

V

~~SECRET~~

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

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**OFFICE ORDER**

**Rc. No.02/HR/APTA/2019-5, Dt: 17.07.2020.**

**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  
Rc. No.02/HR/APTA/2019-3, Dt:23-06-2020  
Rc. No.02/HR/APTA/2019-4, Dt:02-07-2020

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The following changes in responsibilities have been assigned to the officers/employees of APTA on Administrative grounds as mentioned against with immediate effect.

- (a) Sri. V Sai Phaneendra Ch, Manager (Tour Operator), I/c. Manager (HR) is deputed as Assistant Comptroller (House Hold), Raj Bhavan and instructed to report the Secretary to Governor, Raj Bhavan and will be relieved after handing over the Subject & Files.
- (b) With immediate effect Smt. V. Umajyothi, Sr. Admin Executive will act as I/c. Manager (HR) till further orders.
- (c) The responsibilities of Sri. Dhananjaya Joshi, AD, CB will also be assigned to the I/c. Manager (HR) since the employee has been instructed to work as PS to the Special Chief Secretary Peshie till further orders and look after the responsibilities assigned in this order.

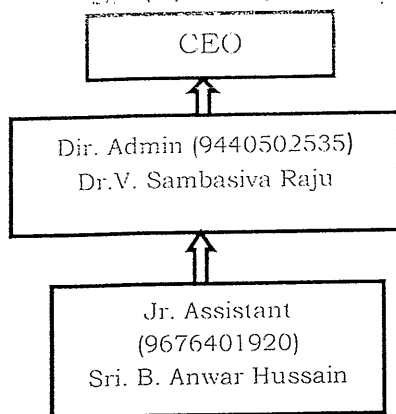
**a) Administration Group:**

Section	Responsibilities
<p><b>Section- GA-1:</b></p> <div style="text-align: center;"> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">CEO</div> <div style="font-size: 2em; margin: 5px 0;">↑</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Dir. Admin (9440502535) Dr. V. Sambasiva Raju</div> <div style="font-size: 2em; margin: 5px 0;">↑</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Sr. Assistant (9966028028) Sri. B. Gopal</div> </div>	<ul style="list-style-type: none"> <li>All Government employees' establishment matters.</li> <li>Outsourcing employee's establishment matters.</li> <li>Site guides cum watch and ward functioning.</li> <li>Loans &amp; Advances.</li> <li>Maintenance of Govt. Vehicles and hired Vehicle payments.</li> <li>Telugu Official language.</li> <li>Any work assigned by CEO, APTA</li> </ul>

**Section**

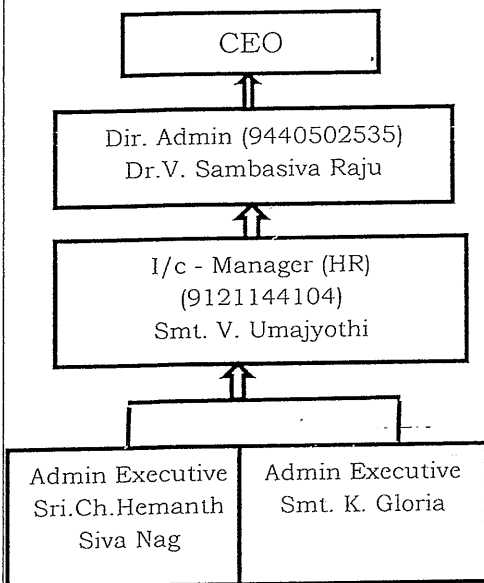
**Responsibilities**

**Section- GA-2:**



- Payments - APTIC's Electricity bills, telephone bills & other stationery bills.
- Payments of Drinking water, newspaper.
- 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.
- Any work assigned by CEO, APTA

**Section- GA-3:**



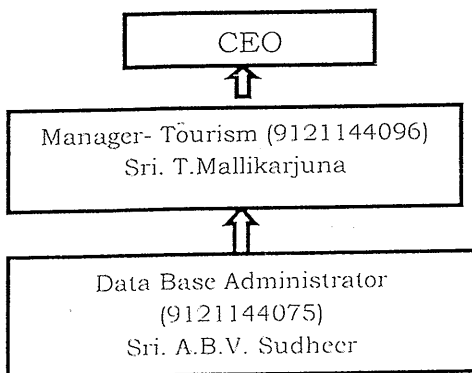
**Dispatcher:**

- Inward receiving of Tenders/Quotations and handing over to the concerned section.
- Maintaining the following registers:
  - 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 Manager.(Admin) & Dir. (Admin) daily.

**Receptionist:**

- a) Receiving visitors and maintenance of visitor register (Physical / in MS Excel)
- b) Maintaining APTA Employee in and out register.
- Any work assigned by CEO, APTA

**Section- GA-4:**

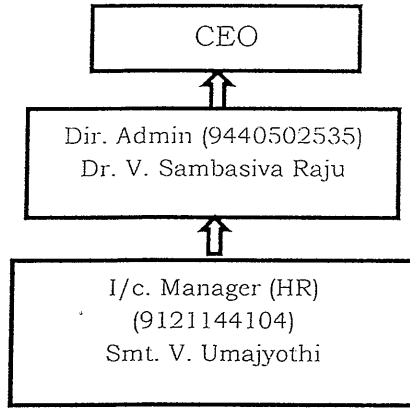


- CEO peshi management.
- CEO's personal communication.
- Monitoring of CEO appointments.
- Any other job assigned by CEO, APTA.

**Section**

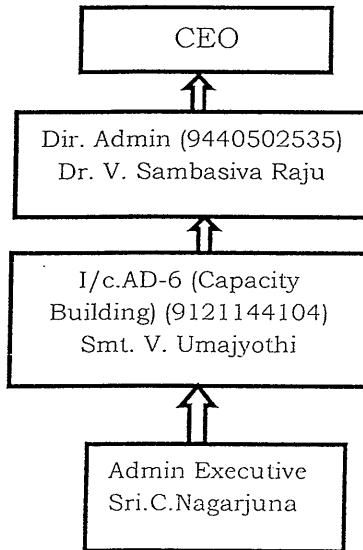
**Responsibilities**

**Section- GH-1:**



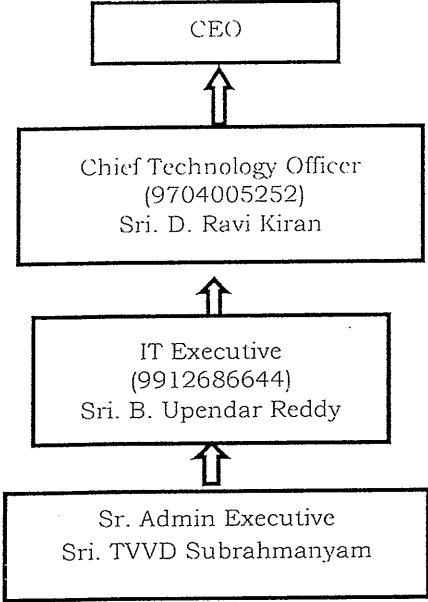
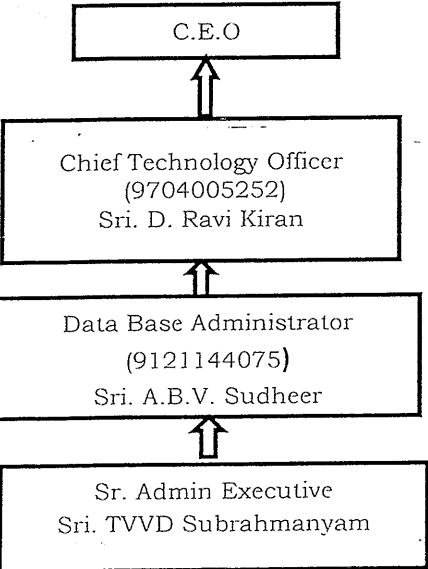
- Handling statutory meetings of APTA.
- Annual Budget Planning, preparation and submission.
- HR Policy & Implementation.
- Handling recruitment process
- Processing contract/deputation employees' salaries.
- Maintenance & attendance register/CLs of employees.
- Assisting in conducting periodic reviews to ensure the continuing effectiveness of authority.
- Handling Foreign Service employee's files.
- Payments of Advertisements like Recruitments & tenders.
- Any work assigned by CEO, APTA.

**Section- GH-2:**



- Preparation and execution of Capacity Building Plans.
- AP STAR and Student Internships rollout.
- Induction Programmes
- Competitions planned by APTA as part of World Tourism Day and other important days.
- Erection of Tourism signboards across the State.
- Processing nomination of APTA for awards across the Nation and also at International Level.
- Rural Tourism Development (Project Sanskriti).
- 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.
- Preparation of coffee table books including the details of famous shops.
- Any work assigned by CEO, APTA.

b) Technology Development Group:

Section	Responsibilities
<p><b>Section- T1:</b></p>  <pre> graph TD     CEO[CEO]     CTO["Chief Technology Officer (9704005252) Sri. D. Ravi Kiran"]     ITE["IT Executive (9912686644) Sri. B. Upendar Reddy"]     SAES["Sr. Admin Executive Sri. TVVD Subrahmanyam"]     CEO --&gt; CTO     CTO --&gt; ITE     ITE --&gt; SAES           </pre>	<ul style="list-style-type: none"> <li>• Procurement of Desktops/Laptops and its maintenance.</li> <li>• Network in APTA office, Internet Connection</li> <li>• Issuing of E-office login Ids, maintenance of digital tokens, Govt. Mail ID's &amp; Biometric nodal officer.</li> <li>• E-Pragathi Champion</li> <li>• Website Maintenance, RFP uploads, CM Core dash board update, AP ROMS date update (KPI's), Meekosam grievances update.</li> <li>• Tele conference, Video Conferences.</li> <li>• Investment tracker application online monitoring of Engg. Works application Geo- Tagging of lands.</li> <li>• Single Desk &amp; Online clearances Extension of Provisional registrations.</li> <li>• All IT initiatives.</li> <li>• CMO- Meekosam- Representations related to Tourism.</li> <li>• E-Guides Development.</li> <li>• Any work assigned by CEO, APTA.</li> </ul>
<p><b>Section- T2:</b></p>  <pre> graph TD     CEO[C.E.O]     CTO["Chief Technology Officer (9704005252) Sri. D. Ravi Kiran"]     DBA["Data Base Administrator (9121144075) Sri. A.B.V. Sudheer"]     SAES["Sr. Admin Executive Sri. TVVD Subrahmanyam"]     CEO --&gt; CTO     CTO --&gt; DBA     DBA --&gt; SAES           </pre>	<ul style="list-style-type: none"> <li>• Correspondences of APTA Peshi.</li> <li>• Designing &amp; maintenance of foot fall dashboard &amp; statistics.</li> <li>• Communication related to all international events (Requesting from proposal stage to stall booking)</li> <li>• Designing &amp; maintenance of webpages (1) Tourism Events (2) Tourism Awards.</li> <li>• Collectors conferences &amp; related correspondence.</li> <li>• Any work assigned by CEO, APTA.</li> </ul>

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 to direct the Employees of the concerned and further necessary action.

1. The Director, Administration, APTA.
2. The Director, Industry Development Group, APTA.
3. The Director, Experience Development Group, APTA.
4. The Chief Marketing & Communications Officer, APTA.
5. The Chief Technology Officer, APTA.
6. The Financial Advisor & Chief Accounts Officer, APTA.
7. Sri. V Sai Phaneendra Ch, Manager (Tour Operator) to hand over the Laptop & its accessories and Official SIM to I/c. Manager (HR), APTA.
8. Smt. V. Umajyothi, Sr. Admin Executive, APTA for compliance.