

Government of Jammu and Kashmir

Tourism Department

Civil Secretariat, J&K

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Subject:- Second Phase of "My Town My Pride" Programme (MTMP 2.0) -Instruction for JAN ABHIYAN regarding.

Government Order No. 141 JK(TSM) of 2022

D a t e d: 28 /11/2022

Pursuant to Government order No. 1426-JK (GAD) of 2022, dated 24.11.2022 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 Municipal Corporation/Council/Committee shown against each during Jan Abhiyan under **Second Phase of "My Town My Pride"** in order to achieve the following deliverables mentioned in the aforementioned orders:-

- 1) Identification of 20 bed capacity Homestays per town.
- 2) Identification of Tourist sites/spots.
- 3) Capacity building/awareness of tourism Stakeholders.

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.

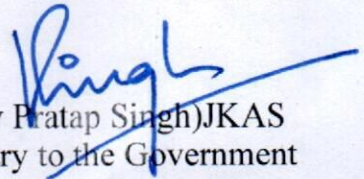
By order of the Government of Jammu and Kashmir.

(Sarmad Hafeez)IAS
Secretary to the Government,
Dated: 28/11/2022

No: TSM-Estb/116/2022

Copy to the:

1. Director Tourism Jammu.
2. MD, JKTDC
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.


(Vishav Pratap Singh)JKAS
Deputy Secretary to the Government

Annexure "A"

Division Srinagar


S.No	Name & Designation of the officer	District	Name of Municipal Corporation/Council/Committee
1	Mr. Fazlul Haseeb, Director, Tourism Kashmir	Bandipora	Sumbal
2	Mr. Bakshi Javeed Himayun Director, SKICC	Budgam	Beerwah
3	Mr. Mufti Fareed-ud Din Secretary, RSGC	Baramulla	Baramulla
4	Ms. Nargis Suraiya, CEO, Tourism Dev Authority Doodhpathri.	Budgam	Budgam
5	Mr. Galib Mohi-ud Din, Chief Executive Officer, Tourism Dev Authority, Aharbal	Pulwama	Pampore
6	Mr. Bilal Khursheed , CEO, Tourism Dev Authority Yousmarg	Budgam	Char-i-Sharief
7	Mr. Ghulam Jeelani, CEO, Tourism Dev Authority Gulmarg	Baramulla	Sopore
8	Mr. Mohammad Altaf Wani, CEO, Tourism Dev Authority, Kokernag	Anantnag	Achabal
9	Mr. Mushtaq Ahmad Rather, CEO, Tourism Dev Authority Sonamarg	Ganderbal	Ganderbal
10	Mr. Sajad Ahmad Qadri , CEO, Tourism Dev Authority Pahalgam	Anantnag	Anantnag
11	Mr. Ghulam Nabi Bhat, CEO, Tourism Dev Authority Lolab Bungus Drangyari	Kupwara	Kupwara
12	Mr. Ghulam Mohammad Bhat CEO, Tourism Dev Authority Wullar Manasbal	Bandipora	Bandipora
13	Mr. Alyaz Ahmad Naisro, Deputy Director, Tourism Kashmir	Budgam	Chadoora
14	Mr. Malik Waseem Ahmad, Deputy Director, Tourism Kashmir	Anantnag	Bijbehara
15	Ms. Deebah Khalid, Deputy Director, Tourism Kashmir	Srinagar	Srinagar.
16	Mr. Ahsan-ul-Haq, Deputy Director, Tourism Kashmir	Budgam	Magam
17	Mr. Bashir Ahmad Padder, General Manager, JKTDC	Anantnag	Kokernag

18	Mr. Tariq Ahmad Kakroo, General Manager (O) JKTDC Kashmir	Anantnag	Dooru-Verinag
19	Mr. Javid Ahmad Posh, Executive Engineer, Tourism Dev Authority Doodhpathri	Shopian	Shopian
20	Mr. Mushtaq Ahmad Mir, Executive Engineer, Tourism Dev Authority, Aharbal	Kulgam	Yaripora
21	Mr. Ghulam Hassan Bhat, Executive Engineer, Tourism Dev Authority Gulmarg	Baramulla	Uri
22	Mr. Showket Rashid Wani, Executive Engineer, Tourism Dev Authority, Sonamarg	Pulwama	Tral
23	Mr. Shoab Bashir Khan, Executive Engineer, Tourism Dev Authority, WullarManasbal	Bandipora	Hajin
24	Mr. Bashir Ahmad Bhat, Executive Engineer, JKTDC Kashmir	Anantnag	Qazigund
25	Mr. Farooq Ahmad Shah, Executive Engineer, Tourism Dev Authority Lolab Bungus Drangyari	Kupwara	Handwara
26	Mr. Nissar Rasool, Assistant Director, Tourism Kmr	Baramulla	Kunzar
27	Mr. Javid-ur-Rehman Assistant Director, Tourism Gulmarg	Baramulla	Pattan
28	Mr. Zeeshan Ahmad, Assistant Director, Tourism Kashmir	Kupwara	Langate
29	Ms. Rehmat Bee Nadaf, AD Kulgam	Kulgam	Kulgam
30	Mr. Qazi Aftab, Manager (Adm) SKICC	Pulwama	Pulwama
31	Mr. Shahnawaz Ahmad Shah, Manager (Marketing), SKICC	Anantnag	Seer Hamdan/Aishmuquam
32	Mr. Riyaz Ahmad, AEE Electric JKTDC Kashmir	Kulgam	Frisal
33	Mr. Parvaiz Ahmad Najar, Manager (Works) JKTDC Kashmir	Pulwama	Khrew
34	Mr. Idrees Ahmed wani, AEE, Wullar-Manasbal	Budgam	Khan Sahib
35	Mr. Bilal Ahmed I/C AD Pahalgam	Baramulla	Watergam
36	Mr. Riaz Ahmad, AEE Electrical, JKTDC	Kulgam	Devsar
37	Mr. Aijaz Ahmed, RSGC	Anantnag	Mattan
38	Mr. Qazi Fasi, RSGC	Pulwama	Awantipora

Annexure "B"

Division Jammu

S.No	Name of the officer	District	Name of Municipal Corporation/Council/Committee
1.	Mr. Vivekananda Rai, Director Tourism Jammu	Jammu	Jammu
2.	Mr. Sher Singh, CEO Patnitop Development authority	Udhampur	Chenani
3.	Mr. Ved Parkash ,CEO Surinsar-Mansar Development Authority	Udhampur	Udhampur
4.	Mr. Des Raj Bhagat, CEO Bani-Basholi Development authority	Kathua	Basholi
5.	Dr. Mehmood Tanvir, CEO Poonch Development Authority	Poonch	Poonch / Surankote
6.	Ms. Sunaina Sharma, Joint director Tourism Jammu	Jammu	R.S Pura
7.	Mr. Veveik Puri, CEO Rajouri Development Authority	Rajouri	Rajouri
8.	Mr. Inderjeet Parihar, CEO Tourism Development Authority Kishtwar	Kishtwar	Kishtwar
9.	Mr. Navdeep Wazir, CEO Bhandarwah development Authority	Doda	Doda/ Bhandarwah
10.	Mr. Rajesh Lakhan, CEO Tourism Development Billawar Duggan	Kathua	Kathua / Billawar
11.	Mr. Sham Lal Abrol, General manager , JKTDC	Samba	Bari-Brahamana
12.	Mr. Abdul Jabbar, Deputy Director Tourism, Jammu	Jammu	Akhnoor
13.	Mr. Jawad Ul Hassan, Deputy Director (M&W), Directorate of Tourism, Jammu	Rajouri	Sunderbani
14.	Mr. B K Raina, Executive Engineer, Mubarak Mandi Jammu Heritage Society	Kathua	Hiranagar
15.	Mr. Sunil Kumar Tagotra, Executive Engineer, Surinsar-Mansar Development Authority	Samba	Ramgarh
16.	Mr. Girdhari Lal, Executive - Engineer, Patnitop Development Authority	Ramban	Ramban/ Banihal
17.	Ms. Shwetanki Sharma, Executive	Samba	Samba



	Engineer, Tourism Development Authority Bani Basohli		
18.	Mr. Rajinder Kumar, Executive Engineer, Bhaderwah Development Authority.	Ramban	Batote
19.	Mr. Rajesh Kumar, Executive Engineer, Tourism Development Authority Kishtwar	Doda	Thatri
20.	Ms. Ambika Bali, Assistant Director Tourism, Jammu	Reasi	Reasi/Katra-Purana Duroor
21.	Ms. Sheena, Assistant Director Tourism, Jammu	Jammu	Bishnah
22.	Mr. Ashwani Gupta, Deputy General Manager, JKTDC Jammu	Jammu	Jourian
23.	Ms. Priya Ban, Manager, JKTDC Jammu	Jammu	Gho-manhasan
24.	Mr. Rashpal Singh, Manager (Finance) SKICC	Kathua	Lakhanpur/Parole
25.	Mr. Rakesh Bhat, Company Secretary, JKTDC	Jammu	Arnia
26.	Mr. Layaqit Ali, Assistant Executive Engineer, Civil Poonch Development Authority	Rajouri	Thanamandi
27.	Mr. Vikesh Chadgal, AEE (Civil), Directorate of Tourism, Jammu	Rajouri	Nowshera
28.	Ms. Seema Manhas, AEE (Civil), Directorate of Tourism, Jammu	Jammu	Khour
29.	Ms. Joyti Koul, Tourist Officer, Udhampur	Udhampur	Ramnagar
30.	Dr. Rajesh Raina, Tourist Officer, Samba	Samba	Vijapur
31.	Mr. Mumtaz, Tourist Officer, Rajouri	Rajouri	Kalakote