

14

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

OFFICE ORDER

Rc. No.02/HR/APTA/2019-3, Dt: 30.06.2020

Sub: APTA – Job Allocations – Reg.

Ref: Rc. No.02/HR/APTA/2019, Dt:27-03-2019
Rc. No.02/HR/APTA/2019-1, Dt:19-07-2019
Rc. No.02/HR/APTA/2019-2, Dt:17-10-2019

The following changes in responsibilities have been assigned to the officers/employees of APTA with immediate effect:

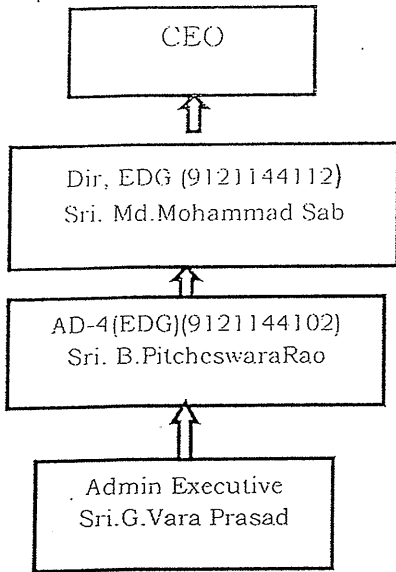
- (a) With immediate effect Sri. Md. Mohammad Sab, Deputy Director is appointed as Director (EDG) and Public Information Officer till further orders.
- (b) Sri. B. Pitcheswara Rao, AD, EDG, APTA is appointed as Assistant Public Information Officer till further orders and look after the responsibilities assigned in this order.

Experience Development Group:

Section	Responsibilities
<p>Section- PI:</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; margin: 5px 0;">↑</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Dir, EDG (9121144112) Sri. Md.Mohammad Sab</div> <div style="text-align: center; margin: 5px 0;">↑</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">AD-4(EDG)(9121144102) Sri. B.PitcheswaraRao</div> <div style="text-align: center; margin: 5px 0;">↑</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Manager (Tourism) (9121725454) Sri.N. Ram Kumar</div> <div style="text-align: center; margin: 5px 0;">↑</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">A.T.I.O (9121144092) Sri. P. Rammohan Rao</div> </div>	<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. • Scrutiny of bills related to Engineering. • Scrutiny of estimations. • Preparation of estimates. • Conceptualising and implementing new Tourism projects. • Monitor and implementation of projects. • Engineering plans for Landscaping. • 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. • Any work assigned by CEO, APTA.

Section

Section- P2:



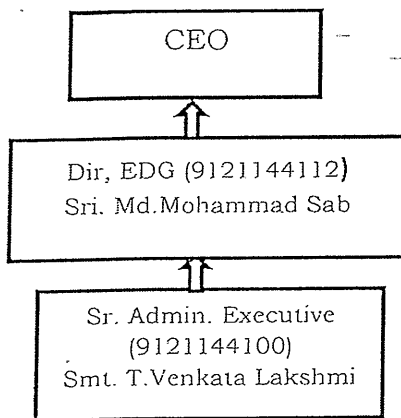
Responsibilities

- Right To Information Act. (RTI)
- 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.
- Any work assigned by CEO, APTA.

Section

Section - P3:

Estate:



Responsibilities

- Procure, maintain and dispose immovable properties and lands.
 - Identifying lands for Tourism plans.
 - Procurement of land and creating a land bank.
 - Land alienations, land lease and dispose of lands as per the policy for Tourism Projects
 - Collect revenues from all immovable properties.
 - Conceptualising and implementing new Tourism projects.
 - To prepare master plans, architectural plans and designs.
- Any work assigned by CEO, APTA.

Section

Section P4:

Responsibilities

- Development of Andhra Cuisine & Signature experience & 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.
- Any work assigned by CEO, APTA

CEO



Dr. EDG (9121144112)
Sri. Md. Mohammad Sahi



Asst. Manager (Events)
(9121725656)
Smt. N. Jaya Rani

The above allocation of subjects is 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.

All the group heads are requested to adhere to the hierarchy defined in the reference.

Chief Executive Officer
APTA, Vijayawada.

To:

All the Officers/Section Heads of APTA for information and further necessary action.

1. Director – Administration
2. Director – Industry Development Group
3. Director – Experience Development Group
4. Chief Marketing & Communications Officer
5. Chief Technology Officer
6. Financial Advisor & Chief Accounts Officer