

Government of Jammu and Kashmir
Tourism Department
Civil Secretariat, J&K
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Subject:- Fourth Phase of Back to Village Programme (B2V4)-Instruction for JAN ABHIYAN reg.

Government Order No. ¹²⁶ JK(TSM) of 2022

D a t e d: 19/10/2022

Pursuant to Government order No. 1245 JK(GAD) of 2022, dated 15.10.2022 read with Government Order No. 1249-JK(GAD) of 2022 dated 17.10.2022, issued by General Administration Department, it is hereby ordered that the officers of Tourism Department mentioned in the enclosed Annexures "A" & "B" shall visit the districts shown against each during Jan Abhiyan under **Fourth Phase of Back to Village Programme** in order to achieve the deliverables mentioned in the aforementioned orders with special focus on off-beat destinations falling in their respective districts. As far as possible, the visit of officers shall be at the blocks or Panchayat levels.

Tourist Officers/Assistant Tourist officer/Sr. Receptionists/ Receptionists of Directorate of Tourism Jammu/Kashmir shall be deployed by the concerned HoD/Head of Office to assist the visiting officers.

The officers shall submit report on daily basis alongwith photographs.

By order of the Government of Jammu and Kashmir.

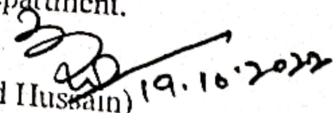
Sd/-

(Sarmad Hafeez) IAS
Secretary to the Government,
Dated: 19/10/2022

No: TSM-Estb/97/2022

Copy to the:

1. Director Tourism Jammu.
2. MD, JKIDC
3. Director Tourism, Kashmir
4. All concerned officers.
5. Private Secretary to Secretary to Government, General Adm. Department.
6. Pvt Secretary to Secretary to the Government, Tourism Department.


(Arshad Hussain) 19.10.2022
Under Secretary to the Government

Annexure "A"

S.No	Name of the officer	Districts of Division Kashmir
1	Mr. Minga Sherpa, Managing Director, JKTDC	Budgam
2	Mr. Faz lul Haseeb, Director, Tourism Kashmir	Bandipora /Kupwara/Kulgam
	Mr. Firdous Ahmad Khush Khan, Deputy Director M&W Tourism Kashmir	Bandipora /Kupwara/Kulgam
3	Mr. Bakshi Javeed Himayun Director, SKICC	Ganderbal
4	Mufti Fareed-ud Din Secretary, RSGC	Ganderbal/Baramulla
5	Ms. Nargis Suraiya, CEO, Tourism Dev Authority Doodhpathri.	Pulwama/Budgam
	Mr. Javid Ahmad Posh, Executive Engineer, Tourism Dev Authority Doodhpathri	Pulwama/Budgam
6	Mr. Galib Mohi-ud Din, Chief Executive Officer, Tourism Dev Authority, Aharbal	Kulgam/Shopian
	Mr. Mushtaq Ahmad Mir, Executive Engineer, Tourism Dev Authority, Aharbal	Kulgam/Shopian
7	Mr. Bilal Khursheed , CEO, Tourism Dev Authority Yousmarg	Budgam/Anantnag
8	Mr. Ghulam Jeelani, CEO, Tourism Dev Authority Gulmarg	Baramulla/Kulgam
	Mr. Ghulam Hassan Bhat, Executive Engineer, Tourism Dev Authority Gulmarg	Baramulla/Kulgam
9	Mohammad Altaf Wani, CEO, Tourism Dev Authority, Kokernag	Anantnag/Kulgam
10	Mr. Mushtaq Ahmad Rather, CEO, Tourism Dev Authority Sonamarg	Ganderbal/Budgam
	Mr. Showket Rashid Wani, Executive Engineer, Tourism Dev Authority, Sonamarg	Ganderbal/Budgam
11	Mr. Masrat Hashmi, CEO, Tourism Dev Authority Pahalgam	Anantnag/Ganderbal
12	Mr. Ghulam Nabi Bhat, CEO, Tourism Dev Authority Lolab Bungus Drangyari	Kupwara/Baramulla
13	Mr. Ghulam Mohammad Bhat CEO, Tourism Dev Authority Wullar Manasbal	Ganderbal/ Bandipora
	Shoab Bashir Khan, Executive Engineer, Tourism Dev Authority, Wullar Manasbal	Ganderbal/ Bandipora
14	Mr. Alyaz Ahmad Naisro, Deputy Director, Tourism Kashmir	Budgam/Baramulla/Anantnag
15	Mr. Malik Waseem Ahmad, Deputy Director, Tourism Kashmir	Anantnag/Ganderbal
16	Ms. Deebah Khalid, Deputy Director, Tourism Kmr	Pulwama /Srinagar
17	Mr. Ahsan-ul-Haq, Deputy Director, Tourism Kashmir	Pulwama/Budgam
18	Mr. Bashir Ahmad Padder, General Manager, JKTDC	Anantnag/ Kulgam
19	Mr Nissar Rasool, Asstt Director, Tourism Kmr	Budgam/Srinagar/Anantnag
20	Mr. Javid-ur-Rehman Assistant Director, Tourism Gulmarg	Kulgam/ Baramulla
21	Mr. Zeeshan Ahmad, Assistant Director, Tourism Kashmir	Kupwara/Kulgam

Annexure "B"

S.No.	Name of officer	Districts of Jammu Division
1	Mr. Minga Sherpa, Managing Director, JKTDC	Jammu/Kathua
2	Mr. Gurvinder Jit Singh CEO, Tourism Dev Authority Surinsar – Mansar	Udhampur/Reasi
	Mr. Sunil Kumar Tagotra, Executive Engineer, Tourism Dev Authority, Surinsar - Mansar	Udhampur/Reasi
3	Mr. Sher Singh, CEO, Tourism Dev Authority, Patnitop	Udhampur/Ramban
	Mr. Girdhari Lal, Executive Engineer, Tourism Dev Authority, Patnitop	Udhampur/Ramban
4	Dr. Mehmood Tanvir, CEO, Tourism Dev Authority, Poonch	Poonch/Rajouri
5	Ms. Sunaina Sharma, Joint Director, Tourism Jammu	Jammu/Udhampur/Samba
6	Mr. Veveik Puri, CEO, Rajouri Tourism Dev Authority, Rajouri	Rajouri/Poonch
7	Mr Ajeet Singh CEO, Tourism Dev Authority Bani Basoli	Kathua/Samba
	Ms. Shwetanki Sharma, Executive Engineer, Tourism Dev Authority Bani Basoli	Kathua/Samba
8	Mr.Navdeep Wazir, CEO, Tourism Dev Authority, Bhaderwah	Doda/Ramban
	Mr. Rajinder Kumar, Executive Engineer, Bhaderwah Dev Authority	Doda/Ramban
9	Mr. Rajesh Lakhan, CEO, Tourism Dev Authority, BillawarDuggan	Kathua/Samba
10	Mr. Inderjeet Parihar, CEO, Tourism Dev Authority Kishtwar	Kishtwar/Doda
	Mr. Rajesh Kumar, Executive Engineer, Tourism Dev Authority Kishtwar	Kishtwar/Doda
11	Mr. Sham Lal Abrol, General Manager, JKTDC	Kathua/Udhampur
12	Ms. Neha Mahajan, Deputy Director, Planning, Tourism Jammu	Samba/Kathua
13	Mr. Abdul Jabbar, Deputy Director, Tourism Jammu	Rajouri/Reasi
14	Ms. Ambika Bali, Assistant Director Tourism Katra	Udhampur/Reasi