



**Jammu & Kashmir Trade Promotion Organization
Industries & Commerce Department, Govt of J&K.**

6th Floor, JLN UdyogBhawan, Jammu / 3rd Floor, Sanat Ghar, Bemina, Srinagar

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Subject: Constitution of Committees for Jammu Trade Fair 2024

**Office Order No: JKTPO/J/61/05
Dated: 20/01/2024**

For smooth conduct of **Jammu Trade Fair 2024** at General Zorawar Singh Auditorium Complex, University of Jammu, the following committees are hereby constituted:-

S.N o.	Committee	Officials/Consultants	Duties
1.	Inauguration	Mr. Aditya Chuni Mr. Suhail Shawl Mr. Faizan Khan Mr. Asif Rashid Ms. Malvika Jamwal Mr. Avi Gupta Ms. Gunjika Gandotra Ms. Radhika Gandotra	Planning and facilitation of arrival, reception and movements of Chief Guest /other Dignitaries.
2.	Venue Management/ /Procurement/Branding/ Coordination with vendors (including Booth)	Mr. Dawood Wani Mr. Aditya Chuni Mr. Rauf Jan Mr. Udit Bhatyal Mr. Shashi Mr. Asif Rashid Mr. Faizan Khan Mr. Anuroop Satle	Coordination with Event Company for complete Set Up, Branding of the Venue, Coordinating with Photographer, Finalizing rates, purchase orders
3.	Food Court	Mr. Aditya Chuni Mr. Rahul Gujjer Mr. Mohsin Ms. Malvika Jamwal Ms. Radhika Gandotra Ms. Gunjika Mr. Avi Gupta	Reach out to prominent Food Court players

4.	Seller Mobilization	Mr. Dawood Wani Mr Aditya Chuni Mr. Asif Rashid Mr. Faizan Khan Mr. Shabir Sofi Mr. Jeetan Kumar Ms. Malvika Jamwal Ms. Misba Ms. Gunjika	Ensure mobilization of the sellers and setting up of stall.
5	E-mail- Invitations	Mr. Rouf Jan Mr. Rahul Gujjer Ms. Radhika Gandotra Ms. Misba	Invites- Reach out to Stakeholders/ Local Associations/ Government Officials/Artisans/Entrepreneurs etc.
6	Distribution of Invitations	Jammu- Mr. Jeetan and Mr. Amit Srinagar- Mr. Sajad Sofi andMr. Bashir	Ensure formal invitations to VVIPS/ VIPS/ Depts. etc and final List to be submitted
7	Branding and Marketing: Onsite branding (Fasia branding, Banners, posters, standees, badges, coupons etc), Designing of collaterals, Advertisement in News paper.	Mr. Aditya Chuni Mr. Asif Rashid Mr. Faizan Khan Mr. Anuroop Mr. Udit Bhatyal	Design, printing, publicity, distribution, usage, etc. of branding/publicity material.
8.	Media Management	Mr. Dawood Mr. Mohsin Mr. Faizan Mr. Anuroop Ms. Radhika	Ensuring vibrant media campaign and timely posting on social media handles.
9.	Talking points/ Press Release	Mr. Suhail Mr. Asif Rashid Mr. Shabir Sofi	Preparing minute to minute, talking briefs and press releases with pictures.

Mr. Imran Mehmood FA/CAO shall be overall incharge and GM(M) shall supervise and manage all activities relating to the Jammu Trade Fair. They will ensure smooth and successful completion of the event in accord with rules/procedures.


Managing Director
JKTPO

Copy to:

1. All concerned officials /EY Team.