

**GOVERNMENT OF JAMMU AND KASHMIR
INDUSTRIES AND COMMERCE DEPARTMENT
CIVIL SECRETARIAT, J&K**

Subject: 36th Surajkund International Craft Mela-2023-participation regarding.

- Refs: I. Letter No. DHHK/DP&E/967 dated 26.11.2022 received from Director, Handicrafts and Handloom, Kashmir.
II. Letter No. DH&HJ/Coop/4679 dated 09.01.2023 received from Director, Handicrafts and Handloom, Jammu.

**Government Order No. 45 -JK (IND) of 2023
Dated: 03.02.2023**

Sanction is hereby accorded to the deputation of following Officers/Officials of Directorates of Handicrafts and Handloom Kashmir/ Jammu to Haryana, on rotational basis, for their participation in Suraj Kund International Craft Mela, 2023 scheduled to be held w.e.f 3rd to 19th February, 2023, to showcase the Art and Craft of UT of Jammu and Kashmir;

I. Directorate of Handicrafts and Handloom, Kashmir

S.No.	Name of the Officer/Official with designation	Date
1.	Mr. Mahmood Ahmad Shah, Director, H&H, Kashmir	As and when required during the event period
2.	Mr. Mirza Shahid Ali, Deputy Director, Handicrafts, Kashmir.	10.02.2023 to 19.02.2023
3.	Mr. Tanveer Mohammad Ganaie, Quality Control Inspector	02.02.2023 to 20.02.2023
4.	Mr. Sheikh Mudasir Jeelani, Assistant Handicrafts Training Officer (AHTO)	10.02.2023 to 20.02.2023
5.	Mr. Wajhat Rasool Mir, Senior Assistant.	02.02.2023 to 20.02.2023
6.	Mr. Shabir Ahmad Kumar, Assistant Craftsman	02.02.2023 to 20.02.2023

II. Directorate of Handicrafts and Handloom, Jammu

S.No.	Name of the Officer/Official with designation	Date
1	Dr. Vikas Gupta, JKAS, Director, Handicrafts and Handloom, Jammu	03.02.2023 to 19.02.2023
2	Mr. Fareed Ahmad Kohli, JKAS Development Officer (Textiles), Handicrafts, Jammu	03.02.2023 to 19.02.2023
3	Mr. Pardeep Shan, JKAS, Assistant Director Handicrafts/Handloom, Kathua	10.02.2023 to 19.02.2023
4	Mr. Joginder Mangool, Deputy Registrar (INDUSCOS), Reasi	03.02.2023 to 09.02.2023
5	Mr. Mohinder Kumar, Assistant Registrar (INDUSCOS), Reasi	03.02.2023 to 19.02.2023
6	Mr. Rahul Sharma, Technical Assistant, Quality Control Wing	03.02.2023 to 11.02.2023
7	Mr. Brij Pal Anand, Designer, School of Designs, Jammu	11.02.2023 to 19.02.2023

/174090/2023

The above officers/officials shall submit a tour diary alongwith required details as per format appended with Government Order as **Annexure-A**.

By order of the Government of Jammu & Kashmir.

Sd/-

(Prashant Goyal)

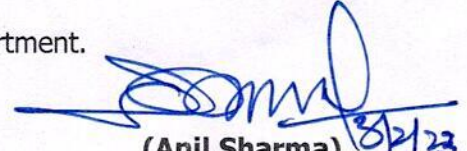
Principal Secretary to the Government

Dated 03.02.2023

No: IC-HHD/28/2022-02 (Part 1)

Copy to the: -

1. Joint Secretary, Ministry of Home Affairs, Government of India.
2. Director, Achieves, Archaeology & Museum, J&K.
3. Director, Handicrafts & Handloom, Kashmir/Jammu.
4. Private Secretary to the Principal Secretary to the Government, Industries & Commerce Department.
5. Concerned Officers/Officials.
6. In-charge Website, Industries and Commerce Department.
7. Government Order file/stock file.


(Anil Sharma) 18/2/23
Under Secretary to the Government

ANNEXURE-A**Format for Post Event Report for various events/fairs/exhibitions/melas**

S.No.	Areas to be noted/covered
1	Introduction about the event <ul style="list-style-type: none"> ➤ details of the event (objective, benefits, expected outcome) ➤ Details of participants including States/UTs/Countries and other notable participants. ➤ Overall footfall generated in the event.
2	About the organizer <ul style="list-style-type: none"> ➤ Brief introduction highlighting the credentials.
3	Objective <ul style="list-style-type: none"> ➤ Reasons to participate and expected outcome.
4	Participation <ul style="list-style-type: none"> ➤ List of participants (Exhibitors, entrepreneurs, start ups, artisans etc.) with details of sector/product. ➤ Activities done in the event (e.g. sales activity, meetings, workshops, conferences etc)
5	Outcome <ul style="list-style-type: none"> ➤ Major achievement during the event (e.g. retail sales done, B-2-B leads generated etc) ➤ Enquiries/Interest Generated. ➤ Analysis of glitches encountered ➤ Footfall in J&K Stall and buyer interest/supplies contracted.
6	Details of expenditure incurred in the event <ul style="list-style-type: none"> ➤ Stall Booking/Travel and Accommodation cost/Branding/Miscellaneous
7	Glimpses/Photo Gallery <ul style="list-style-type: none"> ➤ Images from the event
8	Media coverage <ul style="list-style-type: none"> ➤ Details of social/print/digital media coverage highlighting the event.
9	Any other additional information like point on learning from other stalls and overall event Also provide list of suggested improvements in such events in future.

Q

