



NATIONAL APEX CHAMBER

MEDIA COVERAGE

Pre Event Coverage

S.No.	Publication Name	Date	Place	Link
1.	The Tribune	18/09/2018	Srinagar	PHDCCI turns to golf to attract tourists
2.	The News Now	20/09/2018	Srinagar	Second edition of PHD Golf Tourism Conclave, Tournament from Sept 22
3.	Greater Kashmir	20/09/2018	Srinagar	Second edition of PHD Golf Tourism Conclave, Tournament from Sept 22
4.	Kashmir Times	21/09/2018	Jammu	Second edition of PHD Golf Tourism conclave from Sept 22
5.	Kashmir Reader	21/09/2018	Srinagar	PHD Golf Tourism Conclave, Tournament from Sep 22

Post Event Coverage

S.No.	Publication Name	Date	Place	Link
1.	Ziraat Times	22/09/2018	Srinagar	ADVISOR GANAI INAUGURATES 2-DAY PHD GOLF TOURISM CONCLAVE
2.	Daily Excelsior	23/09/2018	Srinagar	Advisor Ganai inaugurates 2-day PHD Golf Tourism Conclave Tournament
3.	State Times	23/09/2018	Srinagar	Advisor Ganai inaugurates PHD Golf Tourism Conclave, Tournament
4.	Kashmir Times	23/09/2018	Srinagar	Golf promotion linked to tourism promotion in JK: Advisor Ganai
5.	The Better Kashmir	23/09/2018	Srinagar	Advisor Khurshid Ahmad Ganai for aggressive media campaign to promote tourism Inaugurates 2-day PHD Golf Tourism Conclave
6.	Kashmir Reader	23/09/2018	Srinagar	Ganai inaugurates 2-day PHD Golf Tourism Conclave, Tournament
7.	Outlook India	23/09/2018	Srinagar	Golf tourism conclave and tournament concludes in Srinagar
8.	Ziraat Times	23/09/2018	Srinagar	PHD GOLF TOURISM CONCLAVE AND TOURNAMENT CONCLUDE IN SRINAGAR
9.	Kashmir News Service	23/09/2018	Srinagar	PHDCCI Golf Tourism Conclave, Tournament concludes
10.	□□□□□□ □□□□□□	26/09/2018		□□□□□ □□□□□□□ □□ □□□□□□ □□□□ □□ □□□ □□□□□□□ □□□ □□□ □□□□□ □□□□□□□ □□□□□□□□□
11.	360° Travel & Tourism	27/09/2018		Golf tourism in the spotlight in J&K with PHD Golf conclave and tournament



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Rising Kashmir- 23 Sep. 2018 (Page 9)

Rising Kashmir

Srinagar Sunday 23 September 2018

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Advisor Ganai for aggressive media campaign to promote tourism

Inaugurates 2-day PHD Golf Tourism Conclave

RISING KASHMIR NEWS

Srinagar Sept 22: Advisor to Governor, Khurshid Ahmad Ganai Saturday inaugurated 2-Day PHD Golf Tourism Conclave and Tournament in which stakeholders from different States as well other countries are participating.

The Advisor who was Chief Guest on the occasion said the event will go a long way in promoting tourism in the State.

He asked the department of tourism to start vigorous tourism promotion campaign through print and electronic media.

He said the convergence of tourism players, tourists and media coming from different parts of the country and the world, gives a great opportunity to promote Jammu and Kashmir as a safe, vibrant and adventure filled destination. He said Autumn season is a great tourism season in which tourists can enjoy beautiful fall colours in Jammu and Kashmir, in addition of this season being an important religious tourist season.

He urged the participants to go back to their native places with positive image of Kashmir and tell their friends, neighbors, clients etc about their experience in hospitable Kashmir. He said the State has a huge potential to emerge as number one tourist destination in the country and this can happen with active participation of tourists, tourism players, government and other associated people.

The Advisor said Golf comprises of high-end tourist activity and Kashmir offers some of the best golf courses with pleasant weather. He



said the government is keen to develop the tourism infrastructure in the State so that the visitors have a safe and comfortable stay here.

Chairman, Kashmir Committee of PHDCCI, Mushtaq Chaya also spoke on the occasion and gave an overview of the tourism sector in the State. He asked for various interventions particularly in Golf tourism so that this aspect of tourism progresses by leaps and bounds.

Advisor assured the audience that

all the genuine demands will be addressed on priority.

The representatives of different States and countries presented a power point presentation highlighting golf tourism and related infrastructure at their respective places.

Secretary PHE, I&FC, Farooq Ahmad Shah, Secretary Tourism, Government of Telangana, B Venkateshan, Chairman, Tourism Committee, PHDCCI, Mukesh Gup-

ta, Chairman, Tourism Committee & President Professional Golfers Association of India, AP Vicky Shaw, President, PHDCCI Anil Khaitan, Director, Tourism Authority of Thailand New Delhi, Isra Stapanaseth and Assistant Director, Ministry of Tourism Government of India, Pawas Prasoon, also present on the occasion and gave their views on further development of Golf Courses besides to promote tourism sector in Jammu and Kashmir.

SUNDAY, SEPTEMBER 23, 2018 (PAGE 12)

Good show by shuttlers on Day-2 of Badminton C'ship

Excelsior Sports Correspondent

JAMMU, Sept 22: Shuttlers displayed skill and promise on Day-2 of the J&K State Ranking/Selection Badminton Championship, being organised by Jammu and Kashmir Badminton Association at Badminton Hall, Police Lines, here.

The winners in Under-19 boys singles included Aesh Goiswami, Bhavya Sharma, Nakul Vaid, Yashdeep Singh, Puranjay, SAhdev Singh, Sarabjeet Singh and Amil Ahmad, while the winners in Under-19 girls singles were Snowy and Rashmi Kashyap.

The winners in men's singles included, Aesh Goswami, Raghav Dogra and Divum Gupta, while the winners in women's singles were Rabia Khan, Tobia and Vaishnavi Sharma.

Fancied India wary of unpredictable Pakistan

DUBAI, Sept 22:

Favourites India have no grounds for complacency as they wait to see 'which' Pakistan turns up in the Asia Cup here Sunday, well aware of the unpredictable arch-rivals' penchant for surprising not just opponents but themselves, too.

India are eyeing a place in the final after three wins in as many matches, while Pakistan will look to step up their game in the Super Four match, after a scare against Afghanistan.

India walloped Pakistan by eight wickets in the group game three days ago but if history is any indication, the Men in Blue will take their traditional rivals lightly at their own peril.

After being made to work hard by minnows Hong Kong in their tournament opener, India got their act together in the much-awaited group game against Pakistan and produced a clinical display to make short work of Sarfraz Ahmed's team.(PTI)

Advisor Ganai inaugurates 2-day PHD Golf Tourism Conclave Tournament

Excelsior Sports Correspondent

SRINAGAR, Sept 22: Advisor to Governor, Khurshid Ahmad Ganai today inaugurated 2-day PHD Golf Tourism

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Advisor Khurshid Ganai lighting ceremonial lamp while inaugurating Golf Tournament in Srinagar.

Conclave and Tournament in which stakeholders from different States as well other countries are participating.

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He urged the participants to go back to their native places with positive image of Kashmir and tell their friends, neighbors, clients etc about their experience in hospitable Kashmir. He said the State has a huge potential to emerge as number one tourist destination in the country and this can happen with active participation of tourists, tourism players, government and other associated people.

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Chairman, Kashmir Committee of PHDCCI, Mushtaq Chaya also spoke on the occasion and gave an overview



Winners of Football tournament posing along with dignitaries and officials in Baramulla.

Inter-Club Football Tournament concludes

Excelsior Sports Correspondent

BARAMULLA, Sept 22: Inter-Club Football Tournament, organised by Big Blues Football Club Baramulla concluded at Degree College ground, here today.

In the final, Team Red defeated Team Green by a soli-

The chief guest and the guests of honour were the veteran Footballers of District Baramulla.

Speaking on the occasion, veteran footballer, Mr Shafqat threw light on the history and glory of Degree College ground Baramulla and said that the development of jogger's path is



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SRINAGAR | September 23, 2018, Sunday

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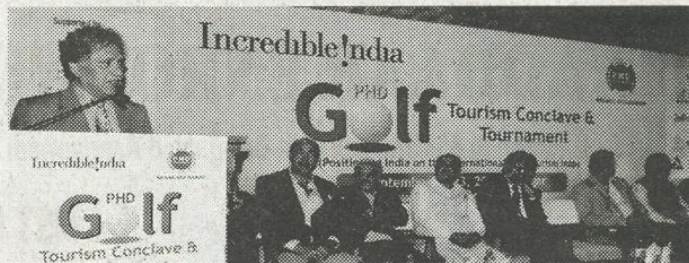
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Advisor Ganai inaugurates PHD Golf Tournament

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Kashmir Reader- 23 Sep. 2018 (Page 15)

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SUNDAY 23 September 2018

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Greater Kashmir- 23 Sep. 2018 (Page 14)

DailyGreaterKashmir

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Greater Kashmir
SPORTS

PHDCCI Golf Tourism Conclave, Tournament concludes

Golf promotion linked to tourism promotion in J&K: Advisor Ganai



Srinagar, Sep 23: Advisor to Governor, Khurshid Ahmad Ganai today said efforts are on for aggressive promotion of golf in the State as it constitutes an important component of State's tourism sector.

The Advisor said this while addressing the concluding ceremony of two-day PHDCCI Golf Tourism Conclave and Tournament at Royal Springs Golf Course here.

The tournament saw the participation of over 85 golfers from the country, besides some local golfers also displayed their golfing skills.

Ganai said J&K has some world class Golf courses and the efforts of the Governor's administration are to promote the game as it would lead to promotion of tourism in the State.

He said a tourism conclave would be held soon at Kolkata to attract tourists towards J&K.

Ganai said J&K has huge potential to emerge as number one tourist destination in the country, adding it can happen with the active participation of tourists, tourism players, government and other stakeholders.



In order to send a positive message outside, Ganai urged the participants to share with their friends,

neighbors and clients, about their experience in the Valley, including the hospitality they received during

their stay here.

He said the Governor's administration is keen to develop the tourism infrastructure in the State to ensure that the visitors have a safe and comfortable stay here.

Former Chief Minister and Member Parliament, Dr Farooq Abdullah on the occasion said that Government should make the Golf Development Authority in the State which would maintain the existing and develop new Golf courses.

He suggested that Jammu and Kashmir Bank should

maintain the Srinagar Golf Course.

Director General Tourism, Govt of India Satyajeet Rajan, Chairman PHDCCI, Anil Khattan, Chairman, Kashmir Committee of PHDCCI, Mushtaq Chaya, CEO Golf Development Authority, Ghalib Mohi-ud-Din, MD JKTDCA Asif Hamid Khan, Director Tourism, prominent golf players were present on the occasion.

In the end, Advisor Khurshid Ganai and Dr Farooq Abdullah gave away trophies to the winners of the tournament.

The Daily Aftab Srinagar- 23 Sep. 2018 (Page 10)

خورشید گنائی نے دو روزہ پی ایچ ڈی گالف ٹورازم کنکلیو اینڈ ٹورنامنٹ کا افتتاح کیا



سری نگر/گورنر کے مشیر خورشید احمد گنائی نے آج دو روزہ پی ایچ ڈی گالف ٹورازم کنکلیو اینڈ ٹورنامنٹ کا افتتاح کیا جس میں مختلف ریاستوں اور ممالک سے تعلق رکھنے والے متعلقین شرکت کر رہے ہیں۔ مشیر موصوف جو اس موقع پر مہمان کی حیثیت سے موجود تھے، نے کہا کہ اس پروگرام سے ریاست کی سیاحت کو فروغ دینے میں کافی مدد ملے گی۔ انہوں نے کہا کہ ملک کے مختلف حصوں سے آئے ہوئی اہم شخصیات کے ایک جگہ جمع ہونے سے جموں و کشمیر کو اجاگر کرنے میں کافی مدد ملے گی۔ انہوں نے کہا کہ موسم خزاں یہاں کے سیاحتی سیزن کے لئے کافی اہم ہے اور اس موسم کے دوران یہاں کی خوبصورتی دوبالا ہو جاتی ہے۔ انہوں نے وہاں موجود لوگوں سے اپیل کی کہ وہ کشمیر کی مثبت ساکھ کو اجاگر کریں اور اپنے ہمسایوں، دوستوں اور دیگر لوگوں کو یہاں کی مہمان نوازی کے بارے میں جانکاری دیں۔ مشیر نے کہا کہ ریاست میں ملک کی ایک اوّلین سیاحتی ریاست بننے کے کافی وسائل موجود ہیں اور سیاحوں، سیاحت سے جڑے لوگوں اور حکومت کے اشتراک سے یہ مقصد حاصل کیا جاسکتا ہے۔ انہوں نے کہا کہ حکومت سیاحت سے متعلق بنیادی ڈھانچے کو بڑھاوا دینے کی منتہی ہے اور سیاحوں کو بہتر سہولیات، بہم پہنچائی جا رہی ہیں۔ چیئر مین کشمیر ٹی آف پی ایچ ڈی سی آئی مشتاق چلیو نے اس موقع پر ریاست میں سیاحتی سیکٹر کے منظر نامے کا تفصیلی خاکہ پیش کیا۔ مختلف ریاستوں اور ممالک کے نمائندوں نے اپنے اپنے جگہوں کو گالف سیاحت اور بنیادی ڈھانچے کو پادروائٹس پرڈکشن کے ذریعے اجاگر کیا۔

Sunday- 23 Sep. 2018 (Page 8)

ریاست ملک کی اوّلین سیاحتی ریاست بننے کے اہل: گنائی

سری نگر میں 2 روزہ پی ایچ ڈی گالف ٹورازم کنکلیو اینڈ ٹورنامنٹ شروع



سری نگر/گورنر کے مشیر خورشید احمد گنائی نے یہاں دو شخصیات کے ایک جگہ جمع ہونے سے جموں و کشمیر کو روزہ پی ایچ ڈی گالف ٹورازم کنکلیو اینڈ ٹورنامنٹ کا افتتاح کیا جس میں مختلف ریاستوں اور ممالک سے تعلق رکھنے والے متعلقین شرکت کر رہے ہیں۔ مشیر موصوف جو اس موقع پر مہمان کی حیثیت سے موجود تھے، نے کہا کہ اس پروگرام سے ریاست کی سیاحت کو فروغ دینے میں کافی مدد ملے گی۔ انہوں نے کہا کہ ملک کے مختلف حصوں سے آئے ہوئی اہم شخصیات کے ایک جگہ جمع ہونے سے جموں و کشمیر کو اجاگر کرنے میں کافی مدد ملے گی۔ انہوں نے کہا کہ موسم خزاں یہاں کے سیاحتی سیزن کے لئے کافی اہم ہے اور اس موسم کے دوران یہاں کی خوبصورتی دوبالا ہو جاتی ہے۔ انہوں نے وہاں موجود لوگوں سے اپیل کی کہ وہ کشمیر کی مثبت ساکھ کو اجاگر کریں اور اپنے ہمسایوں، دوستوں اور دیگر لوگوں کو یہاں کی مہمان نوازی کے بارے میں جانکاری دیں۔ (بقیہ صفحہ 11 پر: شروع)