

**4<sup>TH</sup> PHDCCI GOLF TOURISM CONCLAVE & TOURNAMENT**  
8-9 October 2021 | Pahalgam, Jammu and Kashmir

**PROGRAMME (DAY 1)**

**GOLF TOURISM CONCLAVE: 8 October 2021 at Pahalgam Club and Convention Centre**

INAUGURAL SESSION	
3:00 PM – 4:00 PM	Registration with Tea & Coffee
4:00 PM – 4:05 PM	National Anthem and Lighting of the Lamp by dignitaries
4:05 PM – 4:10 PM	Theme Address by Mr. Rajan Sehgal, President, India Golf Tourism Association
4:10 PM – 4:15 PM	Address by H.E. Dr. Ashraf Shikhaliyev, Ambassador of the Republic of Azerbaijan
4:15 PM – 4:20 PM	Address by H.E. Mr. Ung Sean, Ambassador of Royal Embassy of Cambodia
4:20 PM – 4:25 PM	Address by H.E. Mr. Willy K. Bett, High Commissioner of Kenya
4:25 PM – 4:30 PM	Address by H.E. Mr. Moe Kyaw Aung, Ambassador of Myanmar
4:30 PM – 4:35 PM	Address by H.E. Mr. Fleming Duarte, Ambassador of the Republic of Paraguay
4:35 PM – 4:40 PM	Address by H.E. Mr. Ramon S. Bagatsing Jr., Ambassador of the Philippines
4:40 PM – 4:45 PM	Address by H.E. Mr. Pham Sanh Chau, Ambassador of the Socialist Republic of Vietnam
4:45 PM – 4:55 PM	Guest of Honour Address by Mr. Sarmad Hafeez (IAS), Secretary – Tourism, UT of Jammu and Kashmir
4:55 PM – 5:00 PM	Release of Knowledge Report on Golf Tourism by Dignitaries
5:00 PM – 5:10 PM	Chief Guest Address by Mr. G Kamala Vardhana Rao (IAS), Director General, Ministry of Tourism, Government of India
5:10 PM – 5:15 PM	Vote of Thanks by Mr. Saurabh Sanyal, Secretary General, PHDCCI

PRESENTATIONS	
5:15 PM – 5:35 PM	<ul style="list-style-type: none"> <li>Ministry of Tourism, Government of India</li> <li>Jammu and Kashmir Tourism</li> <li>Gujarat Tourism</li> </ul>
PANEL DISCUSSION: <i>'Rejuvenating Tourism &amp; Business through Golf'</i>	
5:35 PM – 6:30 PM	<p><b><u>Moderator:</u></b></p> <ul style="list-style-type: none"> <li>Mr. Rajan Sehgal, President, India Golf Tourism Association</li> </ul> <p><b><u>Panelists:</u></b></p> <ul style="list-style-type: none"> <li>Mr. Ghulam Nabi Itoo (KAS), Director – Tourism (Kashmir), UT of Jammu and Kashmir</li> <li>Mr. Mushtaq Burza, President, Jammu &amp; Kashmir Golf Association</li> <li>Mr. Uday Marwah, Founder &amp; Director, Premier Lifestyle Management</li> <li>Mr. Arshad Shawl, Managing Committee Member, PHDCCI</li> <li>Mr. Vicky Shaw, Senior Member – Kashmir Chapter, PHDCCI</li> </ul>
6:30 PM – 6:35 PM	Concluding Remarks by Dr. Jatinder Singh, Assistant Secretary General, PHDCCI
7:00 PM onwards	Gala Networking Dinner

## PROGRAMME (DAY 2)

### GOLF TOURNAMENT: 9 October 2021 at Lidder Valley Golf Course, Pahalgam

9:00 AM – 9:30 AM	Registration (Golfers to collect Score Card and Rule Sheet)
9:30 AM – 9:40 AM	Briefing by Mr. Uday Marwah, Secretary, India Golf Tourism Association
9:40 AM – 9:50 AM	Ceremonial Tee Off
1:00 PM – 1:30 PM	Score Card Collection (Golfers to submit Score Card at Registration Counter)
1:30 PM – 2:30 PM	Networking Lunch
2:30 PM – 2:40 PM	Chief Guest Address
2:40 PM – 2:50 PM	Prize Distribution by Chief Guest to Winners
2:50 PM – 2:55 PM	Concluding Remarks by Dr. Jatinder Singh, Assistant Secretary General, PHDCCI