



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

Subject: Constitution of Committees for successful conduct of the "GI Mahotsav" in the Union territory of Jammu and Kashmir.

Ref: U.O No. Agri-OA/29/2023 received from Agriculture Production Department.

Government Order No: 968-JK (GAD) of 2023
Dated: 16-08-2023

Sanction is hereby accorded to constitution of a Core Committee and Sub-Committees, comprising the following, for successful conduct of the "GI Mahotsav" in the Union territory of Jammu and Kashmir:-

A. Core Committee:

1	Administrative Secretary, Agriculture Production Department ,	Chairman
2	Administrative Secretary, Industries & Commerce Department.	Member
3	Administrative Secretary, Department of Rural Development & Panchayati Raj.	Member
4	Administrative Secretary, Department of Information & Public Relations.	Member
5	Administrative Secretary, Transport Department.	Member
6	Administrative Secretary, Hospitality & Protocol Department.	Member
7	Administrative Secretary, Tourism/Culture Department.	Member
8	Representative of Department for Promotion of Industry & Internal Trade, Ministry of Commerce & Industry, Gol	Member
9	Director, Agriculture Jammu/Kashmir	Member Secretary for Jammu and Srinagar respectively.
10	Representative of Finance Department, not below the rank of Additional Secretary.	Member
11	Representative of Home Department, not below the rank of Additional Secretary.	Member
12	Representative of School Education/Higher Education Department, not below the rank of Additional Secretary.	Member

The Committee shall be serviced by Agriculture Production Department.

Terms of Reference:

1. The Committee shall oversee all arrangements and preparations for organizing the GI Mahotsav.

B. Sub-Committees:

The following Sub-committees shall operate at divisional level(s) with the involvement of respective members from the concerned division(s) for accomplishment of the terms of references.

1. GI Product/Artisan selection and Venue Logistics Committee:

1	Director, Industries & Commerce, Kashmir/Jammu	Chairman
2	Director General, Sericulture, J&K	Member
3	Managing Director, J&K Trade Promotion Organization	Member
4	Director Handicrafts & Handlooms, Jammu/Kashmir	Member
5	Director Tourism, Jammu/Kashmir	Member
6	Director Horticulture, Jammu/Kashmir	Member
7	Director Animal Husbandry, Jammu/Kashmir	Member
8	Director Fisheries, J&K	Member
9	Director Agriculture, Jammu/Kashmir	Member Secretary for Jammu and Srinagar respectively

Terms of Reference:

1. The committee shall identify/select 100 GI registered products and shall identify/select and invite 100 Artisans/Exhibitors for showcasing selected GI Products during the event.
2. The Committee shall ensure that all logistics (fabrication & infrastructure) like stalls, stage, decor etc. and other requisite facilities are made available at the venue.
3. Any other arrangements as may be required.

2. Accommodation/Transport Committee:

1	Director, Hospitality & Protocol Department, J&K	Chairman
2	Director, Motor Garages Department, J&K	Member
3	Joint Director, Hospitality & Protocol Department, Jammu/Kashmir	Member
4	Joint Director, Agriculture Extension, Jammu/Kashmir	Member Secretary for Jammu and Srinagar respectively
5	Deputy Director, Motor Garages, Jammu/Kashmir	Member

Terms of Reference:

1. To make arrangements for Hotel Accommodation up to 3-star ranking (twin sharing) for artisans/exhibitors.
2. To make arrangements of Lunch & tea for artisans/exhibitors at the site of venue.
3. To make arrangement for 'to & fro' transportation (from venue to accommodation) for artisans/exhibitors.
4. To make adequate arrangements of accommodation and transportation for VIPs/Guests from Government of India/States for the event.
5. Any other arrangements as may be required.

3. Publicity/Cultural Show Committee:

1	Director Information, J&K	Chairman
2	Director Industries & Commerce, Kashmir/Jammu	Member
3	Director School Education, Jammu/Kashmir	Member
4	Director Agriculture, Jammu/Kashmir	Member
5	Director Colleges, J&K	Member
6	Director Extension Education SKUAST, Jammu/Kashmir	Member
7	Joint Director Information, Jammu/Kashmir	Member
8	Joint Director Agriculture Extension, Jammu/Kashmir	Member Secretary
9	Joint Director Horticulture, Jammu/Kashmir	Member

Terms of Reference:

1. To give wide Publicity to the event (UT/National level) through News Papers, Electronic Media (TV & Radio) Social-Media, Online platform.
2. To facilitate design, print & installation of promotional materials- Hoardings & Banners, Signage's.
3. To ensure making of short Films/videography & photography of the event.
4. To ensure printing of Brochures, pamphlets, invitation cards, souvenir, sign boards, badges etc.
5. To make arrangements for one-hour Cultural Show on each day- evening time and arrangements for quiz/cooking shows etc.
6. To facilitate GI Awareness/workshop interaction and knowledge sharing session for which it shall invite experts, entrepreneurs, artisans, students, academicians, scholars etc.
7. To submit the outcome/output report of the event.

By order of Government of Jammu and Kashmir.

Sd/-
(Sanjeev Verma) IAS
Commissioner/Secretary to the Government

No. GAD-ADM0IV/105/2023-09-GAD

Dated: 16.08.2023

Copy to the:-

1. All Financial Commissioners (Additional Chief Secretaries).
2. All Principal Secretaries to the Government.
3. Principal Secretary to the Hon'ble Lieutenant Governor, J&K.
4. Joint Secretary (J&K) Ministry of Home Affairs, Government of India, New Delhi.
5. All Commissioner/Secretaries to the Government.
6. Divisional Commissioner, Kashmir/Jammu.
7. Director, Archives, Archaeology and Museums, J&K.
8. Private Secretary to the Chief Secretary, J&K.
9. Private Secretary to Advisor (B) to the Lieutenant Governor.
10. Private Secretary to Commissioner/Secretary to the Government, GAD.
11. Government Order/Stock file/Website, GAD. Hindi and Urdu version shall follow.


(Mohit Raina) JKAS
Under Secretary to the Government