

**Subject: Constitution of Committees for 2<sup>nd</sup> edition of J&K Agro Food Fest 2025**

**Office Order No:** JKTPO/J/377/79  
**Dated:** 30/12/2024

Sanction is hereby accorded for constitution of following committees under the overall supervision of General Manager, Jammu for coordination for 2<sup>nd</sup> edition of J&K Agro and Food Fest Buyer Seller Meet to be held in association with Trade promotion Council of India (TPCI) on 22-23 January 2025 at SKUAST- Jammu.

S.No.	Committee	Officials/Consultants	Duties
1.	Coordination with Stakeholders/ Departments	<b>Mr. Vishal Ray- Incharge</b> Mr. Abhinandan Magotra Mr. Kanav Kapahi	Coordination and Liaisoning with all stakeholders/Departments for the event
2.	Inaugural Session	<b>Mr. Vishal Ray- Incharge</b> Mr. Shabir Sofi Mr. Narinder Abrol Ms. Neha Sharma Mr. Avi Gupta Ms. Gunjika Gandotra	Planning and facilitation of arrival, reception and movements of Chief Guest /other Dignitaries/Seating plan.
3.	Venue Management/ Procurement/Branding/Coordination with vendors (including Booth)	<b>Mr. Aditya Chuni - Incharge</b> Mr. Ujwal (Procurement) Mr. Shashi Kumar Mr. Udit Bhatyal	Coordination with Event Company for complete Set Up, Branding of the Venue, Catering Arrangements Coordinating with Photographer, Finalizing rates, purchase orders
4.	Accommodation/Transportation/Media Management	<b>Mr. Vishal Ray</b> Mr. Shashi Kumar Mr. Udit Bhatyal Mr. KanavKapahi Mr. Siddharth	(i) Hotel Bookings and Room Mapping (ii) Local Transport arrangements and coordination with drivers
5.	Presentations/Talking Points/Press Notes/M2M/ Post event report	<b>Mr. Shabir Sofi- Incharge</b> Ms. Neha Sharma	Preparing minute to minute, talking briefs and press releases with pictures.

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6	Invitations	<b>Ms. Gunjika Gandotra- Incharge</b> Mr. Avi Gupta Mr. Amit Gupta Mr. Kanav Kapahi	Preparation of Invitee list and Invitation cards – Ensure formal invitations to VVIPs/VIPS/Depts etc
7	B2B Meets	<b>Mr.Narinder Abrol- Incharge</b> Ms. Neha Sharma Mr. Sakib Bazaz	Planning and Coordinating B2B Meets
8.	Social Media Management	<b>Mr. Dawood Wani- Incharge</b> Ms. Radhika	Ensuring vibrant media campaign and timely posting on social media handles.
9	Panel Discussions (if any)	<b>Mr. Shabir Sofi- Incharge</b> Mr. Kanav Kapahi Ms. Neha Sharma	Finalizing the panels, invitations and ensuring all related arrangements on dias
10	Outreach to Exhibitors	Mr. Aditya Chuni Mr. Avi Gupta Ms. Radhika Gandotra Ms. Gunjika Gandotra Ms. Misba Mr. Muzaffer	Reach out to Jammu/ Kashmir Exhibitors for stall setup
11	Shortlisting of exhibitors (Maintaining Database)	<b>Mr. Rouf Jan</b> Ms. Radhika Gandotra Mr. Muzaffer	
12	Design and printing of Branding material	<b>Mr. Aditya Chuni- Incharge</b> Mr. Shabir Sofi Mr. Siddharth Koul Mr. Sakib Bazaz Mr. Avi Gupta	Onsite branding ( Fascia branding, Backdrop, Banners, posters , Flyers, standees , hoardings, badges , File covers, coupons etc ), Designing of collaterals/creatives/print advertisement/OOH. Co-ordination with Printer and Graphic designer.
13	Coordination with Culture Department/ J&K Academy of Art, Culture, and Language	Mr. Vishal Ray Mr. Aditya Chuni	Coordination for cultural performances
14	Finalization and Purchase of Souvenirs, Mementoes, Stationery, Delegation Kits and any other items required	<b>Mr. Vishal Ray- Incharge</b> Mr. Aditya Chuni Mr. Sidharth Koul Mr. Shashi Kumar	Finalization and Purchase of necessary items.

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15	Stall erection and Fabrication	Mr. Vishal Ray Mr. Aditya Chuni - Incharge Mr. Sidharth Koul Mr. Shashi Kumar	Stall erection and Fabrication during the event
16	Stall Allocation to exhibitors	Mr. Aditya Chuni Mr. Shabir Sofi Mr. Narinder Abrol Mr. Sakib Bazaz Mr. Udit Bhatyal	Stall allocated to exhibitors
17	Exhibition Area	Mr. Aditya Chuni Mr. Vishal Ray Mr. Kanav Kapahi Mr. Avi Gupta	

This issues with the approval of competent authority.

  
General Manager  
JKTPO

Copy to:

1. All concerned officials.