



संघ राज्य प्रशासन, लद्दाख

THE ADMINISTRATION OF  
UNION TERRITORY OF LADAKH

सामान्य प्रशासन विभाग

GENERAL ADMINISTRATION  
DEPARTMENT

F.No:- A/538/2022-GAD SEC

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यूटी सचिवालय/UT Secretariat  
लेह/Leh, Dated: - 23.02.2023

**Subject: Constitution of Destination Management Committee (DMC) for Leh and Kargil Town for Implementation of Swadesh Darshan 2.0 (SD 2.0) in UT of Ladakh.**

Ref: Guidelines of the Swadesh Darshan 2.0 (SD 2.0) Scheme issued by Government of India, Ministry of Tourism (Swadesh Darshan Division) vide OM No. SD-8/15/2020-SD, dated 19-04-2022.

**Order No: -45-LA(GAD) of 2023**

**Dated: -23-02.2023**

Sanction is hereby accorded to the constitution of **Destination Management Committee (DMC) for Leh and Kargil Town** comprising of the following members for implementation of Swadesh Darshan 2.0 (SD 2.0) in the Union territory of Ladakh: -

**Destination Management Committee (DMC) for Leh & Kargil Town: -**

1.	District Collector/Deputy Commissioner/CEO, LAHDC, Leh/Kargil	Chairperson
2.	Superintendent of Police, Leh/ Kargil	Member
3.	Superintending Engineer, PWD (R&B), Leh/ Kargil	Member
4.	Chief Planning Officer Leh/ Kargil	Member Secretary
5.	Executive Officer, Municipal Committee, Leh/ Kargil	Member
6.	Assistant Director, Information and Public Relations, Leh/ Kargil	Member
7.	General Manager, District Industries Center, Leh/ Kargil	Member
8.	Superintendent, Industrial Training Institute (ITI), Leh/ Kargil	Member
9.	Assistant Director, Tourism, Leh/ Kargil	Member

10.	Sh. Skarma Tsering Dehlex, President, All Ladakh Hotel and Guest House Association (ALHGHA), Leh <b>(For Leh Town)</b>	Member (s)
11.	Sh. P. T. Kunzang, President, Ladakh Travel Trade Alliance (LTTA), Leh <b>(For Leh Town )</b>	Member (s)
12.	Sh. Hassanain Ali, Member, All Kargil Travel Trade Association (AKTTA), Kargil <b>(For Kargil Town )</b>	Member (s)
13.	Sh. Fayaz Ahmad, Member, All Kargil Travel Trade Association (AKTTA), Kargil <b>(For Kargil Town )</b>	Member (s)

**Terms of Reference/ Functions of the Destination Management Committee (DMC)-**

As per Clause 7.4.2 of the guidelines for 'Swadesh Darshan 2.0' of the Ministry of Tourism, the functions of the Destination Management Committee (DMC) will be to bring synergy in the efforts of various departments and organizations towards promotion of tourism and will have the following functions:

- i. To review the implementation of the scheme on ground and resolve the bottlenecks in the implementation.
- ii. To provide synergy with other schemes and programs of Central and State 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.
- iii. To review Operation and Management arrangement particularly health, hygiene, safety and overall quality of maintenance of the destination.
- iv. To promote skill development and local entrepreneurship for various tourism services.
- v. To perform all other functions of a Destination Management Organization to promote the destination for domestic and international tourists.

The Chairperson may invite the representatives of any other Department or organization, as may be required, as special invitees.

The Chairperson may designate an officer under his control to look after development works as Member Secretary of the Committee.

**By order of the Competent Authority.**

**Sd/-**  
**(Ajeet Kumar Sahu), IAS**  
Commissioner/Secretary  
General Administration Department

**Copy as above to all concerned members.**

**Copy also to the:**

1. All Administrative Secretaries, UT Ladakh.

2. Assistant Director General, Swadesh Darshan Division, Ministry of Tourism, Government of India.
3. State Mission Director, Swadesh Darshan 2.0 (SD2.0) Ladakh/Director, Tourism Department, Ladakh.
4. District Informatics Officer, NIC, Ladakh for uploading the order on UT Website.
5. Private Secretary to Advisor to Hon'ble Lt. Governor, Ladakh for kind information to Advisor to Hon'ble Lt. Governor.
6. E-Office File.

**(Sonam Chhosdon/सोनम छोसडोन)**

Deputy Secretary/ उप सचिव

General Administration Department/ सामान्य प्रशासन विभाग