



Government of Jammu and Kashmir
Tourism Department Civil Secretariat
Srinagar/Jammu

Tele/fax: 0194-2506001 (F), 2506061, e-mail: tourismhall@gmail.com

R/2336
25/11

The Director,
Tourism Jammu/Kashmir.

No TSM/Pub-115/2013

Dated:- 21.11.2019

Subject:- Roadshows in Singapore, Malaysia and Thailand.

Sir,

I am directed to forward herewith a copy of communication received from Ministry of Tourism, Government of India through email dated 8th November, 2019 regarding the captioned subject and request you to inform leading Tour and Travel Operators, leading hoteliers etc who are desirous to participate in the roadshows to be organized by the Government of India in Singapore, Malaysia and Thailand w.e.f 9th to 12th December, 2019.

Yours faithfully,

(Waseem Raja) KAS

Deputy Secretary to Government,

→

Waseem Raja
19/11/19

[Quoted text hidden]

raja waseem <rajawasim.kas@gmail.com>
To: jktourismdelhioffice@gmail.com

Fri, Nov 8, 2019 at 4:25 PM

Road shows
[Quoted text hidden]

Rangarajan Parthasarathy <rangarajan@nic.in>
To: rajawasim.kas@gmail.com

Mon, Nov 18, 2019 at 12:34 PM

Sir,

In continuation to our mail below, regarding the Incredible India Roadshows in Singapore, Kuala Lumpur and Bangkok, further details of the schedule below along with a standard programme template for the Roadshows:

• Standard Programme for the Roadshows

Timings	Particulars
4:30 pm — 5:00 pm	Registration desk and supplier set up
5:00 pm — 5:30 pm	Registration of sellers and welcome refreshments
5:30 pm — 7.00 pm	B2B interaction between Indian tour operators, Hotels, Wellness Centre, Airlines with overseas tour operators. (This is a one-one Meeting). During the B-2-B meeting where Hon'ble Minister (HM) of Tourism / Secretary (Tourism) / DG (Tourism) are not required to be present, a number of interviews and interaction with local media / opinion makers are arranged for them.
7.00 pm — 7.05 pm	India Presentetation / Know India Seminar Session starts. Welcome Address
7.05 pm — 7:10 pm	A presentation by Air India (if available)
7.10 pm – 7.30 pm	Address – cum – presentation by Senior officer of MOT (DG & JS level)
7:30 pm — 7:40 pm	Address by Indian Ambassador / Consul General in the city where Roadshows are held.
7.40 pm – 7.50 pm	Key note address by HM (Tourism) or Secretary (T)
7:50 pm — 8.15 pm	Cultural performance (Indian Classical Dances / Bollywood dances)
8.15 pm onwards	Cocktails & Dinner (as far as possible Indian Menu). Door Prize announcement – Door Prizes in the form of one week trip to India on full hospitality (including Int'l

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& Dom air tickets, room + meals, transport for transfers & sightseeing, etc.).

Winners of the Door Prizes are selected based on lucky draw of visiting cards collected during Roadshows. Door prizes are given to overseas tour operators and media only. Every city minimum two prizes are given.

- As part of the marketing and promotional initiatives undertaken by the Ministry of Tourism, Roadshows are organised on a regular basis in important tourist generating markets overseas.
- Roadshows are organised through respective India Tourism offices overseas.
- Road Shows are organised with the participation of State Governments / Union Territory Administrations, travel trade associations such as Indian Association of Tour Operators (IATO), FHRAI, HAI, Pacific Asia Travel Association (PATA) India Chapter, Adventure Tour Operators Association of India (ATOAI), India Convention Promotion Bureau (ICPB), leading hoteliers, wellness resorts, etc.
- All Indian participants / stakeholders in the Roadshows make their own arrangements for travel / stay, etc. at their own costs.

Participation in the Roadshows organised by the Ministry is free of Cost for all **approved** tour operators / Hotels, etc of the Ministry of Tourism.

If you are interested in participating in the Roadshows, kindly forward your confirmation through your Associations to the Ministry. Ms. Elizabeth Varte, Asst. Director (OM) E-mail: elizabeth.varte@nic.in / Tel: 011-23717762 may be contacted for any further information.

Hope the above information is adequate.

----- Original Message -----

From: "Rangarajan Parthasarathy" <rangarajan@nic.in>

Date: Nov 7, 2019 9:00:36 AM

Subject: Fwd: Roadshows in Singapore, Malaysia and Thailand - December 09-12, 2019

To: apticnd@yahoo.com, moyongadong@gmail.com, adong12@yahoo.com, jayantasarmah64@yahoo.com, ticndtourism@gmail.com, tic.delhi@visitcg.in, bmlrnpandey@gmail.com, somanspathy@gmail.com, soman@gujarattourism.com, haryanatourism74@gmail.com, jktourismdelhi@yahoo.com, smohankeralatourism@gmail.com, devendrarai@mptourism.com, mtdcdelhi@gmail.com, ava_sangma@yahoo.co.in, prolisapilar@gmail.com, oritourdelhi@gmail.com, skpati5@gmail.com, roshnipuri.phtpb@gmail.com, trcdelhi@yahoo.co.in, skmtourismdelhi@gmail.com, jd.tourism@tn.gov.in, shilpotsavanoida@gmail.com, tourism.gnctd@gmail.com

Cc: elizabeth.varte@nic.in, sudeshna@indiatourism.com.sg

----- Original Message -----

From: "Rangarajan Parthasarathy" <rangarajan@nic.in>

Date: Nov 7, 2019 8:57:57 AM

Subject: Roadshows in Singapore, Malaysia and Thailand - December 09-12, 2019

To: secytrsm@ap.gov.in, sadhana.deori16@gov.in, secytourismap@gmail.com, tsmassam@gmail.com, trsmdept.assam@gmail.com, secy-tourism-bih@nic.in, secytourismbihar@yahoo.co.in, niharika@nic.in, cs-go@nic.in, sectourism@gujarat.gov.in, acshehry@gmail.com, tourismsecy-hp@nic.in, secy.tourism@jk.gov.in, jksecytourism@gmail.com, secytourismjhk@gmail.com, govjharkhandtourism@gmail.com, acs-tour@karnataka.gov.in, secy.ca@kerala.gov.in, ranigeorge@keralatourism.org, tourismsecretary@gmail.com, pstourism@mp.gov.in, sec.tourism@maharashtra.gov.in, nidhi.keshwani29@gmail.com, manipurtourismdett@gmail.com, rvsddd@gmail.com,

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To

The Principal Secretary / Secretary (Tourism) - Tourism Department of States / UTs

Madam/ Sir,

This is to inform that the last of series of Roadshows during the current calendar year 2019 has been organised in Singapore, Kuala Lumpur and Bangkok as per schedule given below:

- 09th December 2019 in Singapore
- 10th December 2019 in Kuala Lumpur
- 12th December 2019 in Bangkok

2. It is requested that you may like to consider participation of your State / UT in the above said Roadshows.

3. Confirmation of participation in the above Roadshows by States / UTs may please be conveyed to Ms. Elizabeth Varte, Assistant Director, Overseas Marketing Division, Ministry of Tourism at her e-mail ID elizabeth.varte@nic.in latest by 15th November 2019.

Regards,



ReplyForward

out of
S. P. (B)
Parv
18/11

W - A C M)