

Subject:- National strategy and Roadmap for Rural Tourism in India.

Government Order No:- 52 -JK(TSM) of 2023  
D a t e d:- 07.04.2023

In partial modification to the Government order No. 122-JK(TSM) of 2022 Dated 10.10.2022, it is hereby ordered that following officers are nominated as Sub Nodal Officers for their respective Divisions regarding promotion and development of Rural Tourism and Rural Home stays:

1. Ms. Suniana Sharma, JKAS Joint Director Tourism Jammu.  
Contact No.9419122712  
Email ID:sunainamehta1977@gmail.com  
Office Address: Directorate of Tourism Jammu, Vir Marg, Residency Road Jammu-180001
2. Ms. Deebah Khalid Peer, JKAS Deputy Director Tourism, Kashmir.  
Contact No.7006309343  
Email ID:dydirectorpub@gmail.com  
Office Address: Directorate of Tourism Kashmir, TRC Srinagar.

The Sub-Nodal Officers shall apply in the nationwide competition well in advance for identification of best tourism villages launched by the Ministry of Tourism Government of India and make necessary preparation for successful participation of J&K Tourism in the competition.

**By order of the Government of Jammu and Kashmir.**

Sd/-  
(Dr. Syed Abid Rasheed Shah) IAS  
Secretary to the Government  
Dated: 07.04.2023

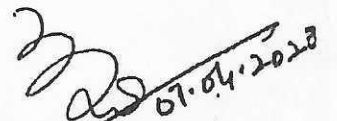
No:- TSM-Pub-19/2022

Copy to the:

1. Director Tourism, Jammu.
2. Director Tourism, Kashmir.
3. Joint Director, Tourism Jammu.
4. Deputy Director (Publicity), Tourism Kashmir.
5. P.A to Secretary to the Government, Tourism Department.
6. P.A to Special Secretary to the Government, Tourism Department.
7. Government Order File/Stock file (w.2.s.c)

Copy also to :

1. Dr. Kamakshi Maheshwari, Nodal Officer, Central Nodal Agency, Rural Tourism India. (Mob No. 9977191550)

  
(Arshad Hussain Bhat)  
Under Secretary to the Government