



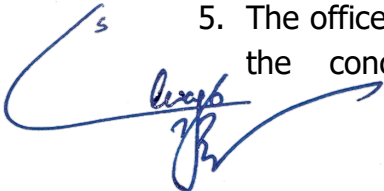
**Government of Jammu and Kashmir
General Administration Department
Civil Secretariat, J&K**

Subject: Nomination of Festival Director for the 1st International Film Festival of Jammu & Kashmir (IFFJK)-2026.

**Government Order No. 1434-JK(GAD) of 2026
Dated:21.08.2026**

Sanction is hereby accorded to the nomination of Ms. Shreya Singhal, IAS, (AGMUT:2020), Director Information, J&K, as the Festival Director for the 1st International Film Festival of Jammu & Kashmir (IFFJK)-2026 being organized from 7th to 10th September, 2026 in the Union territory of Jammu & Kashmir, with its main venue at Sher-i-Kashmir International Convention Centre (SKICC), Srinagar and side events at Jammu and Gulmarg, in order to ensure effective coordination, smooth conduct and successful organization of Festival with the following Key Responsibility areas:

1. The officer shall be responsible for overall coordination and facilitation of the Festival and shall work in close coordination with all concerned stakeholders for its smooth and successful conduct.
2. The officer shall coordinate with the Offices of the Divisional Commissioners, Kashmir and Jammu, and the Nodal Officers designated by concerned Government Departments/Agencies of the Union territory of Jammu & Kashmir, besides other stakeholders as may be required.
3. All concerned Departments/Agencies, Divisional Administrations and Nodal Officers shall extend necessary cooperation and support to the Festival Director and ensure timely action on matters pertaining to the Festival within their respective jurisdictions.
4. The officer shall keep the Administrative Department apprised of the preparedness, inter-departmental coordination and any issues requiring intervention for the successful conduct of the Festival.
5. The officer may, wherever necessary, convene coordination meetings with the concerned Departments/Agencies and issue such operational



directions as are required for ensuring effective coordination and implementation of the Festival-related arrangements.

By Order of the Government of Jammu and Kashmir.

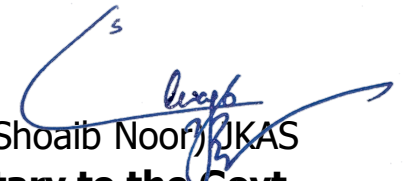
Sd/-
(M. Raju) IAS
Commissioner/Secretary to the Government

No:GAD-SERV0IAS/67/2026-02-GAD

Dated:21.08.2026

Copy to the:

1. All Administrative Secretaries, Government of J&K, with the request to appoint Departmental Nodal Officer for IFFJK to coordinate with the Festival Director.
2. Additional Chief Secretary to the Hon'ble Chief Minister.
3. Director General of Police, J&K.
4. Additional Secretary, UT Division, Ministry of Home Affairs, Government of India, New Delhi.
5. Principal Secretary to the Hon'ble Lieutenant Governor.
6. Additional Secretary (JKL), Ministry of Home Affairs, Government of India, New Delhi.
7. Chief Electoral Officer, J&K.
8. Resident Commissioner, J&K Government, New Delhi.
9. Divisional Commissioner, Jammu/Kashmir for information and necessary action.
10. All Heads of Departments/Managing Directors.
11. All Deputy Commissioners.
12. Director Information, J&K.
13. Director, Archives, Archaeology and Museums, J&K.
14. OSD/Private Secretary to the Hon'ble Chief Minister.
15. Private Secretary to Hon'ble Deputy Chief Minister.
16. Private Secretaries to all Hon'ble Ministers.
17. Private Secretary to Advisor to Hon'ble Chief Minister.
18. Private Secretary to the Chief Secretary.
19. Private Secretary to Commissioner/Secretary to the Government, General Administration Department.
20. Incharge Website, General Administration Department.
21. Government Order file / Stock file. **"Hindi and Urdu versions shall follow".**


(Shoaib Noor) JKAS
Additional Secretary to the Govt.