



**GOVERNMENT OF JAMMU AND KASHMIR**  
**GENERAL ADMINISTRATION DEPARTMENT**  
**Civil Secretariat, J&K**

**Subject: Constitution of Steering Committee for SPREAD  
(Sustainable Promotion and Revamping of Emerging  
Alternate Destinations)**

**Government Order No.936-JK(GAD) of 2025**  
**Dated:18.07.2025**

Sanction is hereby accorded to the constitution of a Steering Committee, comprising the following, for SPREAD (Sustainable Promotion and Revamping of Emerging Alternate Destinations) in the Union territory of Jammu and Kashmir:

|    |   |          |
|----|---|----------|
| 1  | Chief Secretary J&K   | Chairman |
| 2  | Administrative Secretary,<br>Jal Shakti Department                            | Member   |
| 3  | Administrative Secretary,<br>Tourism Department                               | Member   |
| 4  | Administrative Secretary,<br>Planning, Development & Monitoring<br>Department | Member   |
| 5  | Administrative Secretary,<br>Public Works (R&B) Department                    | Member   |
| 6  | Administrative Secretary,<br>Power Development Department                     | Member   |
| 7  | Administrative Secretary,<br>Finance Department                               | Member   |
| 8  | Administrative Secretary,<br>Agriculture Production Department                | Member   |
| 9  | Administrative Secretary,<br>Housing & Urban Development Department           | Member   |
| 10 | Administrative Secretary,<br>Forest, Ecology & Environment<br>Department      | Member   |
| 11 | Administrative Secretary,<br>Industries & Commerce Department                 | Member   |
| 12 | Administrative Secretary,<br>Rural Development Department                     | Member   |
| 13 | Chief Executive Officer,<br>J&K Economic Reconstruction Agency                | Member   |

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18/7

**Terms of reference:**

- i. To provide strategic direction, ensure inter-departmental coordination, and monitor progress of SPREAD.
- ii. To facilitate policy approvals, resource allocation, and problem-solving at the highest level
- iii. To ensure overall smooth execution of the initiative.

The Committee shall be serviced by the Tourism Department.

**By order of the Government of Jammu and Kashmir.**

Sd/-

**(M. Raju) IAS**

Commissioner/Secretary to the Government

No. GAD-ADM0IV/75/2025-08-GAD

Dated:18.07.2025

Copy to:

1. All Financial Commissioners (Additional Chief Secretaries).
2. Director General of Police, J&K.
3. All Principal Secretaries to the Government.
4. Principal Secretary to the Hon'ble Lieutenant Governor, J&K.
5. Principal Resident Commissioner, J&K Government, New Delhi.
6. Chief Electoral Officer, J&K.
7. All Commissioner/Secretaries to the Government.
8. Joint Secretary (J&K), Ministry of Home Affairs, Government of India.
9. Divisional Commissioner, Kashmir/Jammu.
10. All Deputy Commissioners.
11. Director Information, J&K.
12. Chairperson, Special Tribunal, J&K.
13. All Heads of Departments/Managing Directors of PSUs/Corporations/Boards.
14. Director Estates, Kashmir/Jammu.
15. Director, Archives, Archeology & Museums, J&K.
16. Secretary, J&K Services Selection Board.
17. Secretary, J&K Legislative Assembly.
18. OSD/Private Secretary to Hon'ble Chief Minister, J&K.
19. Additional Secretary to Hon'ble Deputy Chief Minister, J&K
20. General Manager, Government Press, Srinagar/Jammu.
21. Private Secretary to the Chief Secretary, J&K.
22. Private Secretary to Commissioner/Secretary to the Government, GAD.
23. Private Secretaries to all Hon'ble Minister's, J&K.
24. Private Secretary to Advisor to Hon'ble Chief Minister, J&K.
25. Government Order/Stock file/Website, GAD. "Hindi and Urdu version shall follow".

**(Shakeeb Arsallan) JKAS**

Under Secretary to the Government