**Gulmarg Celebrates the World Snow Day.**

 Indian Institute of Skiing & Mountaineering, Gulmarg with the help of J&K Tourism and HAWS (ARMY) celebrated world snow day in a big way at Gulmarg ski resort in India. World snow day is celebrated all over the world to motivate personals from non snow areas to attract them to snow areas and promote winter sports. Col J S Dhillon, Principal IISM Gulmarg took a special initiative to celebrate this day in Gulmarg which he described the best ski and winter sports destination in South Asia. Mr. Farooq Ahmad Shah, Director Tourism, Kashmir (J&K) also attended the celebrations. He said the aim of today’s celebrations is to bring awareness amongst masses about the various facilities available to tourist in Kashmir, especially in Gulmarg during winters. All ski trainees of the Institute and army soldiers learning skiing at Gulmarg joined hands together to make a wonderful snow pavilion which depicted snow igloos, high mountains of Himalayas, symbols of various organizations which are associated with winter games including Winter Games Federation of India and India Olympic Association.

 In addition to skiing and snowboarding many other fun activities were organized by IISM. Many stalls of souvenirs, handicrafts, snow equipment etc were put up on the snow slopes which looked very innovative and impressive. Winners of various events were given prizes by IISM and a dinner party was hosted on behalf of the Deptt.of Tourism.

60 local children under sports council of J&K (India) took part in the different events of skiing and model making. 70 students of IISM, Gulmarg also took active part in the festival. Festival was attended by approximately 3000 tourists who appreciated the efforts of Indian Institute of Skiing & Mountaineering and applauded the initiative of FIS to organize such events throughout the world especially in non skiing countries of South Asia. Most of the local media has given a wide converage to the event and children are looking forward for such big events on the snow in future.