ATAL DULLOO
IAS

सत्यमेव जयते

Chief Secretary
Jammu & Kashmir

D.O No. PS/CS/2024/50/39-S

Dated 30-08-2024

Dear Madam,

I am writing to you to share the details of the maiden initiative of the Government of Jammu and Kashmir to promote J&K as a prestigious global destination for adventure tourism. Jammu and Kashmir is organizing 'Kashmir Marathon- the Autumn Race' on 20th October, 2024 comprising two disciplines: a full marathon of 42 kms and a half marathon of 21 kms. The route of the marathon will take runners through breathtaking scenery, including the majestic Dal Lake and the lush Zabarwan mountain range, while passing iconic sites such as the Shankaracharya Temple, Pari Mahal, Dargah Shrine, and the renowned Mughal Gardens, providing a stunning backdrop of changing Chinar tree colours.

2. Kashmir Marathon was formally launched by the Hon'ble Lieutenant Governor on 24th July, 2024 in an event where the logo, teaser and registration portal (**www.kashmirmarathon.jk.gov.in**) were launched. The portal hosts information for the runners to participate, registration fee, running guidelines, route map and all other relevant information.

3. To make the Marathon as an annual global event, certification from the Association of International Marathons (AIMS) has been obtained, making it a fully accredited race meeting international standards. This prestigious certification ensures that our marathon course is accurately measured and meets the rigorous criteria necessary for records and qualification times for global events like the Abbott World Marathon Majors.

4. Kashmir Marathon will also celebrate the hard work and dedication of the runners by awarding winners with prizes that are among the highest being offered in similar events in the country. There are 56 prizes being offered in different categories with an impressive winning prize of Rs. 25 lakhs for the overall winner of the full marathon and Rs. 15 lakh for the half marathon (each for male and female). Besides, all necessary arrangements are being made by the Government of Jammu and Kashmir for smooth conduct of the marathon. It is pertinent to mention that the last date of registration is 5th September, 2024

5. Globally, running events are gaining popularity with major cities organizing several marathons to gain traction among athletes and fitness enthusiasts. Such events often are known with the names of the organizing cities like London Marathon, Mumbai Marathon and Delhi Marathon. I take this opportunity to seek your cooperation in making this event a grand success by giving it wider publicity and encouraging runners from your State to participate in Kashmir Marathon. I am also enclosing the Kashmir Marathon Brochure containing details of the event.

with highest regards,

Yours sincerely

(Atal Dulloo)

Smt. Sujata Saunik, IAS
Chief Secretary,
Government of Maharashtra.

सचिव (पर्यटन)
म.मु.स. (क्रीडा)