



## Jammu & Kashmir Trade Promotion Organization

Industries & Commerce Department, Govt of J&K.

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**Subject: Responsibility Sheet for J&K Trade Show – Winter Edition 2025**

Office Order No: JKTPO/J/366/80

Dated: 30/12/2024

The J&K Trade Show – Winter Edition 2025 is scheduled to be held from 31 January - 05 February, 2025. In this regard, following responsibilities have been assigned to below mentioned resources:


S no	Responsibility assigned	Official/Consultant
1	Reach out to EPCs/ Councils/ Handicraft Corporations/various Government Depts/ Associations for purchase of stalls  Reach out to Registered Sellers/ Exhibitors	As per allotted Google sheet (Annexure A & Annexure B)
2	Outreach for Sponsorships/ Food Court players- Draft List of potential sponsors and food court vendors be prepared to share sponsorship and collaboration proposals.	<b>Shabir Sofi</b> <b>Kanav Kapahi</b> Narinder Abrol Neha Sharma
3	1.Venue Arrangement 2.Finalization of BoQ items for empanelled Vendor 3.Coordination with the vendor for stall fabrication 4.Procurement through GEM 5.Catering Arrangements 6.Coordination with Photographer/ Videographer	<b>Vishal Ray</b> Dawood Wani Aditya Chuni Shashi kumar Udit Bhatyal
4	Social Media Management – ensuring Timely posts/ tweets, draft content for social media handles	<b>Dawood Wani</b> Radhika Gandotra Saqib Bazaz
5	Providing Content to designer for designing /printing of Branding material- Onsite branding ( Stall Fascia branding/Backdrop/Banners/posters/ Flyers/standees/hoardings/badges/I-cards/File	<b>Vishal Ray</b> Aditya Chuni Shabir Sofi Kanav Kapahi

	covers/food coupons etc ), Designing of collaterals/creatives/print advertisement /OOH. Co-ordination with Printer and Graphic designer.	Siddharth Koul Shashi Kumar
6	Co-ordination with Municipal Corporation( Waste Management, Bio Toilets, Fumigation), Jammu and Kashmir Police(Traffic Management, Security Arrangements), Department of Health Services(First Aid Services and Ambulance), Power Development Corporation Ltd (Uninterrupted Supply of Electricity)	<b>Aditya Chuni</b> Dawood Wani Rouf Jan
7	Coordination with Culture Department/ J&K Academy of Art, Culture, and Language for cultural performances	<b>Vishal Ray</b> Aditya Chuni Gunjika Gandotra
8	Documentation- Draft M2M, Talking Points & Press Releases, Preparation of Post Event Report	Shabir Sofi Neha Sharma
9	Finalization and Purchase of Souvenirs, Mementoes, Stationery, Delegation Kits and any other items required, printing of Participation/ Appreciation Certificates	<b>Vishal Ray</b> Aditya Chuni Sidharth Koul Shashi Kumar
10	Preparation of Invitee list and Invitation cards – Ensure formal invitations to VVIPS/VIPS/Depts etc	Avi Gupta Gunjika Gandotra
11	Hoarding installation	<b>Vishal Ray</b> Aditya Chuni Shashi Kumar
12	Radio Jingles/ Media related works Arrangement of event small video/photographs	Vishal Ray <b>Narinder Abrol</b> Avi Gupta
13	1.Emails to all registered Sellers/Entrepreneurs 2.Shortlisting of exhibitors (Maintaining Database)	<b>Rouf Jan</b> Radhika Gandotra Gunjika Gandotra Muzaffer Ahmed
14	Inauguration Session- (Facilitation of movement of Chief Guest/VIPs, Dias Plan, Seating Plan)	Vishal Ray Aditya Chuni Rouf Jan Avi Gupta Gunjika Gandotra Radhika Gandotra Sakib Bazaz

15	Seating Plan – General Public	Narinder Abrol Sidharth Koul
16	Accommodation and transportation (if required)	<b>Vishal Ray</b> Aditya Chuni Shashi Kumar
17	Stall erection and Fabrication	Vishal Ray <b>Aditya Chuni</b> Sidharth Koul Shashi Kumar
18	Stall Allocation to exhibitors	Aditya Chuni <b>Shabir Sofi</b> Narinder Abrol Sakib Bazaz
19	Managing the Food Court	Sidharth Koul Udit Bhatyal

This issues with the approval of competent authority.

Note: All concerned are directed to provide daily updates to the General Manager (SS) on their assigned tasks. Additionally, ensuring payment realization from the stalls is the responsibility of the designated resource.

  
**General Manager**  
**JKTPO**

Copy to.

1. Managing Director for kind information please.
2. All concerned officials.