



Government of Jammu and Kashmir
General Administration Department
Civil Secretariat, J&K.

Subject: Constitution of Destination Management Committee (DMC) for "Basohli Destination" in connection with Swadesh Darshan 2.0 Scheme.

Ref: U.O No. TSM-PLG/20/2023-O/o JD- received from Tourism Department.

Government Order No.: 847-JK (GAD) of 2023
Dated: 13.07.2023

Sanction is hereby accorded to the constitution of Destination Management Committee (DMC) for "Basohli Destination", comprising the following, in connection with the Swadesh Darshan 2.0 Scheme:

1.	Deputy Commissioner, Kathua	Chairperson
2.	Senior Superintendent of Police, Kathua	Member
3.	Superintending Engineer PWD (R&B) Jammu-Kathua Circle Jammu	Member
4.	Additional Deputy Commissioner, Basohli	Member
5.	Chief Executive Officer, Bani-Basohli Development Authority, Basohli	Member Secretary
6.	General Manager, DIC Kathua	Member
7.	Chief Planning Officer, Kathua	Member
8.	Assistant Commissioner Development, Kathua	Member
9.	District Information Officer, Kathua	Member
10.	Superintendent ITI Basohli (Representative of the Department of Skill Development)	Member
11.	Executive Officer, Municipal Committee Basohli	Member
12.	Tourist Officer, Samba-Kathua	Member
13.	M/S Ranju Enterprises (Hotelier)	Special Invitee
14.	Sh. Dhanjay Bali Tenting and Camping of Tourist Destination	Special Invitee
15.	Sh. Mohinder Singh (Paramotors Glider Adventure Tourism Basohli)	Special Invitee
16.	Sh. Nitin Sharma NGO Vishav Sthali, Basohli	Invitee
17.	Sh. Sanjeev Malhotra Tour and Travel Agent, Basohli	Special Invitee

Terms of Reference(s):

1. To review on ground implementation of the scheme and resolve bottlenecks in the implementation.
2. To provide synergy with other schemes and programs of Central and UT Government at the district level particularly relating to infrastructure development, human capital development, job creation and entrepreneurship, investment promotion and marketing and other such programs to develop and promote tourism.
3. To review Operation and Management arrangement particularly health, hygiene, safety, and overall quality of maintenance of the destination.

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4. To promote skill development and local entrepreneurship for various tourism services.
5. To perform all other functions of a Destination Management Organization to promote the destination for domestic and international tourists.

By Order of the Government of Jammu and Kashmir.

Sd/-
(Sanjeev Verma) IAS
Commissioner/Secretary to the Government

No. GAD-ADM0IV/106/2022-09-GAD

Dated: 13.07.2023

Copy also to:-

1. Financial Commissioner (Additional Chief Secretary), Home Department.
2. Principal Secretary to the Government, Housing & Urban Development Department.
3. Principal Secretary to the Government, Public Works (R&B) Department.
4. Principal Secretary to the Lieutenant Governor, J&K.
5. Joint Secretary (J&K), Ministry of Home Affairs, Government of India.
6. Commissioner/Secretary to the Government, Information Department.
7. Commissioner/Secretary to the Government, Industries & Commerce Department.
8. Secretary to the Government, Planning Development & Monitoring Department.
9. Secretary to the Government, Tourism Department.
10. Administrative Secretary, Skill Development Department.
11. Divisional Commissioner, Jammu.
12. Deputy Commissioner, Kathua.
13. Director, Archives, Archaeology & Museums.
14. Private Secretary to the Chief Secretary, J&K.
15. Private Secretary to Commissioner/Secretary to Government, GAD.
16. Government Order/Stock file/Website, GAD. "Hindi and Urdu versions shall follow".


(Mohit Raina) JKAS
Under Secretary to the Government

