

Vishwasree Boga, IAS

Executive Director, Tobacco Board, Ministry of Commerce, Government of India

Vishwasree Boga is an accomplished civil servant and development professional with over **16 years of experience** in public administration, industry promotion, tourism development, and rural livelihoods.

A **Post Graduate in Rural Management** from the **Institute of Rural Management, Anand (IRMA)** and a **Computer Science Engineer**, she brings a unique combination of analytical expertise and developmental insight to her administrative roles.

Current Role

As **Executive Director, Tobacco Board**, Ministry of Commerce, Government of India, Vishwasree oversees key initiatives aimed at enhancing the **competitiveness, sustainability, and global positioning** of India's tobacco sector. Her focus areas include farmer welfare, quality certification systems, and export facilitation, with a commitment to ensuring equitable and sustainable value chains.

Leadership in Industry & Commerce

Before her current role, Vishwasree served as **Director of Industries & Commerce** and **Managing Director, Tripura Industrial Development Corporation**, where she led landmark reforms to strengthen Tripura's industrial ecosystem.

- Mobilised an **\$84.5 million ADB-funded project** — the first of its kind to modernise industrial estates in the region.
- Formulated and launched the **Tripura Industrial Investment Policy, 2024**, promoting investor-friendly growth and sustainable practices.
- Partnered with **Tata Technologies Ltd.** to upgrade 19 ITIs into **Centres of Excellence** for industry-aligned skill development.
- Convened **Destination Tripura: Business Conclave 2025**, facilitating investment MoUs worth **₹3,500 crore**.

Service in District Administration

As **District Magistrate & Collector, Sepahijala District**, she pioneered several citizen-centric initiatives.

- **Project Diya Bati** — a flagship mentorship and welfare program for vulnerable adolescents.
 - Campaigns against **child marriage** and **adolescent pregnancy**, improving key social indicators.
- Her administration's impact earned her the **Chief Minister's Civil Service**

Award for Excellence in Public Administration twice, and Sepahijala was recognised as the **Best Performing District** during her tenure.

Contributions to Tourism & Cultural Affairs

As **Director of Tourism** and **Managing Director, Tripura Tourism Development Corporation**, Vishwasree played a pivotal role in positioning Tripura as a prominent tourism destination.

- Organised the **State's first International Tourism Mart (2018)**.
- Conceptualised the **Bharat Bangla Paryatan Utsav**, promoting cross-border cultural exchange.
- Initiated an **ADB-supported ₹500 crore tourism infrastructure project**, enhancing regional connectivity and destination appeal.

Earlier Assignments

Her administrative experience also includes roles as **Director, Information and Cultural Affairs, Sub-Divisional Magistrate, Santirbazar**, and **Assistant Secretary, Ministry of Environment, Forest and Climate Change**, where she contributed to national presentations on environmental innovation before the Hon'ble Prime Minister.

Before joining the Indian Administrative Service, Vishwasree spent seven years in the **development sector** with organisations such as the **Society for Elimination of Rural Poverty (SERP)** and **Byrraju Foundation**, focusing on **women's nutrition, sustainable agriculture, and rural enterprise promotion**. She also worked with **ICICI Prudential Life Insurance** and the **South Indian Federation of Fishermen Societies (SIFFS)**, gaining valuable experience in **financial inclusion and market systems**.

Professional Ethos

Fluent in **Telugu, English, Hindi, and Bengali**, Vishwasree is known for her **inclusive leadership, data-driven decision-making, and people-centred governance**. Her career reflects a consistent focus on **institutional reform, citizen empowerment, and sustainable economic development**.