

II

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

OFFICE ORDER

Rc. No.02/HR/APTA/2019, Dt:27-03-2019

Sub: APTA – Job Allocation–Reg.

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

1. Section-wise Job allocation:

a) IDG:

Section	Responsibilities
<p>Section- A1:</p> <div style="text-align: center;"><div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">CEO</div><div style="text-align: center;">↑↑</div><div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Dir. IDG P. Srinivasa Rao</div><div style="text-align: center;">↑↑</div><div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">AD-1 (Investments) (Vacant)</div><div style="text-align: center;">↑↑</div><div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Manager G. Anjali</div><div style="text-align: center;">↑↑</div><div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Admn. Exe. – J. Daiva Kumari</div></div>	<ul style="list-style-type: none">• Investor Summits and inviting investors.• Preparation of prospective investor data base. Identification of Prospective investors.• Processing of investment proposals.• Single window Clearances.• Preparing procurement guidelines and standard bidding documents.• MOU's & its progress monitoring. Record of signed MOU's.• Establishing continuous relationship with prospective investors.• Handholding of the investors to commence operations.• Creation of shelf of projects.• Supporting projects related e-office correspondence (Investments)• Private investment and monitoring of private projects, investment summits.• Any work assigned by CEO, APTA

Section	Responsibilities
<p>Section- A2:</p> <pre> graph BT CEO[CEO] --> Dir_IDG[Dir. IDG P. Srinivasa Rao] Dir_IDG --> DD_IDG[DD- IDG (Vacant)] DD_IDG --> AD_2[AD- 2(Incentives) C. Mahidhar] AD_2 --> Admn_Exe[Admn. Exe. Shaik Mastan Vali] </pre>	<ul style="list-style-type: none"> • Incentives correspondence. • Processing of incentives. • Processing of complimentary infrastructure as part of Incentive Policy provisions. • Release of incentives. • Procurement of Publicity material. • Publicity material printing & handling. • 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, Fairs & Festivals across National & International. • Any work assigned by CEO, APTA
<p>Section- A3:</p> <pre> graph BT CEO[CEO] --> Dir_IDG[Dir. IDG Sri P. Srinivasa Rao] Dir_IDG --> DD_IDG[DD- IDG (Vacant)] DD_IDG --> AD_3[AD- 3(Stratgy) Dhananjaya Joshi] AD_3 --> Admn_Exe1[Admn. Exe. Mahesh Babu] AD_3 --> Sr_Economist[Sr. Economist (Vacant)] </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. • Mega Tourism Projects and Research. • Tourism Development Strategy. • Any work assigned by CEO, APTA. <p><u>Economist:</u></p> <ul style="list-style-type: none"> • Tourism Market research. • Tourism Economics. • Conducting surveys for Tourism decision making. • To identify and notify special Tourism zones.

Section	Responsibilities
<p>Section – P3</p> <pre> graph BT CEO[CEO] <--> DirIDG[Dir. IDG P. Srinivasa Rao] DirIDG <--> EstateOfficer[Estate Officer (Vacant)] EstateOfficer <--> AEA[AE Shyam Sekhar] EstateOfficer <--> PrincipalPlanner[Principal Planner (Vacant)] PrincipalPlanner <--> PlanningAsst[Planning Asst. M. 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. • Any work assigned by CEO, APTA. <p><u>Asst. Engineer</u></p> <ul style="list-style-type: none"> • Scrutiny of bills related to Engineering. • Scrutiny of estimations. • Preparation of estimates. • Scrutiny of electricity bills for APTA.

b) EDG:

Section	Responsibilities
<p align="center">Director (EDG)</p>	<p align="center">Public Information Officer</p>
<p>Section- P1:</p> <pre> graph BT CEO[CEO] --> Dir[Dir. EDG (i/c.) M. Srinivasa Rao] Dir --> AD[AD- EDG B. Pitcheswara Rao] AD --> Manager[Manager (Tourism) N. Ram Kumar] AD --> ATIO[ATIO P. Rama Mohana Rao] Manager --> Asst[Asst. Engineer Shyam Sekhar] ATIO --> Asst </pre>	<p><u>ATIO:</u></p> <ul style="list-style-type: none"> • Budget allocation to DTC's/CTC's and all works related to DTC's & CTC's • Monitoring and collecting UC's from DTC/CTC. • Swachh Action Plans (SAP) • United Nations Framework Convention on Climate Change (UNFCCC) • Local Tourism Projects. <p><u>Manager (Tourism)</u></p> <ul style="list-style-type: none"> • Destination & Beach Development. • Development of all Tourist Destinations. • Experience Development plans. • Spill over work in the hubs. • Development of Rope -Ways in the state. • All works related to Foundation Stones / Inaugurations information. • Monthly reports on tourism projects. • Any work assigned by CEO, APTA. <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[Dir. EDG (i/c.) M. Srinivasa Rao] Dir --> AD[AD (Planning) Md. Sab] AD --> Admn[Admn. Exe Vara Prasad] </pre>	<ul style="list-style-type: none"> • RTI -Assistant Public Information Officer. • LAQ's, LSQ's & RSQ's. • Planning section. • State Bifurcation issues • All Tourism own Buildings- Information and management. • Amaravathi Declaration- Development of Tourism Infrastructure. • Pay Commission • Government Reports • Tribal Sub Plan and other allied subjects related. • Environmental Clearances/ Meetings. • Parliamentary Sub Committee meetings/ ATR's. • NHRC Cases/Lokayukta Cases.

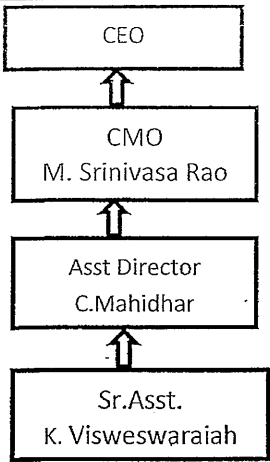
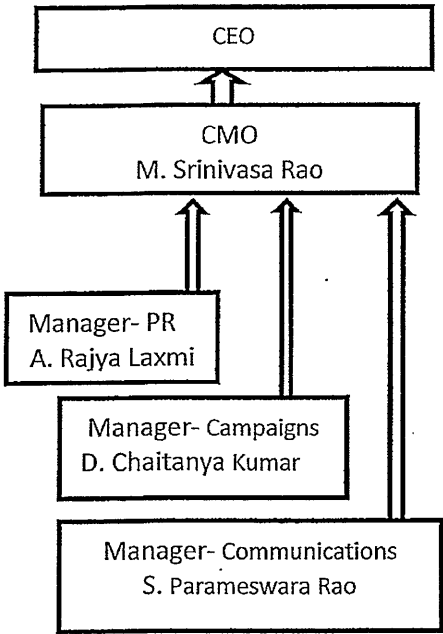
<p>Section- P4:</p> <div style="text-align: center;"> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">CEO</div> <div style="text-align: center;">↑↑</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Dir. EDG (i/c.) M. Srinivasa Rao</div> <div style="text-align: center;">↑↑</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">AD (Cuisine) Nishar Ahmed</div> <div style="text-align: center;">↑↑</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Admn. Exe. Nagarjuna</div> </div>	<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. • Planning and Execution of Food Truck Festivals.
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Section	Responsibilities
<p>Section- P5:</p> <div style="text-align: center;"> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">CEO</div> <div style="text-align: center;">↑↑</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Dir. EDG (i/c.) M. Srinivasa Rao</div> <div style="text-align: center;">↑↑</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Manager- Events A. Rama Krishna</div> <div style="text-align: center;">↑↑</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Admn. Exe. N. Satish</div> </div>	<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. • Sponsorships • World Tourism Day and other celebrations of the GoAP and MoT, GoI. • Departmental Events. • Maintenance of Coffee Machine, stock, payments bills. • Maintenance of Tourist Information Counters across State. • Tableau - 26th January and 15th August Parades. • Any work assigned by CEO, APTA.

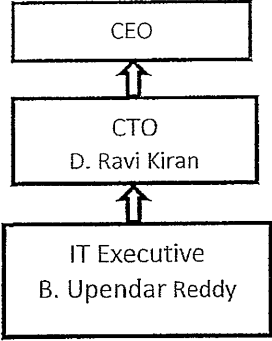
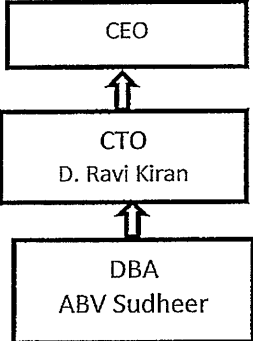
<p>Section - P6</p> <pre> graph BT CEO[CEO] --> Dir_EDG["Dir. EDG (i/c.) M. Srinivasa Rao"] Dir_EDG --> AD_EDG["AD- EDG B.Pitcheswara Rao"] AD_EDG --> Sr_Admin_Exe["Sr. Admin Exe V. Uma Jyothi"] </pre>	<ul style="list-style-type: none"> • Rural Tourism Development (Project Sanskriti). • Indiakala –official partner with APTA to promote handicrafts and handlooms of AP through online store. • Home Stays Development. • Agriculture Tourism • Eco-tourism • Promotion of Art & 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. • Project Palle • Preparation of coffee table books including the details of famous shops. • Any work assigned by CEO/CMO, APTA.
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c) Marketing & Communications:

Section	Responsibilities
<p>Section- C1:</p> <pre> graph BT CEO[CEO] --> CMO["CMO M. Srinivasa Rao"] CMO --> Manager_Hotels["Manager- Hotels & Resorts Rafeeq Ahmed"] Manager_Hotels --> Asst_Manager["Asst. Manager (Events) N. Jaya Rani"] Asst_Manager --> Admn_Exe_1["Admn. Exe. Java Krishna"] Asst_Manager --> Admn_Exe_2["Admn. Exe. S. Anil Kumar"] </pre>	<ul style="list-style-type: none"> • Events & Mega Festivals. • Geo Tagging of Hospitality Organisations, Hotels & Restaurants in the state. • Any work assigned by CEO/CMO, APTA.

Section	Responsibilities
<p>Section- C2:</p>  <pre> graph BT CEO[CEO] CMO["CMO M. Srinivasa Rao"] AD["Asst Director C.Mahidhar"] SA["Sr.Asst. K. Visweswaraiah"] SA --> AD AD --> CMO CMO --> CEO </pre>	<ul style="list-style-type: none"> • Addl. Responsibility to Asst. Director (Incentives). • Branding & Marketing of Tourism promotion. • Conduction of special Tourism campaigns. • Advertisements. • Marketing Campaigns planning and execution in consultation with GoodLife projects Pvt. Ltd. • Any work assigned by CEO/CMO, APTA.
<p>Section- C3:</p>  <pre> graph BT CEO[CEO] CMO["CMO M. Srinivasa Rao"] MPR["Manager- PR A. Rajya Laxmi"] MC["Manager- Campaigns D. Chaitanya Kumar"] MCom["Manager- Communications S. Parameswara Rao"] MPR --> CMO MC --> CMO MCom --> CMO CMO --> CEO </pre>	<ul style="list-style-type: none"> • Daily update on news coverage to CEO-APTA and all senior officers of APTA. • 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. • Press and Media coverage / Management. • Maintenance of Archives/Department achievements. • 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. • 360 Virtual tour for listed destinations of Andhra Pradesh. • Updating AP Tourism events, festivals, heritage, Art & Craft on social media. • Working on AP Tourism brochures with Good Life Projects Pvt. Ltd.(propaganda). • Creation Photo Archives. • News clippingson Tourism / related news and its E-storage. • Any work assigned by CEO/CMO, APTA

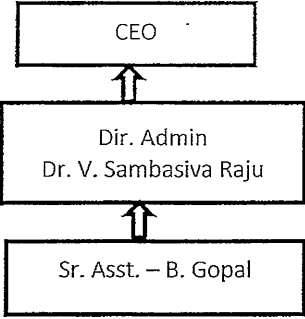
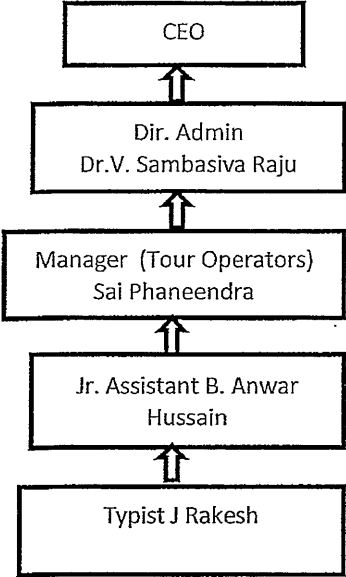
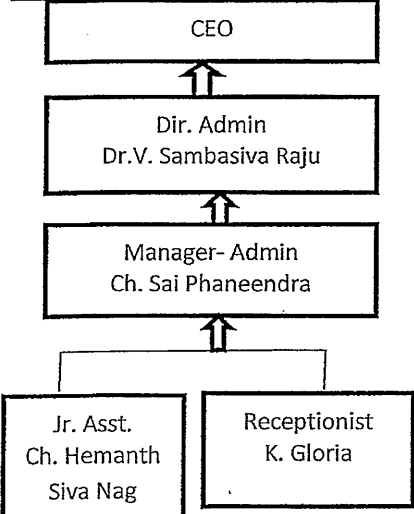
d) ADG:

Section	Responsibilities
<p>Section- T1:</p>  <pre> graph BT CEO[CEO] <--> CTO[CTO D. Ravi Kiran] CTO <--> IT[IT Executive B. Upendar Reddy] </pre>	<ul style="list-style-type: none"> • Procurement of Desktops/Laptops and its maintenance. • Network in APTA office, Internet Connection • Issuing of E-office login Ids, maintenance of digital tokens, Govt. Mail ID's & Biometric nodal officer. • E-Pragathi Champion • Website Maintenance, RFP uploads, CM Core dash board update, AP ROMS date update (KPI's), Meekosam grievances update. • Tele conference, Video Conferences. • Investment tracker application online monitoring of Engg. Works application Geo-Tagging of lands. • Single Desk & Online clearances Extension of Provisional registrations. • All IT initiatives. • CMO- Meekosam- Representations related to Tourism. • E-Guides Development. • Any work assigned by CEO, APTA.
<p>Section- T2:</p>  <pre> graph BT CEO[CEO] <--> CTO[CTO D. Ravi Kiran] CTO <--> DBA[DBA ABV Sudheer] </pre>	<ul style="list-style-type: none"> • Correspondences of APTA peshi. • Designing & maintenance of foot fall dashboard & statistics. • Communication related to all international events (Requesting from proposal stage to stall booking) • Designing & maintenance of webpages (1) Tourism Events (2) Tourism Awards. • Collectors conferences & related correspondence. • Any work assigned by CEO, APTA.

e) Finance & Accounts:

Section	Responsibilities
<p>Section- F1: (APTA)</p> <pre> graph BT CEO[CEO] --> FA_CAO[FA & CAO N. Sreenivasulu] FA_CAO --> JAO[JAO P.V. GovardhanaGiri] JAO --> Sr_Accts_Exec_Rehman[Sr. Accts. Exe. Rehman] JAO --> Sr_Accountant_Salim[Sr. Accountant Md. Salim] Sr_Accountant_Salim --> Jr_Accountant_Reddy[Jr. Accountant B. Ramana Reddy] Jr_Accountant_Reddy --> KVR_Bhagavati_Lakshmi[KVR Bhagavati Lakshmi] Sr_Accts_Exec_P_Mahesh_Babu[Sr. Accts. Exe. P. Mahesh Babu] Sr_Accts_Exec_P_Mahesh_Babu --> JAO </pre>	<ul style="list-style-type: none"> • Maintenance & updation 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 & deputation employees in APTA & 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. • 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. • Preparing monthly DOT staff salary bills. Supplementary bills, DA arrears & increment arrear bills. • Reconciliation of PAO & Accounts figures. • Preparation & uploading of number statements & expenditure. • RE & BE for every month expenditure statements. • Non- Government payments. • Attending office work correspondence to Govt., DTA, PAO & RTI Act replies. • Any work assigned by CEO, APTA.

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] DirAdmin --> CEO SrAsst --> DirAdmin </pre>	<ul style="list-style-type: none"> • All Government employees' establishment matters. • Outsourcing employee's establishment matters. • Site guides cum watch and ward functioning. • Loans & Advances. • Maintenance of Govt. Vehicles and hired Vehicle payments. • Telugu Official language. • Any work assigned by CEO, APTA
<p>Section- GA-2:</p>  <pre> graph BT CEO[CEO] DirAdmin[Dir. Admin Dr. V. Sambasiva Raju] Manager[Manager (Tour Operators) Sai Phaneendra] JrAsst[Jr. Assistant B. Anwar Hussain] Typist[Typist J Rakesh] DirAdmin --> CEO Manager --> DirAdmin JrAsst --> Manager Typist --> JrAsst </pre>	<ul style="list-style-type: none"> • Payments - APTIC's Electricity bills, telephone bills & other stationery bills. • Payments of Drinking water, news paper. • Maintenance of computers, xerox machine. • Stores & stationery, maintenance of office building and stock registers of APTA, office, furniture, etc. • APTA office building rental, electricity, maintenance like generator. • Payments of housekeeping and security services, hired vehicles, Airtel CUG. • Maintenance of APTA Ware house. • District wise projects/ progress reports.
<p>Section- GA-3:</p>  <pre> graph BT CEO[CEO] DirAdmin[Dir. Admin Dr. V. Sambasiva Raju] ManagerAdmin[Manager- Admin Ch. Sai Phaneendra] JrAsst[Jr. Asst. Ch. Hemanth Siva Nag] Receptionist[Receptionist K. Gloria] DirAdmin --> CEO ManagerAdmin --> DirAdmin JrAsst --> ManagerAdmin Receptionist --> ManagerAdmin </pre>	<ul style="list-style-type: none"> • Dispatcher. • Inward receiving of Tenders/Quotations and handing 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. (Admn) daily. • Receptionist:- <ul style="list-style-type: none"> o Receiving visitors and maintenance of visitor register (Physical / in MS Excel) o Maintaining APTA Employee in and out register.

Section	Responsibilities
<p>Section- GA-4:</p> <div style="text-align: center;"> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Manager- Tourism T. Mallikarjuna</div> <div style="text-align: center;">↑</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Sr. Admin Exe TVVD Subrahmanyam</div> </div>	<ul style="list-style-type: none"> • CEO peshi management. • CEO's personal communication. • Monitoring of CEO appointments. • Any other job assigned by CEO, APTA.
<p>Section- GH-1:</p> <div style="text-align: center;"> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">CEO</div> <div style="text-align: center;">↑</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Dir. Admin Dr. V. Sambasiva Raju</div> <div style="text-align: center;">↑</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Manager- HR P.V. Deepak</div> <div style="text-align: center;">↑</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Sr. Admn. Exe. T. Venkata Lakshmi</div> </div>	<ul style="list-style-type: none"> • Handling statutory meetings of APTA. • Annual Budget Planning, preparation and submission. • HR Policy & Implementation. • Handling recruitment process • Processing contract/deputation employees' salaries. • Maintenance & attendance register/CLs of employees. • Assisting in conducting periodic reviews to ensure the continuing effectiveness of authority. • Handling Foreign Service employee's files: • Competitions planned by APTA as part of World Tourism Day and other important days. • Erection of Tourism signboards across the State. • Payments of Advertisements like recruitments & tenders. • SIHM- Tirupati and Kakinada. • Processing nomination of APTA for awards across the Nation and also at International Level. • Any work assigned by CEO, APTA.
<p>Section- GH-2:</p> <div style="text-align: center;"> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">CEO</div> <div style="text-align: center;">↑</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Dir. Admin Dr. V. Sambasiva Raju</div> <div style="text-align: center;">↑</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">AD- Capacity Building A. Lajwanti Naidu</div> <div style="text-align: center;">↑</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Sr. Admin Executive – Niloufer</div> </div>	<ul style="list-style-type: none"> • Preparation and execution of Capacity Building Plans. • AP STAR and Student Internships rollout. • Induction Programmes • Any work assigned by CEO, APTA.

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 w.r.t expenditure. A detailed report of payments made and work orders issued out of budget work plan may be submitted to Dir (Admin) by 1st of every month.

5. All the section heads are requested to submit detailed budget utilisation report for the FY 2018-19 by 30 Mar 2019 to Director (Admin).

Chief Executive Officer
APTA, Vijayawada.

To:

All the officers and staff of APTA for information and further necessary action.