



सत्यमेव जयते

Citizen's Charter  
For  
Directorate of Tourism  
Govt. of Assam

## **INTRODUCTION :**

Assam has emerged as one of the most sought after tourist destination both nationally as well as internationally. Blessed with the mighty Brahmaputra River, it defines the socio-cultural life in Assam. It is vital to irrigation, inland water transport, inhabited by a plethora of biodiversity and it sustains the major urban center of *Guwahati* – where it facilitates growth and development. The state is amply bestowed with natural beauty, eco friendly atmosphere, lush green hills, world heritage monuments, temples, churches, mosques and above all friendly hospitable people. Tourism industry is a pivotal activity in the state having direct and indirect impact on all other sectors of the economy. The industry has contributed substantially to the economic development of the State by way of foreign exchange earnings, employment generation and it has improved the living standard of people. Keeping in view the opportunities available, the Department has taken various initiatives to diversify and develop new tourism avenues. These products include Eco Tourism, Responsible Tourism, Adventure Tourism, Pilgrim Tourism, Rural Tourism, Cruise Tourism, Heritage Tourism, Medical Tourism, etc. As part of diversification of tourism products, interconnecting circuits have been identified covering Temples, Satras, birds and wild life sanctuaries, Homestays, Heritage houses, monuments and waterfalls. However, in order to achieve above goals in the coming years, the infrastructural facilities in the form of access to the identified locations by road, inland water ways, cable cars/rope ways need to be substantially improved and provided wherever necessary. Assam has made its stride as a pilgrim destination after its permanent celebration of Ambubachi Mela with grandeur every calendar year in the month of June, which has boosted the Tourism Industry to a large extent. Apart from the leisure tourism which is the backbone of Tourism in the state, it is felt that Assam has immense potentialities to divert tourists to rural / village areas. Further, to diversify along with existing tourist attractions the Department is in the process of giving more emphasis on Adventure Sports like Rafting, Para gliding, Para Sailing, etc. Further, tracking in the forest areas of Garbhanga Reserve Forest, Kakaijana Reserve Forest, Chandubi etc. serve as an important tourist attraction. Though at a nascent stage, Assam has also emerged as a potential MICE destination.

The department of Tourism, Government of Assam was created in 1958. The prime aim of the department is to increase the tourist footfalls to the state.

## **VISION :**

To encourage and promote tourism services to facilitate a high standard of professionalism, principled behavior, moral responsibility, public accountability in a streamlined process through committed environment with motivated workforce for making Assam a major National and International Tourism Destination.

## **MISSION :**

- ❖ To increase the footfalls in Assam.

- ❖ To Identify most popular and attractive tourist destinations and develop tourist Infrastructure in an around them.
- ❖ To encourage Responsible tourism in the state with a view to preserving environment, eco – systems in keeping with the Sustainable Development Goals.
- ❖ To facilitate extensive involvement of private sector and active participation of local community in all aspects of Tourism promotion.
- ❖ To ensure safety and security of the tourists.
- ❖ To facilitate extensive involvement of private sector and encourage community participation in tourist destinations.

### **DETAILS OF BUSINESS:**

The Administrative head of the Department is the Principal Secretary (Tourism) who takes important policy making decisions in consultation and approval from the Minister of the department. The Secretary to the Government of Assam along with two Deputy Secretaries to the Government of Assam, Tourism Department are responsible for monitoring the implementation of projects for which financial assistance is sanctioned both by the centre as well as the state. The Directorate of Tourism is headed by a Director who is also functioning as the Ex-Officio Joint Secretary to the Government of Assam. The Directorate of Tourism is involved in policy formulation, planning and development of basic infrastructure promotion, publicity and marketing Assam as an ideal all season tourist destination, both in India and abroad.

The Director is assisted by three Dy. Directors in the H.Q and five district Dy. Directors posted at New Delhi, Kaziranga National Park, Karbi – Anglong, Dima – Hasao and Guwahati. They in turn are assisted by Tourist Information Officers and Assistant Tourist Information Officers. In addition to the above, there is a Superintendent who in turn is assisted by Senior Assistants and Junior Assitants.

The important activities of the Tourism Department are furnished here below

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- i. To promote tourism in Assam.
- ii. To provide and maintain accommodation facilities.
- iii. Preparation and distribution of publicity materials like brochures, posters, etc.
- iv. Erection of hoardings for publicity.
- v. Participation in tourist exhibition.
- vi. Release of advertisement for the promotion of tourism.
- vii. Conduct of fairs and festivals.
- viii. Disseminate information to the visiting tourists/general public.

- ix. A Tourist Reception Centre has been set up at the LGBI Airport, Near Kamkhaya Temple to guide and furnish tourist information on various tourist destinations.
- x. The department has commissioned the following website and E-mail addresses for the Assam Tourism :  
[www.directortourism.assam.gov.in](http://www.directortourism.assam.gov.in)  
**email:** directortourism1@gmail.com

**Public Grievance Machinery:** The following officers in the Department of Tourism may be contacted for seeking any additional details, information and public grievances, if any. The timelines for different services will remain as follows-

Sl No	Service	Condition	Timel ine / Flow (Days )	Fee (Rs)	Officer	Remark s
1	Issuing Financial sanction as per delegation of power to DT under DFP Rule	Receipt of concrete proposal from the concerning DDOs of District Office	15	nil	Shri Deba Kr. Mishra, ACS Director of Tourism, Assam Ph. No.- 0361 2547102	
2	Issuing Appointment Letter & Transfer orders for non gazetted officers & employees	a) Selection committee's select list. b) PVR c) Roster d) Medical fitness certificate	15	nil	-do-	
3	Issuing Promotion order for non gazetted employees (grad III & IV)	a) Vacancy b) ACR c) DPC d) Roster	30	nil	-do-	
4	Sending Pension papers to Accountant General (AG) office	Receipt of complete pension papers including from-1, 1A, 19 ,20 annexure 2, 12, 16 & C	30	nil	-do-	

5	Issuing grants for leave	a) Leave application b) Leave admissibility report	15	nil	-do-	
6	Issuing Information under RTI	a. Receipt of RTI application b. BPL certificate if service is to be free	30	nil	Shri Bidyarnav Bora Deputy Director of Tourism Ph. No-0361 2547102	
7	Uploading of Acts/ Rules/Om's / circular in the directorate website		15	nil	Smti. Moitreyee Das Deputy Director of Tourism Ph. No-0361 2547102	
8	Updating of website	Final compilation	20	nil	-do-	
9	Grievance Redressal	a. As Receipt of application b. Resolving the matter	20	nil	Smti. Bonti Neog Deputy Director of Tourism Ph. No-0361 2547102	

**GRIEVANCE REDRESS MECHANISM :**

Any grievance/ updates in written form will be received in plain paper in the form of an appeal, application by the Director Tourism, Station Road, Guwahati-1.

Such grievances may even sent through e-mail or by post to the following address,

The Director of Tourism, Assam, Station Road, Guwahati 781001,

e-mail address : [directortourism1@gmail.com](mailto:directortourism1@gmail.com)

**OUR OFFICE :**

The office of the Directorate of Tourism is situated in Station Road, beside the Reserve Bank of India, Guwahati-781001. The normal office timing is 9:30 AM to 5:00 PM on all working days.

**REVIEW OF CITIZEN CHARTER:**

This Citizen Charter will be reviewed annually. Any suggestion in this regard will be submitted to the Director of Tourism, Shri Deba Kumar Mishra, ACS Station Road, Guwahati-781001.

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