

I

GOVERNMENT OF ANDHRA PRADESH
ANDHRA PRADESH TOURISM AUTHORITY
STALIN CORPORATE, AUTO NAGAR, VIJAYAWADA

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OFFICE ORDER

Rc. No.02/HR/APTA/2018, Dt: 09-05-2018

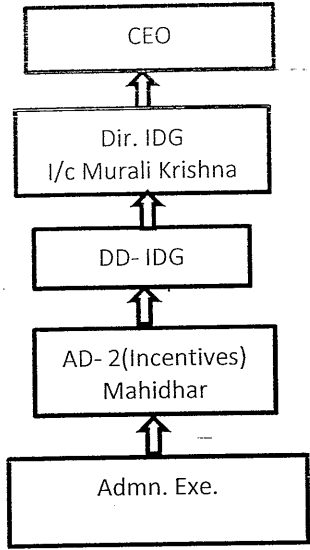
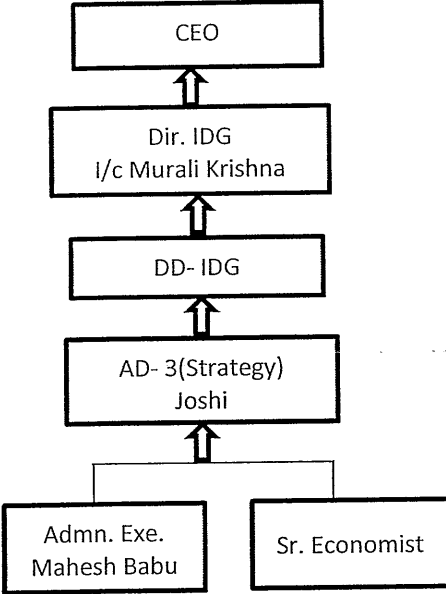
Sub: APTA – Allocation of Jobs – Reg.

The following responsibilities has been assigned to employees of APTA with immediate effect:

1. Section-wise Job allocation:

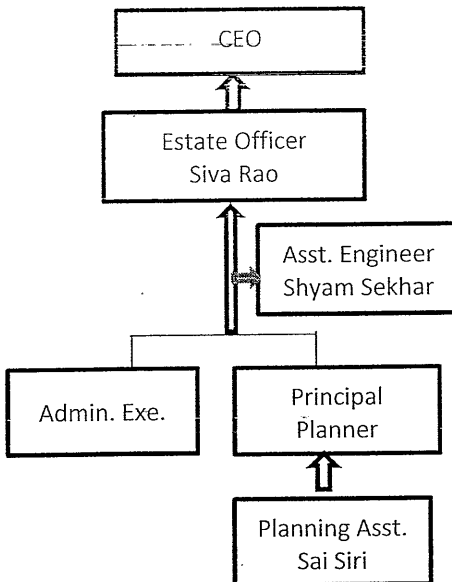
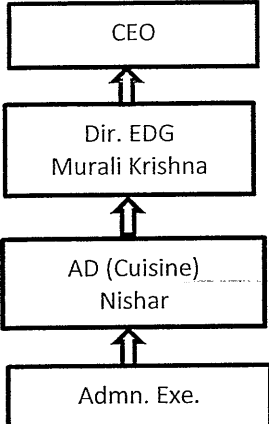
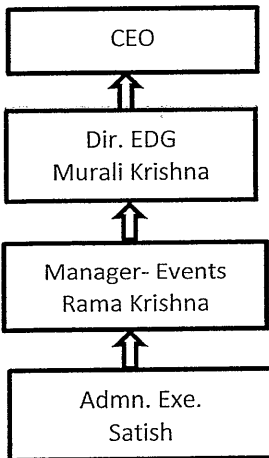
a) IDG:

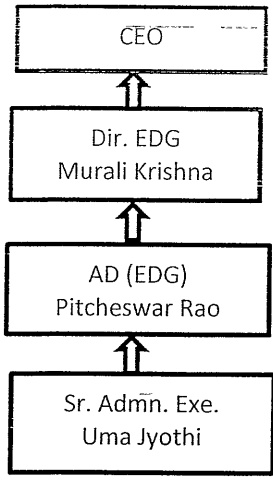
Section	Responsibilities
<p><u>Section- A1:</u></p> <div style="text-align: center;"><pre>graph BT; A[Admn. Exe. J Daiva Kumari] --> B[AD-1 (Investments)]; B --> C[DD- IDG]; C --> D[Dir. IDG I/c Murali Krishna]; D --> E[CEO]</pre></div>	<ul style="list-style-type: none">• Investor Summits and inviting investors.• Identification of Prospective investors.• Investor Interaction.• Processing of investment proposals.• Single window Clearances.• Preparing procurement guidelines and standard bidding documents.• MOU's & its progress monitoring.• Establishing continuous relationship with prospective investors.• Handholding of the investors to commence operations.• Preparation of prospective investor data base.• Creation of shelf of projects.• RTI - Public Information Officer.• Supporting projects related e-office correspondence (Investments)• Record of signed MOU's.• Private Investment and Monitoring of private projects, Investment Summit.• All Investments in Tourism Sector, monitoring of MOU's of private projects.

Section	Responsibilities
<p>Section- A2:</p>  <pre> graph BT A[Admn. Exe.] --> B[AD-2(Incentives) Mahidhar] B --> C[DD-IDG] C --> D[Dir. IDG I/c Murali Krishna] D --> E[CEO] </pre>	<ul style="list-style-type: none"> • Publicity material printing & handling. • Incentives correspondence. • Processing of incentives. • Processing of complimentary infrastructure as part of Incentive Policy provisions. • Release of incentives. • Assisting Dir. (IDG) in all matters related to incentives.
<p>Section- A3:</p>  <pre> graph BT A[Admn. Exe. Mahesh Babu] --> D[AD-3(Stratgy) Joshi] B[Sr. Economist] --> D D --> C[DD-IDG] C --> E[Dir. IDG I/c Murali Krishna] E --> F[CEO] </pre>	<p><u>Strategy:</u></p> <ul style="list-style-type: none"> • Strategic support to investors. • Tourism Master Planning. • Development of water sports policy, Tourism policy for AP. • Engaging and managing consulting agencies working for APTA. • INS- Virat and Beautification of Polavaram dam and other Mega Tourism Projects Research. • Tourism Development Strategy. • APTA Annual reports. <p><u>Admn. Exe.:</u></p> <ul style="list-style-type: none"> • Supporting AD (Strategy) in preparation of documents such as work order proceedings. • Any other office support required in preparation and maintainance of special files. <p><u>Economist:</u></p> <ul style="list-style-type: none"> • Budget preparation & Expenditure planning. • Tourism Market research. • Tourism Economics. • Conducting surveys. • To identify and notify special Tourism zones.

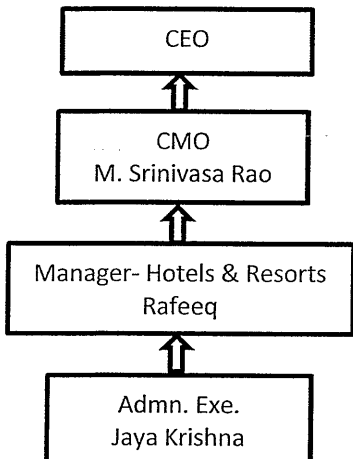
b) EDG:

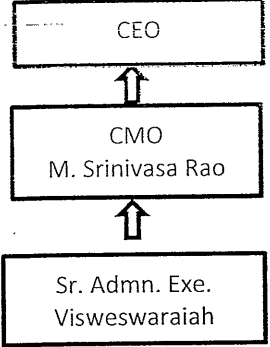
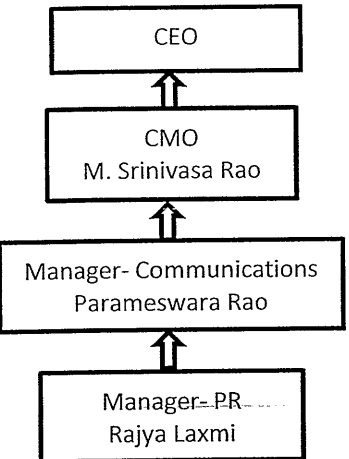
Section	Responsibilities
<p>Section- P1:</p> <pre> graph BT CEO[CEO] --> Dir_EDG[Dir. EDG Murali Krishna] Dir_EDG --> AD_EDG[AD- EDG Picheswara Rao] AD_EDG --> Receptionist[Receptionist Gr-I/ Sr. Admin. Exec Ram Mohan] AD_EDG --> Asst_Eng[Asst. Engineer Shyam Sekhar] AD_EDG --> Admin_Exe[Admin. Exe. Anil Kumar] </pre>	<p><u>Receptionist Gr-I:</u></p> <ul style="list-style-type: none"> • Destination & Beach Development. • Swachh Action Plans (SAP) • United Nations Framework Convention on Climate Change (UNFCCC) • Development of all Tourist Destinations. • Environmental Clearances/ Meetings. • Prepare Experience Development plans. • Local Tourism Projects. • All the projects. • Spill over work in the hubs. • All related works of DTC's & CTC's. • Development of Rope -Ways in the state. • All works Foundation Stones / Inaugurations information. <p><u>Asst. Engineer</u></p> <ul style="list-style-type: none"> • Scrutiny of bills related to Engineering. • Scrutiny of estimations. • Preparation of estimates.
<p>Section- P2:</p> <pre> graph BT CEO[CEO] --> Dir_EDG[Dir. EDG Murali Krishna] Dir_EDG --> AD_Planning[AD (Planning) Md. Sab] AD_Planning --> Admn_Exe[Admn. Exe Vara Prasad] </pre>	<ul style="list-style-type: none"> • LAQ's, LSQ's & RSQ's. • Planning section. • State Bifurcation issues. • All Tourism own Buildings- Information. • Amaravathi Declaration- Development of Tourism Infrastructure. • RTI - Assistant Public Information Officer. • Pay commission. • Government reports. • Tribal Sub Plan and other allied subjects related.

Section	Responsibilities
<p>Section- P3:</p>  <pre> graph TD CEO[CEO] <--> EO[Estate Officer Siva Rao] EO <--> AS[Asst. Engineer Shyam Sekhar] EO <--> AE[Admin. Exe.] EO <--> PP[Principal Planner] PP <--> PA[Planning Asst. Sai Siri] </pre>	<ul style="list-style-type: none"> • Procure, maintain and dispose immovable properties and lands. • Identifying lands for Tourism plans. • Procurement of land and creating a land bank. • Land Alienations for Tourism Projects and Land lease files. • Dispose the lands as per the policy. • Collect revenues from all immovable properties. • Conceptualising and implementing new Tourism projects. • To prepare master plans, architectural plans and designs. • Monitor and implementation of projects. • Engineering plans for Landscaping.
<p>Section- P4:</p>  <pre> graph TD CEO[CEO] <--> DirEDG[Dir. EDG Murali Krishna] DirEDG <--> AD[AD (Cuisine) Nishar] AD <--> AdmnExe[Admn. Exe.] </pre>	<ul style="list-style-type: none"> • Development of Andhra Cuisine & signature experiences & products. • Food Festivals. • Culinary Competitions. • Making a write up of Andhra dishes related in the competition conducted by the Hindu (Our State Our Taste). • Inclusion of Andhra Cuisine in all hotels. • Development of Andhra Signature dishes. • GI Tagging of AP delicacies and crafts.
<p>Section- P5:</p>  <pre> graph TD CEO[CEO] <--> DirEDG[Dir. EDG Murali Krishna] DirEDG <--> Manager[Manager- Events Rama Krishna] Manager <--> AdmnExe[Admn. Exe. Satish] </pre>	<ul style="list-style-type: none"> • Responsible for planning & participation of National & International Fairs and other B2B, B2C conventions IATA, ADTOI, FHRAI, etc. • Release of RFQ's for fabrication and processing bills received in this connection. • Including e-office, physical files maintainance & mail correspondence, bills with event organizers, fabricators & stake holders. • World Tourism Day and other celebrations of the GoAP and MoT, GoI. • Departmental events.

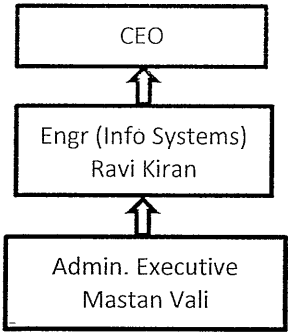
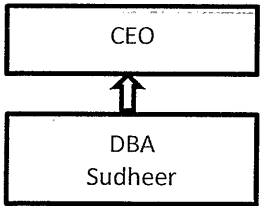
Section	Responsibilities
<p>Section- P6:</p>  <pre> graph BT A["Sr. Admn. Exe. Uma Jyothi"] --> B["AD (EDG) Pitcheswar Rao"] B --> C["Dir. EDG Murali Krishna"] C --> D["CEO"] </pre>	<ul style="list-style-type: none"> • Rural Tourism Development (Project Sanskriti). • 360 virtual tour for listed destinations of Andhra Pradesh. • Indiakala- Official partner with APTA to promote handcrafts and handlooms of AP through online store. • Home stays development. • Agriculture Tourism. • Eco- Tourism. • Promotion of Art and Craft and conduction of workshops to train the artisans and shop owners in tourist handling and creating an experience to the tourists about their art and craft. • Preparation of Coffee Table Books including the details of famous shops.

c) CMO:

Section	Responsibilities
<p>Section- C1:</p>  <pre> graph BT A["Admn. Exe. Jaya Krishna"] --> B["Manager- Hotels & Resorts Rafeeq"] B --> C["CMO M. Srinivasa Rao"] C --> D["CEO"] </pre>	<ul style="list-style-type: none"> • Events & Mega Festivals. • Geo Tagging of Hospitality Organisations, Hotels & Restaurants in the state. • Procurement of Publicity material and its distribution. • Monitoring and replenishment of publicity material in secretariat and all the places in Vijayawada where APTA publicity stands are placed. • Placing publicity material at all events in and around capital region as well as state.

Section	Responsibilities
<p>Section- C2:</p>  <pre> graph BT A[Sr. Admn. Exe. Visweswaraiiah] --> B[CMO M. Srinivasa Rao] B --> C[CEO] </pre>	<ul style="list-style-type: none"> • Branding & Marketing of Tourism promotion. • Conduction of special Tourism campaigns. • Miscellaneous work assigned by the superiors. • Advertisements. • Marketing Campaigns planning and execution in consultation with Good Life projects Pvt. Ltd.
<p>Section- C3:</p>  <pre> graph BT A[Manager-PR Rajya Laxmi] --> B[Manager- Communications Parameswara Rao] B --> C[CMO M. Srinivasa Rao] C --> D[CEO] </pre>	<ul style="list-style-type: none"> • Daily update on news coverage to CEO, APTA. • Updating AP Tourism events, festivals, heritage, Art & Craft on social media like Facebook & Twitter. • Working on AP Tourism brochures with Good Life Projects Pvt. Ltd.(propaganda). • Sharing AP Tourism Information with AP Tourism Officers as and when required coordinating and sharing information for AP Journeys Magazine. • Collecting and storing AP Tourism data regularly. • Conduction of Press Conferences and Media Management. • Maintenance of Archives. • Preparation of weekly and monthly Departmental brief covering all activities/events conducted by APTA and its outcomes with photos. • Dissemination events information across the departments of APTA.

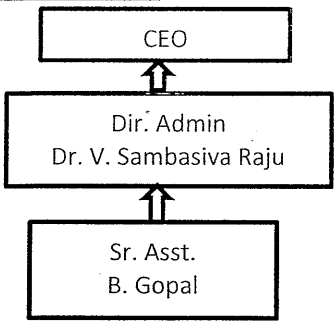
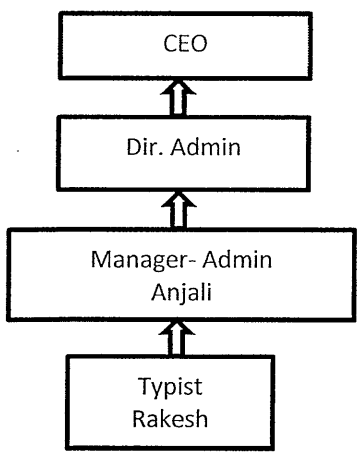
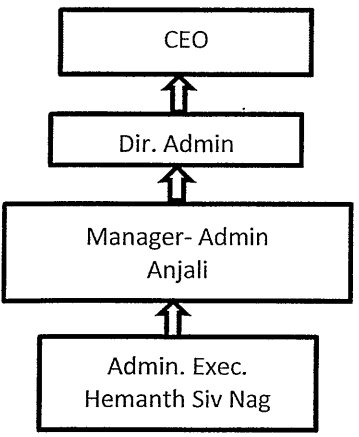
d) TDG:

Section	Responsibilities
<p>Section- T1:</p>  <pre> graph BT A[CEO] B[Engr (Info Systems) Ravi Kiran] C[Admin. Executive Mastan Vali] B --> A C --> B </pre>	<ul style="list-style-type: none"> • Network in APTA office, Systems Maintenance, Internet Connection • E-office & Biometric nodal officer, E-Pragathi Champion. • Website Maintenance, RFP uploads, CM Core dash board update, AP Rooms date update (KPI's), Meekosam grievances update, Tele conference, Video Conferences. • Investment tracker application online monitoring of Engg. Works application Geo- Tagging of lands. • News clipping of Tourism related news and its E-storage. • Single Desk & Online clearances Extension of Provisional registrations. • Any IT initiatives, Computerisation & Maintenance of computers, xerox machine. • CMO- Meekosam- Representations related to Tourism.
<p>Section- T2:</p>  <pre> graph BT A[CEO] B[DBA Sudheer] B --> A </pre>	<ul style="list-style-type: none"> • Designing & maintainance of foot fall dashboard & statistics. • Communication related to all international events (Requesting from proposal stage to stall booking) • Designing & maintainance of webpages (1) Tourism Events (2) Tourism Awards. • Correspondence to be made from both APTA & APTDC peshi. • Maintainance of kotak bank A/c (i.e., depositing DD's, preparing day book & BRS with bank statements) • Collectors conferences & related correspondence. <p>Till AD(Investments) joins, DBA supports the following:</p> <ul style="list-style-type: none"> • Supporting projects related e-office correspondence (Investments) • Record of signed MOU's.

e) FA & CAO:

Section	Responsibilities
<p>Section- F1: (APTA)</p> <pre> graph TD CEO[CEO] --> FA_CAO[FA & CAO N. Sreenivasulu] FA_CAO --> JAO[JAO Govardhana Giri] JAO --> Sr_Accts_Exec_1[Sr. Accts. Exe. Rahiman] Sr_Accts_Exec_1 --> Sr_Accts_Exec_2[Sr. Accts. Exe. P. Mahesh Babu] JAO --> Sr_Accountant[Senior Accountant Md Salim] Sr_Accountant --> Jr_Accountant[Junior Accountant Ramana Reddy] </pre>	<ul style="list-style-type: none"> • Maintenance & up dation of the cash book and subsidiary books of accounts. • Auditing & verification of PD A/c bills & their scrutiny for submission. • Preparation & filing of income tax returns of all regular & contract employees. • Preparation & submission of TD's return of PD A/c, PAO, BITC quarters returns. • Generation of Government challans of regular employees & their submission. • Preparation of note file for PD bills & submission of cheques to bank. • Follow up of income tax & TD's assessment notices. • Maintenance of PD A/c bills register & its updation for audit committee report. • All matters related to accounts. • CFMS works. • Preparing note file for PD A/c bills, preparing cheques- issuing cheques online. • Following up the cheques cleared in online & sending them to bank. • Preparing bank letters & IT challans of the respective cheques. • Maintaining DDO cash book, reconciliation of DDO cash book month-wise. • Reconsolidations of PD A/c cash book with bank statements. • Tracking the cheques sent to bank & amount get deposited into the customers' accounts. • Reconciliation of PAO & Accounts figures. • Preparation & uploading of number statements & expenditure. • RE & BE for every month expenditure statements. • Non- Government payments. • Income tax deduction payments. • Preparing monthly DOT staff salary bills. • Supplementary bills, DA arrears & increment arrear bills. • Other issues related to Finance and Accounts.

f) Administration:

Section	Responsibilities
<p>Section- GA-1:</p>  <pre> graph BT CEO[CEO] DirAdmin["Dir. Admin Dr. V. Sambasiva Raju"] SrAsst["Sr. Asst. B. Gopal"] SrAsst --> DirAdmin DirAdmin --> CEO </pre>	<ul style="list-style-type: none"> • All Government employee's establishment matters. • Contract/ Outsourcing employee's establishment matters. • Site guides cum watch and ward functioning. • Loans & Advances. • RTI issues. • Telugu Official language.
<p>Section- GA-2:</p>  <pre> graph BT CEO[CEO] DirAdmin[Dir. Admin] ManagerAdmin["Manager- Admin Anjali"] Typist["Typist Rakesh"] Typist --> ManagerAdmin ManagerAdmin --> DirAdmin DirAdmin --> CEO </pre>	<ul style="list-style-type: none"> • Payments- Electricity, telephone bills & other stationery bills of the Department, rent, security, housekeeping. • Stores & stationery, maintenance of office building and stock registers of COT, office, furniture, etc. • Maintenance of motor vehicles and hiring of vehicles for official purpose. • Guide services visits. • APTA office building rental, electricity, maintenance. • Payments of housekeeping and security services, hired vehicles, airtel CUG.
<p>Section- GA-3:</p>  <pre> graph BT CEO[CEO] DirAdmin[Dir. Admin] ManagerAdmin["Manager- Admin Anjali"] AdminExec["Admin. Exec. Hemanth Siv Nag"] AdminExec --> ManagerAdmin ManagerAdmin --> DirAdmin DirAdmin --> CEO </pre>	<ul style="list-style-type: none"> • Dispatcher. • Inward receiving of Tenders/Quotations and handling over to the concerned section. • Maintaining the following registers: <ol style="list-style-type: none"> a) Inward Register b) Outward Register c) Tenders/Quotations Register d) Maintenance of Excel sheet containing all Inward correspondence in a master file and submission of the same to Mgr.(Admn) & Dir. (Admin) daily. • Warehouse maintenance.


Section	Responsibilities
<p>Section- GA-4:</p> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 10px auto;"> Manager- Tourism Mallikarjun </div>	<ul style="list-style-type: none"> • CEO peshi management. • CEO's personal communication. • Monitoring of CEO appointments. • Any other job assigned by CEO.
<p>Section- GH-1:</p> <div style="text-align: center;"> <div style="border: 1px solid black; padding: 5px; width: 100px; margin: 0 auto;">CEO</div> <div style="text-align: center;">↑</div> <div style="border: 1px solid black; padding: 5px; width: 100px; margin: 0 auto;">Dir. Admin</div> <div style="text-align: center;">↑</div> <div style="border: 1px solid black; padding: 5px; width: 100px; margin: 0 auto;"> Manager- HR Deepak </div> <div style="text-align: center;">↑</div> <div style="border: 1px solid black; padding: 5px; width: 100px; margin: 0 auto;"> Sr. Admn. Exe. Nilofar </div> </div>	<ul style="list-style-type: none"> • Handling recruitment process and related files. • Assisting in organization structure & planning, build in HR policy and maintain them. • Processing contract/deputation employees' salaries. • Maintainance & attendance register/CLs of employees. • Assisting in handling statutory meetings. • Assisting in conducting periodic reviews to ensure the continuing effectiveness of authority. • Handling foreign service employee's files. • Any work assigned by CEO/ Dir. (Admn). • Deputation employee's joining's, relieving's, salary, annual grade increments, EL, HPL, medical reimbursement, etc. • State Annual Tourism Excellence Awards.
<p>Section- GH-2:</p> <div style="text-align: center;"> <div style="border: 1px solid black; padding: 5px; width: 100px; margin: 0 auto;">CEO</div> <div style="text-align: center;">↑</div> <div style="border: 1px solid black; padding: 5px; width: 100px; margin: 0 auto;">Dir. Admin</div> <div style="text-align: center;">↑</div> <div style="border: 1px solid black; padding: 5px; width: 100px; margin: 0 auto;"> AD- Capacity Building/ I/C Manager (HR) </div> <div style="text-align: center;">↑</div> <div style="border: 1px solid black; padding: 5px; width: 100px; margin: 0 auto;"> Sr. Admn. Exe. Venkata Lakshmi </div> </div>	<ul style="list-style-type: none"> • Trainings like tour guides, cab drivers, housekeeping, front office, swagrauha food, foods & services. • Tourism signage boards. • Payments of Advertisements like recruitments & tenders. • Competitions for students world tourism day celebrations/payments. • To assist in preparation of APTA meetings, budget, Government correspondence. • SIHM- Tirupati.

2. The above allocation of subjects are temporary in nature and are liable to be changed in accordance with the requirements of APTA from time to time and will be in force till further orders.

3. All the group heads are requested to adhere to the hierarchy defined.

4. Group heads are requested to follow the approved budget work plan with respect to expenditure. A detailed report of payments made and work orders issued out of budget work plan of 2018-19 may be submitted to Dir (Admin) by 1st of every month.

//FBO//


DIRECTOR (Administration)
Andhra Pradesh Tourism Authority
Government of Andhra Pradesh
Auto Nagar, Vijayawada.

Sd/-
Chief Executive Officer
APTA