



सत्यमेव जयते

Government of Jammu and Kashmir

Department of Labour & Employment

Welcome Entrepreneurs of J&K

Hybrid Module – Capacity Building

Overview of Mission YUVA

Yuva Udyami Vikas Abhiyan

1 Overview of Programme Design

2 Key Interventions under the Programme

3 Implementation Strategy

4 Ensuring Sustainability of Enterprises

5 ONDC & E-Commerce Strategy



1 Overview of Programme Design

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VISION

To establish Jammu and Kashmir as a thriving hub of enterprises & holistic employment by fostering entrepreneurship, and transitioning towards sustainable economy, livelihood, & empowered youth.

OUTCOME

Creation of 1,37,000+ new enterprises across sectors

Generation of 4,25,000+ employment opportunities

APPROACH

A. Creation of Nano Enterprises & Collectives



Self-Employment through Mass Entrepreneurship

B. Creation of Enterprises in Focus & Sunrise Sectors



Employment Creation through New Enterprises

C. Business Acceleration of Existing Enterprises



Employment Creation through Business Growth

D. Creation of Neo-Innovative Enterprises



Employment Creation in High-Skilled Sectors

A. Creation of Nano Enterprises



The program Promotes self-entrepreneurship through dedicated programme of initial investment support to nano enterprises

Creation of 1,37,000+ new enterprises across sectors

Generation of 4,25,000+ employment opportunities

A. Creation of Nano Entrepreneurs & Collectives

B. Creation of New MSMEs in Focus & Sunrise Sectors

C. Business Acceleration of Existing Enterprises

D. Creation of Neo-Innovative Enterprises

Sector	Sub-sector	Indicative List of Business Activities for Nano Enterprises
Agriculture & Allied	Crop Production	Vegetable Cultivation, Organic Farming, Mushroom Cultivation, MAP
	Livestock	Poultry Farming, Goat Farming, Fish Farming, Beekeeping, Dairy Units
	Agribusiness Services	Custom Hiring of Farm Machinery, Agri-Input Retailing, Organic Manure Production
Industry	Textile and Apparel	Tailoring, Readymade Dresses, Embroidery, Wool Processing, Handbag Making
	Handicrafts	Papier-mâché Crafts, Wood Carving, Pashmina Crafting, Carpet Weaving, Carpenter Work
	Food Processing	Food Preservation and Canning, Pickle and Jam Making, Dairy Product Processing
	Metal and Plastics	Copperware Making, Metal Fabrication, Plastics Products Manufacturing
	Cosmetics & Accessory	Organic Soap Production, Accessory Manufacturing (Bangles, Jewellery)
Service	Personal Care	Hair Salon & Beauty Parlour, Laundry Service, Photography / Videography Services
	Hospitality	Hotels/Restaurant/Tea Shop, Home Stays
	Technical Services	Electronics Repair Shop, Internet Café, Centre, Printing Shop, Photocopy Services
	Logistics & Transport	Transport Service, Tent House, Logistic Services
	Retail	General Store, Textile, Fruit & Vegetable, Electronic Items Shop, Garment & Footwear

Enterprises with Low Initial Investment *

Projected Enterprise Creation

1,25,000

Projected Employment Generation

2,50,000

B. Creation of New MSMEs in Focus & Sunrise Sectors



Promoting enterprises in focus & sunrise sectors will promote sustainable development across high-potential sectors

Creation of **1,37,000+** new enterprises across sectors

Generation of **4,25,000+** employment opportunities

A. Creation of Nano Entrepreneurs & Collectives

B. Creation of New MSMEs in Focus & Sunrise Sectors

C. Business Acceleration of Existing Enterprises

D. Creation of Neo-Innovative Enterprises

Sector	Focus Sectors	Sunrise Sectors
	<i>Leveraging inherent strengths & local entrepreneurs</i>	<i>Potential sectors for growth and expansion</i>
Agriculture & Allied	<ul style="list-style-type: none"> Horticulture (Apple / Walnuts / Almonds etc) Agriculture (Saffron / Basmati / Rajmash etc) Dairy Production Livestock 	<ul style="list-style-type: none"> Medicinal & Aromatic Plants Aquaculture Floriculture Beekeeping High-tech Vegetable Cultivation
Industry	<ul style="list-style-type: none"> Agro-processing Handicrafts Handloom Textile Sports Equipment Manufacturing 	<ul style="list-style-type: none"> Hydropower Pharmaceutical Metal & Mining Paper & Paper Products
Services	<ul style="list-style-type: none"> Cultural Tourism & Religious Tourism Trade Logistics & Transportation Healthcare Real Estate & Housing 	<ul style="list-style-type: none"> Adventure Tourism Eco Tourism IT / ITeS Knowledge-Based Services

Projected Enterprise Creation

7,500

Micro	Small	Medium
6,000	1,400	100

Projected Employment Generation

1,07,500

Micro	Small	Medium
60,000	35,000	12,500

*Indicative list of sectors

C. Business Acceleration of Existing Enterprises



Driving growth through expansion of micro enterprises with potential to generate additional employment

Creation of **1,37,000+** new enterprises across sectors

Generation of **4,25,000+** employment opportunities

A. Creation of Nano Entrepreneurs & Collectives

B. Creation of New MSMEs in Focus & Sunrise Sectors

C. Business Acceleration of Existing Enterprises

D. Creation of Neo-Innovative Enterprises

Supporting Expansion of **Micro and Small Enterprises** with Interest Subvention

Selection Criteria

✓ Employing more than 5 full-time employees, excluding family members

✓ Operational for more than 5 years

✓ No history of bad debts or outstanding loans at the time of application

✓ Registered under the Goods and Services Tax (GST) & Udyam registration

✓ No financial losses incurred over the past 2 years

Projected Enterprise Creation

4,000

Projected Employment Generation

60,000

Support Type

Interest Subvention on Business Expansion Loans

D. Creation of Neo-Innovative Enterprises

Promoting businesses which leverage cutting-edge technologies, creative methodologies, and novel approaches

Creation of **1,37,000+** new enterprises across sectors

Generation of **4,25,000+** employment opportunities

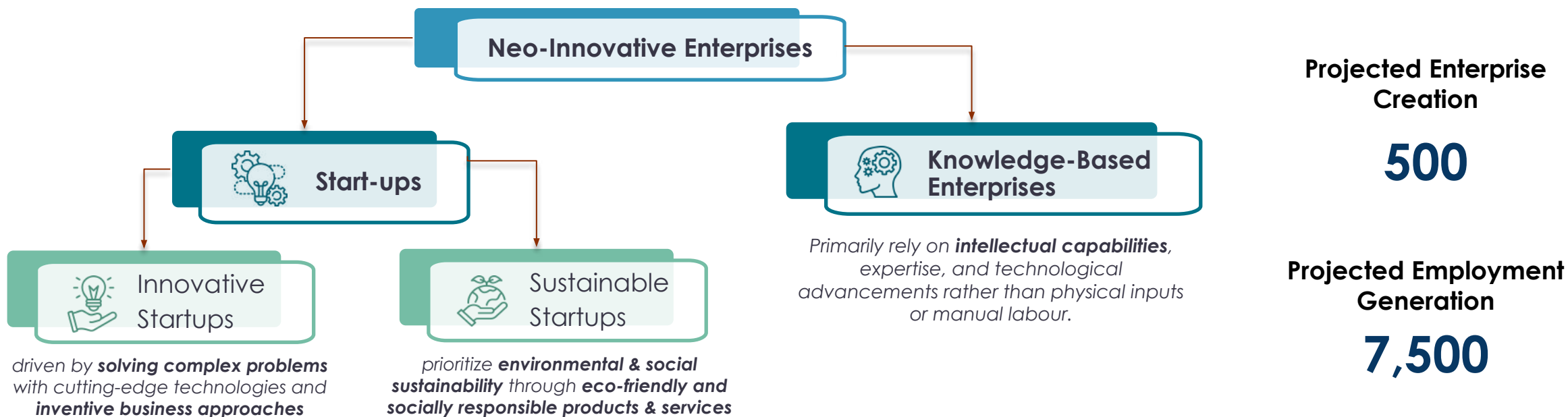
A. Creation of Nano Entrepreneurs & Collectives

B. Creation of New MSMEs in Focus & Sunrise Sectors

C. Business Acceleration of Existing Enterprises

D. Creation of Neo-Innovative Enterprises

Objective: To create diverse, **high-skilled employment opportunities** to foster creativity and **encourage new markets**



1 Overview of Programme Design

2 **Key Interventions under the Programme**

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5 ONDC & E-Commerce Strategy



The program undertakes 4C approach focusing on building culture, capital, credit and connectivity for enterprises in J&K



To establish J&K as a thriving hub of enterprises & employment by fostering equity, dignity, and income.

Creation of **1,37,000** new enterprises across sectors

Generation of **4,25,000** employment opportunities

A. Creation of Nano Entrepreneurs & Collectives

B. Creation of Enterprises in Focus & Sunrise Sectors

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Key Interventions

Culture

Capital

Capacity


Connectivity

 **1. Ecosystem Creation**

Motivating individuals & creating an enabling environment for businesses to thrive

 **2. Enterprise Development**

Enabling enterprise creation through fixed & working capital support

 **3. Credit Enablement**

Improving the credit ecosystem for easy access to credit for entrepreneurs

 **4. Capacity Building**

Capacity building of entrepreneurs & employees to effectively run and sustain businesses

 **5. Market Linkages**

Improving reach, export and trade opportunities for business growth

The program focuses on motivating individuals & creating a supportive environment for all kinds of business to thrive



Culture

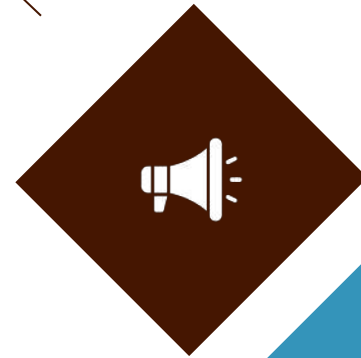
Capital

Capacity

Connectivity

UDYAM JAGRITI: Awareness Campaigns & Events

Outreach through mass & social media, panchayat-level UDYAM JAGRITI Campaign & college level events



Startup Innovation Challenge

A UT-level event every year recognizing and celebrating budding entrepreneurs

On ground Motivators/YUVA DOOTs

Identifying, counselling & guiding potential young entrepreneurs to pursue their businesses



20 Small Business Development Units at district & 80 Business Help Desk at Sub-district level

Providing handholding & business operation support to new & existing entrepreneurs at ground level



MISSION YUVA APP: One-stop Portal for Convergence

Single platform all needs of potential entrepreneurs - scheme application, bank credit, skilling, job-matching



3.1 Ecosystem Creation

Motivating individuals & creating an enabling environment for businesses to thrive

3.1.1 Information, Awareness & Education

Mass Outreach, Awareness Campaigns & Motivational Lectures by Successful Entrepreneurs

3.1.2 Portal for Application, Schemes & Credit Convergence

One-Stop Portal to with features like DPR creation, loan calculator, scheme recommendation, etc

3.1.3 Institutional Business Support Mechanisms

*Business Development Units for Nano Businesses & MSMEs at District & Regional Levels
Incubation Support for Startups at Major Academic Institution*

3.1.4 Counseling by 'Motivators'

Community Resource Persons to engage with potential entrepreneurs, provide guidance & support

3.1.5 Dedicated Technical Support Agency (TSA) for Collectives

Dedicated support structure to enhance capacity and capability of collectives & build a brand

3.1.6 Innovation & Sustainability Challenge

Competitive Funding Event for new & innovative startups to promote the entrepreneurial zeal



The program enables enterprises through direct capital support & additional initiatives to strengthen the credit ecosystem



Culture

Capital

Capacity

Connectivity

Direct Capital Support

A. Creation of Nano Entrepreneurs & Collectives

Microloans to nano entrepreneurs with margin money support & subsidized interest rates for initial investment

Margin Money Subsidy
upto ₹ 1,00,000

B. Creation of Enterprises in Focus & Sunrise Sectors

Interest Subvention for Capital Investment Loans within focus & sunrise sectors, which can be leveraged in convergence with existing schemes

Interest Subvention on Business Loans

C. Business Acceleration of Existing Enterprises

Supporting existing micro enterprises with risk capital in form of equity / quasi-equity support and interest subvention on business expansion loans

D. Creation of Neo-Innovative Enterprises

Promoting growth of early-stage startups & knowledge-based enterprises investments through Venture Capital Funding

VC Funding

J&K Credit Guarantee Fund for All Enterprises



3.2. Enterprise Development

Enabling enterprise creation through fixed & working capital support

A. Creation of Nano Entrepreneurs

Collateral-free microloans to nano entrepreneurs with margin money support & subsidized interest rates for initial investment

B. Creation of MSMEs in Focus & Sunrise Sectors

Interest Subvention for Capital Investment Loans within focus & sunrise sectors, which can be leveraged in convergence with existing schemes

C. Business Acceleration of Existing Enterprises

Supporting existing micro enterprises with risk capital in form of equity / quasi-equity support and interest subvention on business expansion loans

D. Creation of Neo-Innovative Enterprises

Promoting growth of early-stage startups & knowledge-based enterprises investments through Venture Capital Funding

Margin Money	<input checked="" type="checkbox"/>			
Interest Subvention	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
VC Funding				<input checked="" type="checkbox"/>



3.3 Credit Enablement

Improving the credit ecosystem for easy access to credit for entrepreneurs

3.3.1 Warehouse Receipt Financing

Facilitating Warehouse Receipt Financing in the UT, allowing farmers and traders to use their stored produce as collateral, thus securing loans to improve their liquidity

3.3.2 Credit Guarantee Fund for Collateral-free Loan

A unified fund to offer complete credit guarantees for loans to MSMEs and collateral-free loans along with CGTMSE

3.3.3 Fintech Partnerships for Digital Micro-Loans

Promoting digital financial ecosystem in Jammu & Kashmir, enabling easy access to credit for nano and micro enterprises and collectives.



In addition, capacity building of entrepreneurs & employees is a key focus to effectively run and sustain businesses set-up under Mission YUVA



Culture

Capital

Capacity

Connectivity

Entrepreneurship & Business Management Program (EBM)

Equip aspiring entrepreneurs with the fundamental knowledge and skills required to start, manage, and grow successful businesses.

Sector-specific Capacity Building Program

Provide entrepreneurs with sector-specific skills tailored to the economic and industrial landscape, enhancing operational efficiency and innovation



Capacity Building

Innovation & Design Thinking

Equip entrepreneurs with the knowledge and skills to leverage innovation and design thinking for problem-solving, product development, and business growth












Technology for Entrepreneurs

Equip entrepreneurs with the knowledge and skills to leverage technology and drive innovation in their businesses

Mapping of courses and delivery modes













Applicants have to apply for Mission YUVA to be eligible for enrollment under Hybrid Module and Enterprise Mentorship

Course \ Mode	 Online	 Hybrid	 Enterprise Mentorship
Entrepreneurship and Business Management			
Sector-Specific Programs			
Technology for Entrepreneurs			
Innovation and Design Thinking			

Eligibility Criteria for Applicant and Skill Based Credit Subsidy Disbursement



Criteria \ Mode	 Online	 Hybrid	 Enterprise Mentorship
Domicile of J&K aged between 18 - 59			
Applied for loan under Mission YUVA			
Release of first tranche of subsidy			
Release of second tranche of subsidy			

Completion of Hybrid Module is mandatory for release of first tranche of subsidy

Completion of Enterprise Mentorship is mandatory for release of second tranche of subsidy

Culture

Capital

Capacity

Connectivity



Jammu & Kashmir E-commerce Platform

An e-commerce platform leveraging the ONDC network with farm and non-farm products listed from SHGs , FPOs & individual businesses of Jammu & Kashmir



Business Conclave & Regional Trade Fairs

Promoting trade, commerce, and cultural exchange in the region through attracting foreign investments, enabling business networking, and promoting partnerships.



3.5 Market Linkage



Improving reach and trade opportunities for business growth

3.5.1 One-Stop E-commerce Marketplace Platform

A common E-commerce marketplace platform would empower local businesses by expanding their market reach

3.5.2 Business Conclave and Trade Fairs

Promote trade, commerce, and cultural exchange in the region through trade fairs at regional level and Business Conclave at UT level attracting foreign investments

3.5.3 Job Matching Platform

A central portal for employers & employees for job-matching with relevant skill set of individuals

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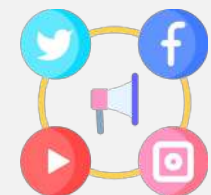
Implementation Strategy



YUVA App/Portal



Business Support
Structure



IEC Campaign

Implementation Strategy



YUVA App/Portal

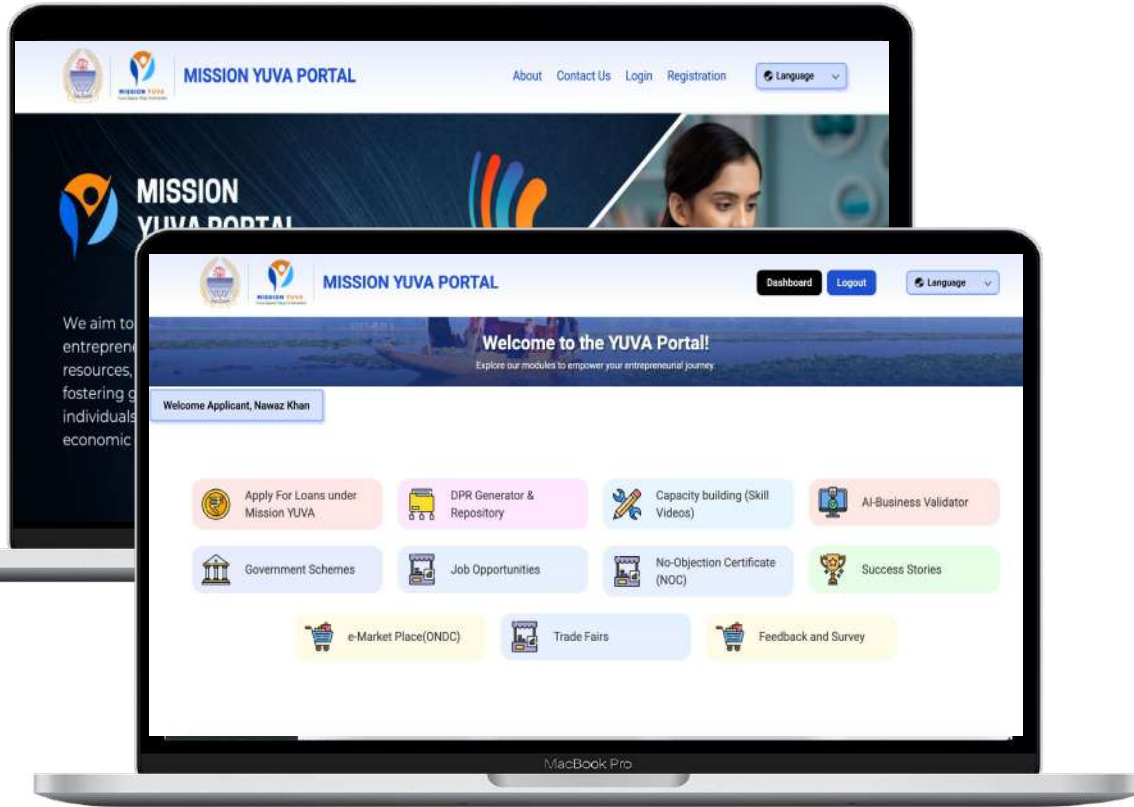


Business Support
Structure

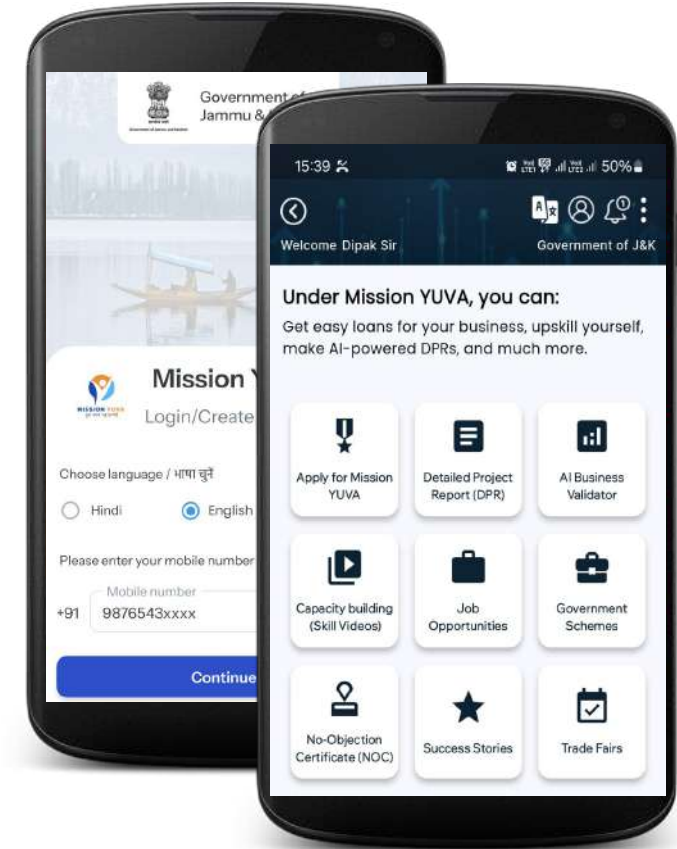


IEC Campaign

Mission YUVA is going to be implemented in a paperless manner through a web portal and a mobile application



Web Portal for Mission YUVA



Mobile App for Mission YUVA

Citizens can apply for loans in a paper-less manner making entrepreneurship more accessible



Apply for schemes under Mission YUVA

DPR Generator

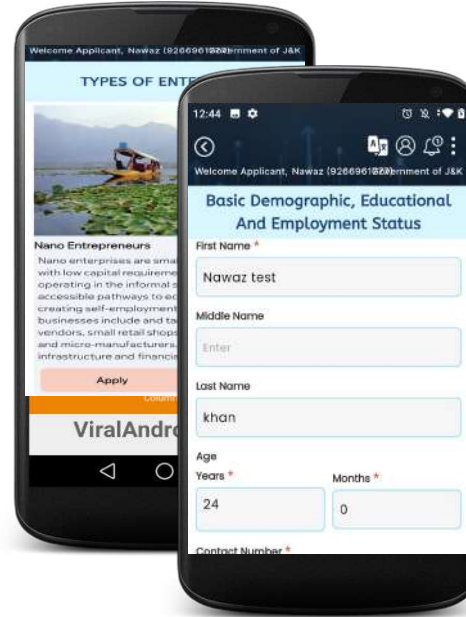
NOCs

Capacity Building

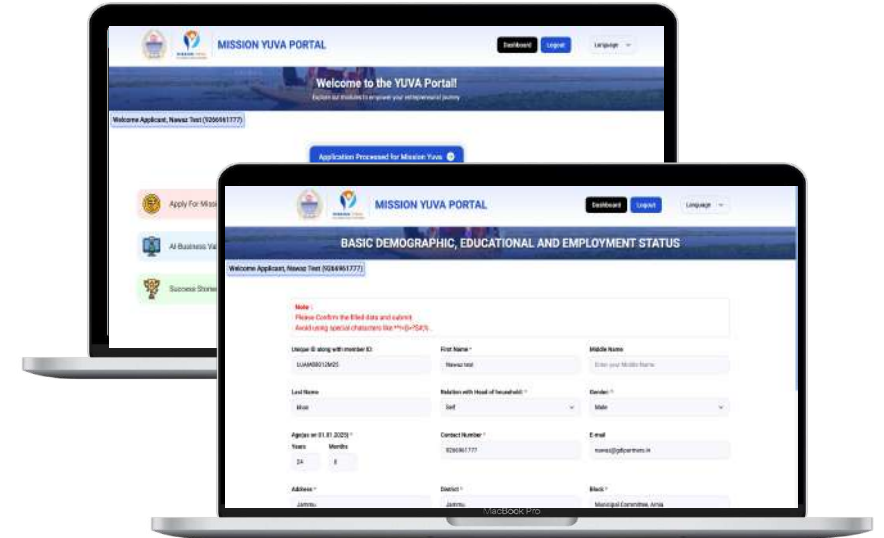
Government Schemes

Job opportunities

Simplified loan application process with minimum compulsory fields



Loan application on App



Loan application on portal

Post submission applicants can also track their applications

A. Applying for Schemes under Mission YUVA

Apply for schemes under Mission YUVA

DPR Generator

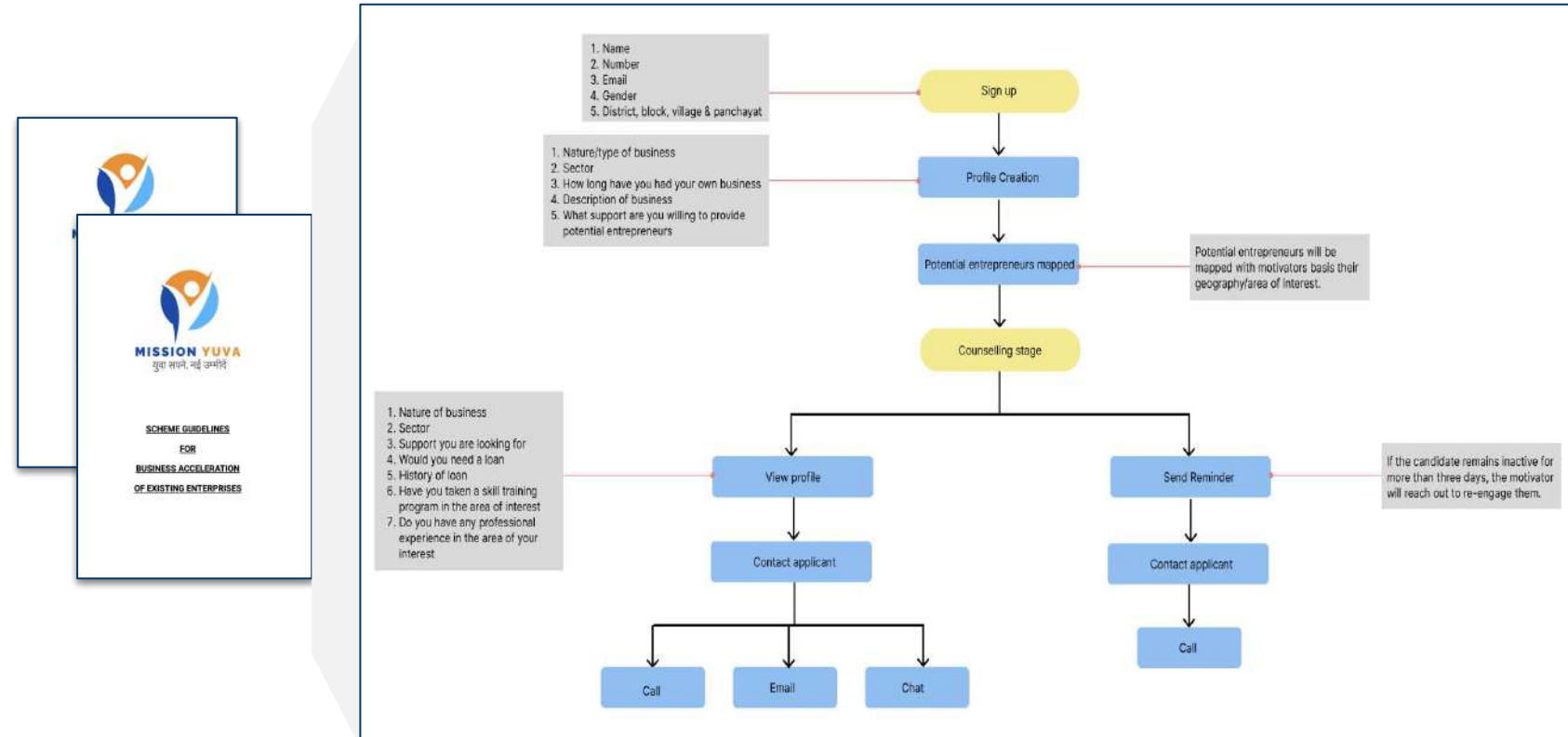
NOCs

Capacity Building

Government Schemes

Job opportunities

Detailed flows were created as per the guidelines



Along with this, Figma wireframes were also created

A. Applying for Schemes under Mission YUVA

Apply for schemes under Mission YUVA

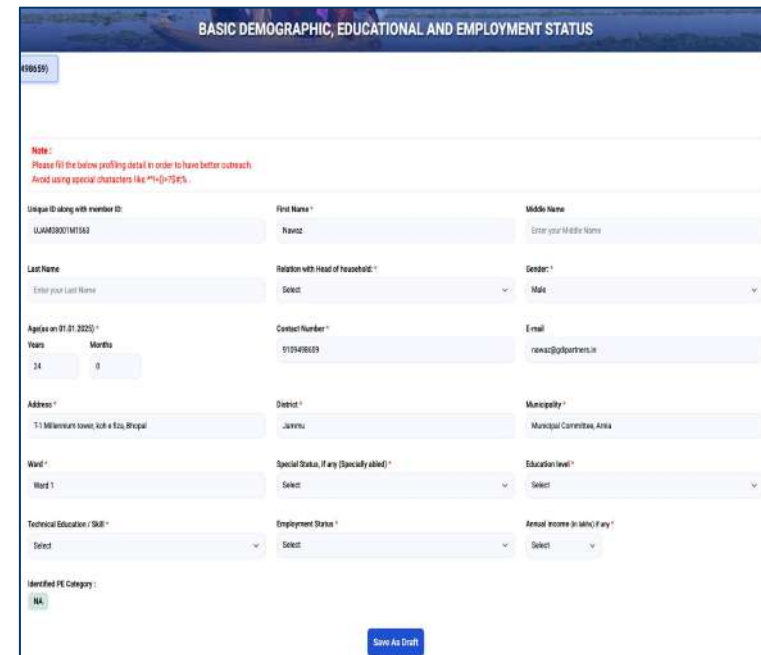
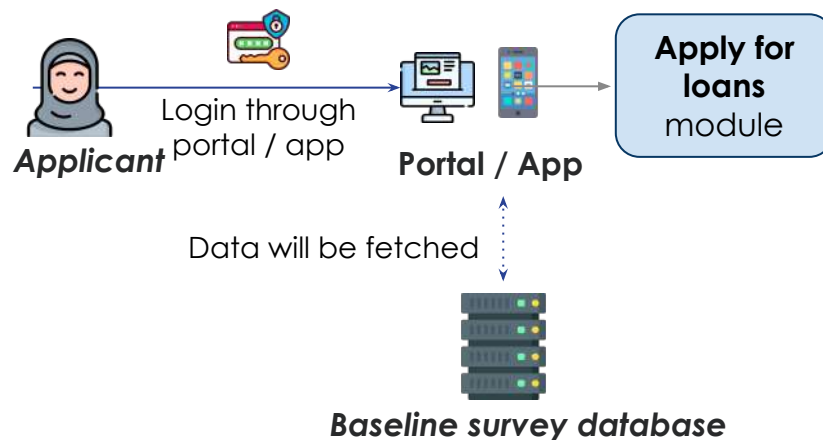
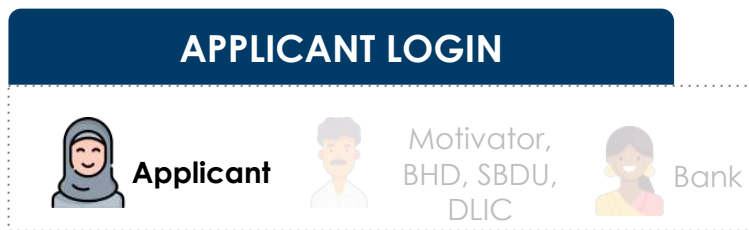
DPR Generator

NOCs

Capacity Building

Government Schemes

Job opportunities



BASIC DEMOGRAPHIC, EDUCATIONAL AND EMPLOYMENT STATUS

Note: Please fill the below profiling detail in order to have better outreach. Avoid using special characters like ""<=""> etc.

Unique ID along with number ID: UAM69001M1002

First Name: *
Last Name: *
Relation with Head of household: *
Gender: *
Applies on 01.01.2020: *
Years: 24, Months: 0
Contact Number: * 910488003
Email: roan@partners.in
Address: * T1 Millennium tower, Joka Road, Bhopal
District: * Jabalpur
Municipality: * Municipal Corporation, Area
Ward: * Ward 1
Special Status, if any (Specify/abled): *
Education level: *
Technical Education / Skill: *
Employment Status: *
Annual Income (in Lakh) if any: *

Identified PE Category: NA

Save As Draft

Two kinds of Applicants:

- 1) Identified as PE in Survey- All data fetched from Survey
- 2) Not identified as PE in Survey: Need to register and login

Applicants will also have the option to edit and submit their baseline survey details

Application even initiated will be visible to authority where left out can be motivated for entrepreneurship

A. Applying for Schemes under Mission YUVA

Apply for schemes under Mission YUVA

DPR Generator

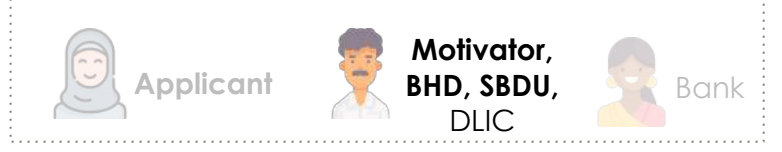
NOCs

Capacity Building

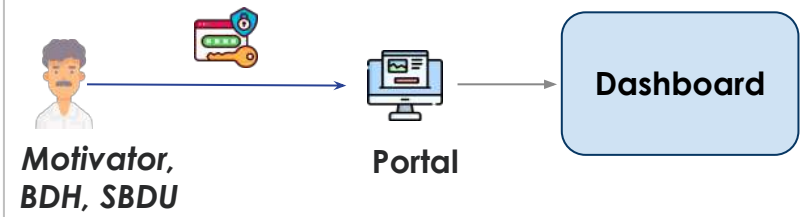
Government Schemes

Job opportunities

SBDU Login



Login through portal



File Uploads

Domicile Certificate	Photos of Borrower	Quotation Per form	Project Report
Aadhar Card	Pan Card	Rent Deed or Rent Agreement/ Proof of ownership of the Shop/Unit, Power Agreement	

Remarks by SBDU

Enter your Remarks

Send back to applicant Verify & send to DLIC Edit the Application

- SBDUs will:**
1. Verify the application
 2. Upload missing documents and complete missing info, if any
 3. Forward to DLIC with remarks for approval

Application will reflect to Motivators/YUVA DOOT & BHDs login as soon as the applicant initiate and they can edit and complete the application.

A. Applying for Schemes under Mission YUVA

Apply for schemes under Mission YUVA

DPR Generator

NOCs

Capacity Building

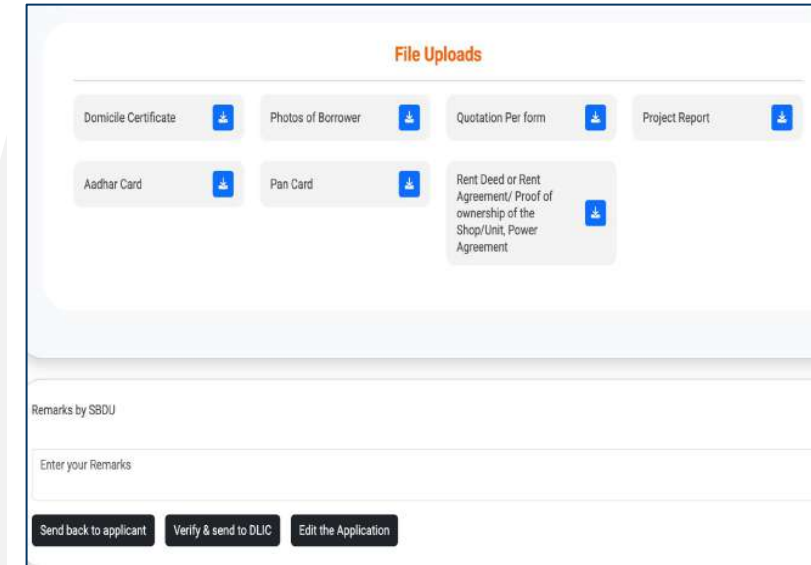
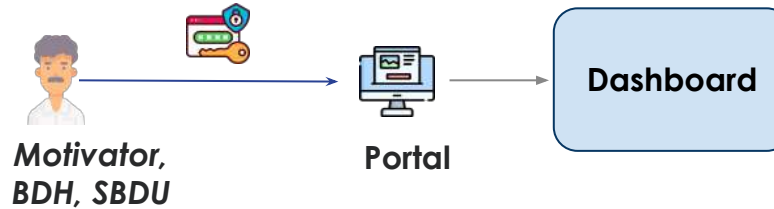
Government Schemes

Job opportunities

Motivator/BHD Login



Login through portal



File Uploads

Domicile Certificate	Photos of Borrower	Quotation Per form	Project Report
Aadhar Card	Pan Card	Rent Deed or Rent Agreement/ Proof of ownership of the Shop/Unit, Power Agreement	

Remarks by SBDU

Enter your Remarks

Send back to applicant Verify & send to DLIC Edit the Application

Motivator/BHD will:

1. Edit the applications
2. Help the applicant to prepare DPR
3. Prepare all the documents and upload it on portals
4. Complete applications in all respects

Application will reflect to Motivators/YUVA DOOT & BHDs login as soon as the applicant initiate and they can edit and complete the application.

A. Applying for Schemes under Mission YUVA

Apply for schemes under Mission YUVA

DPR Generator

NOCs

Capacity Building

Government Schemes

Job opportunities

DLIC Login



Applicant



Motivator,
BHD, SBDU,
DLIC



Bank

Login through portal



DLIC



Portal

Dashboard

File Uploads

Domicile Certificate	Photos of Borrower	Quotation Per form	Project Report
Aadhar Card	Pan Card	Rent Deed or Rent Agreement/ Proof of ownership of the Shop/Unit, Power Agreement	

Remarks by SBDU

Enter your Remarks

Send back to applicant Verify & send to DLIC Edit the Application

DLIC will:

1. Approve the applications
2. Upload the approval order
3. Forward applications to bank
4. Revert back to SBDU, if not approved
5. Monitor the progress in district

DLIC will review and monitor the progress of Mission YUVA in the district

A. Applying for Schemes under Mission YUVA

Apply for schemes under Mission YUVA

DPR Generator

NOCs

Capacity Building

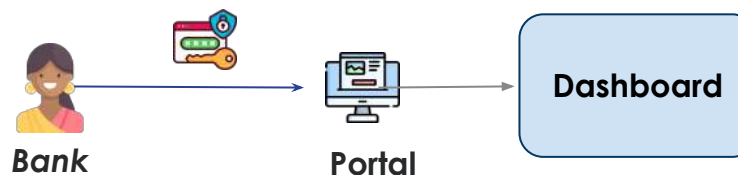
Government Schemes

Job opportunities

Bank Login



Login through portal



Sanction Stage Details	
Provide details for Sanctioning	
(a) Activity:*	Priority
(b) Purpose:*	poultry
(c) Total Project Cost:*	400000
(d) Sanctioned Term Loan:*	200000
(e) Sanctioned Working Capital:*	200000
(f) EMI:*	15000
(g) Period of Payment (Without subsidy) (In months):*	57
(h) Period of Payment (With Subsidy) Approximate months:*	25

Banks will:

1. Sanction the loan amount
2. Disburse the loan amount
3. Forward it to cluster head for decision of rejection along with remarks
4. On rejection, will go to SBDU for analysis

Only cluster head of banks can reject any application. JK bank should devise mechanism for reviewing performance of branch manager who rejects more than 50% applications.

B. Detailed Project Report Generator

Apply for schemes under Mission YUVA

DPR Generator

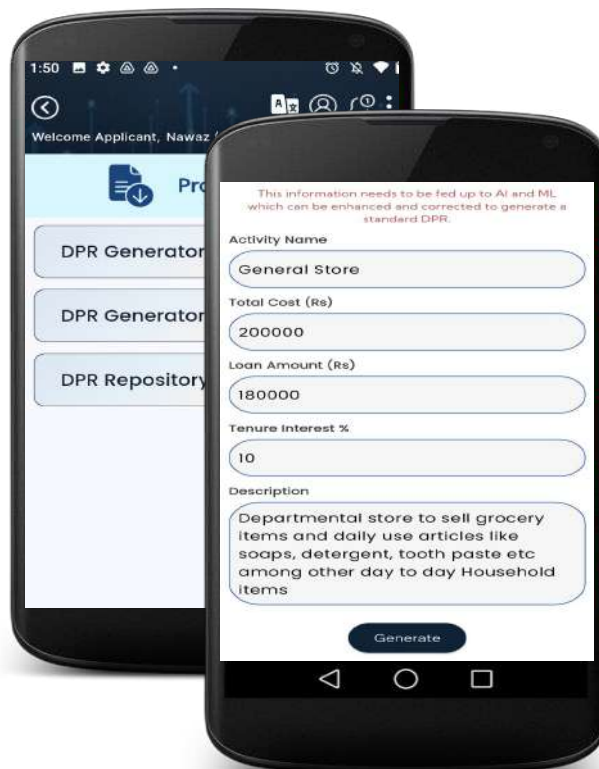
NOCs

Capacity Building

Government Schemes

Job opportunities

Detailed project report will be created using AI models



1:50

Welcome Applicant, Nawaz

This information needs to be fed up to AI and ML which can be enhanced and corrected to generate a standard DPR.

DPR Generator

Activity Name
General Store

Total Cost (Rs)
200000

Loan Amount (Rs)
180000

Tenure Interest %
10

Description
Departmental store to sell grocery items and daily use articles like soaps, detergent, tooth paste etc among other day to day Household items

Generate

- Automated Report Generation
- Financial Projections
- Cost & Profit Estimates
- Pre-Designed Templates
- User-Friendly Interface
- Editable features

Detailed Project Report for Ibrahim

Project Title: General Store - Departmental store to sell grocery items and daily use articles

Location: Jammu, Jammu And Kashmir

Total Cost: ₹200,000

Loan Amount: ₹180,000 (90% of total cost)

Tenure/Interest Rate: 10%

Description:

The proposed project is a departmental store to sell grocery items and daily use articles like soaps, detergent, toothpaste, etc., among other day-to-day household items. The store will cater to the local market demand in Jammu, providing a one-stop solution for customers' daily needs.

Cost Breakdown:

1. **Land Cost:** ₹30,000
2. **Civil Structure:** ₹60,000 (including construction of building, electrical and plumbing work)

B. Detailed Project Report (DPR) Repository

Apply for schemes under Mission YUVA

DPR Repository

NOCs

Skill Module

Capacity Building

Government Schemes

Job opportunities

Approved DPR Repository

- 27 Categories
- 385 Sub-categories
- 1800+ Approved Project Reports
- As DPR under Mission YUVA starts getting approved, will also become part of this repository.

DPR at a glance

Project Name	Dairy Farm
--------------	------------

Description of Project

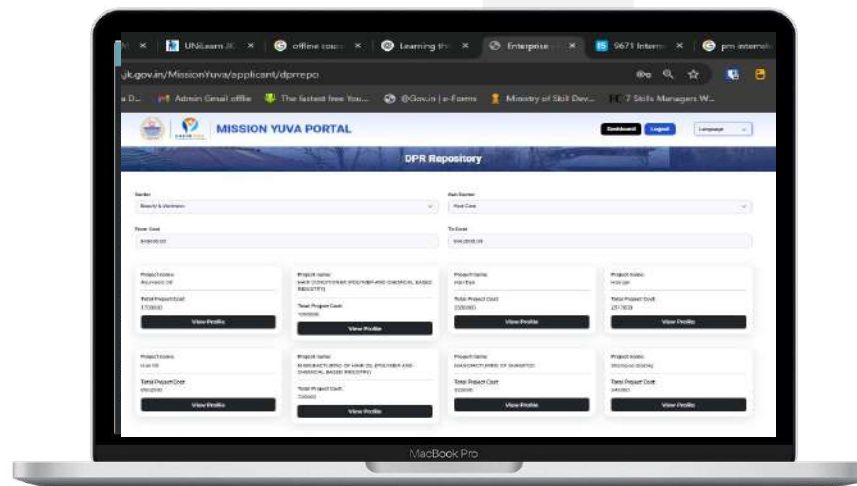
This DPR is about setting up a dairy farm to produce fresh milk and other dairy products, ensuring sustainable practices and profitable operations.

Sector: Agriculture

Sub-sector: Dairy

AT A GLANCE

Total Project Cost	■ 5,00,000.00
Working Capital	■ 2,00,000.00
Capital Expenditure	■ 3,00,000.00
Means of Finance	
1. Own Contribution	■ 25,000.00
2. Loan Amount	■ 4,75,000.00
Employees Required	6
Requirements	
1. Land/Building (Owned/Rented)	Owned
2. Plant and Machinery	■ 3,00,000.00
4. Capital Requirement	■ 2,00,000.00
Debt Service Coverage Ratio	6.09



Access ready-to-use DPRs and generate customized project reports with ease for informed decision-making

C. Applying for NOCs

Apply for schemes under Mission YUVA

DPR Generator

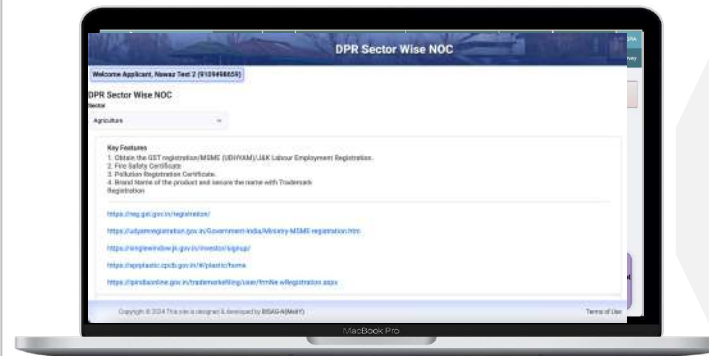
NOCs

Capacity Building

Government Schemes

Job opportunities

Mission YUVA portal & app is integrated with J&K single window system



NOC for establishing industrial units

NOC for commercial establishments

Certificate of non-forest land

NOC for building (plan) construction



All these NOCs are provided via the J&K single window system

D. Skill Development Modules

Apply for schemes under Mission YUVA

DPR Generator & DPR Repository

NOCs

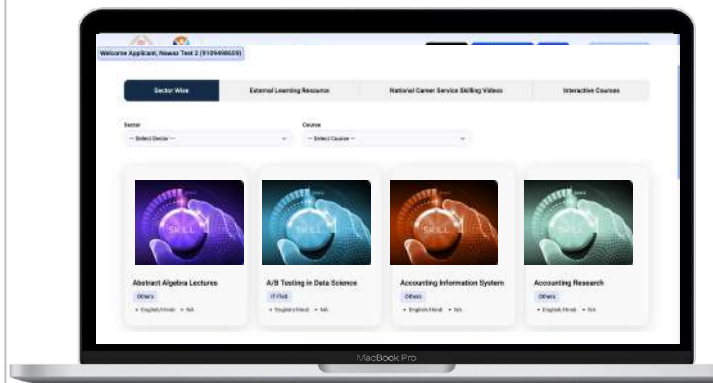
Skill Module

Capacity Building

Government Schemes

Job opportunities

25k+ skilling videos for sectors like marketing, agri, communications, etc



Skill Module

Certified e-courses

Foreign languages

Soft Skills

Career counselling & Scholarships

Scholarships

Capacity Building /Offline skilling

D. Skill Development Module

Apply under Mission YUVA

DPR Generator & DPR Repository

NOCs

Skill Module

Capacity Building

Government Schemes

Job opportunities

Sector wise Self Learning Videos

21 Sectors **704** Courses **25000+** Videos

Video Source:

1. Skill India Digital (MSDE GoI Portal)
2. Bharat Skills (MSDE GoI Portal)
3. NPTEL (MHRD GoI Portal)
4. NCTEL (NITTTR Chandigarh)
5. National Career Service
6. Future Skills Prime



External Learning Resources

External Links:

UNICEF- UniLearn, Swayam Plus, Class Central, StudyIQ, Unacademy,

Advanced Courses

IT and Marketing Courses

Sector	Number of Courses	Number of Videos
IT-ITes	130	5691
Power and Electrical	21	1776
Agriculture	249	1748
Construction	44	1726
HealthCare	36	1181
Rubber, Chemical and Petrochemical	17	709
Green Jobs	17	689
Life Sciences	16	648
Aerospace & Aviation	20	639
Automotive	14	557
Management & Entrepreneurship and Professional Skills	17	450
Apparel, Made-Ups & Home Furnishing	5	424
Beauty & Wellness	11	327
Media and Journalism	9	318
Electronics	4	256
Water Management and Plumbing	2	176
Tourism and Hospitality	3	133
Furniture & Fittings	1	47
BFSI	2	39
Logistics	1	15
Capital Goods	3	12
Others	324	13340

Videos checked and approved by Polytechnic Principals

D. Skill Development Module

Apply for schemes under Mission YUVA

DPR Generator & DPR Repository

NOCs

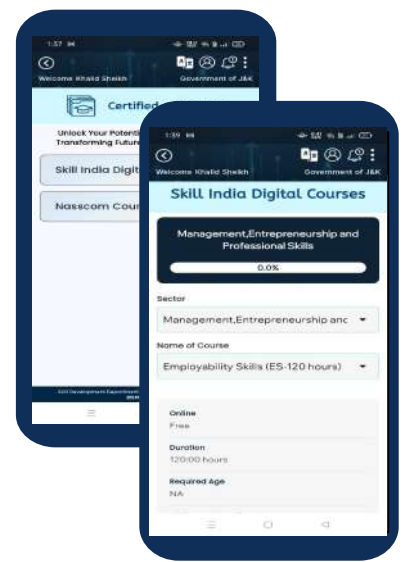
Skill Module

Capacity Building

Government Schemes

Job opportunities

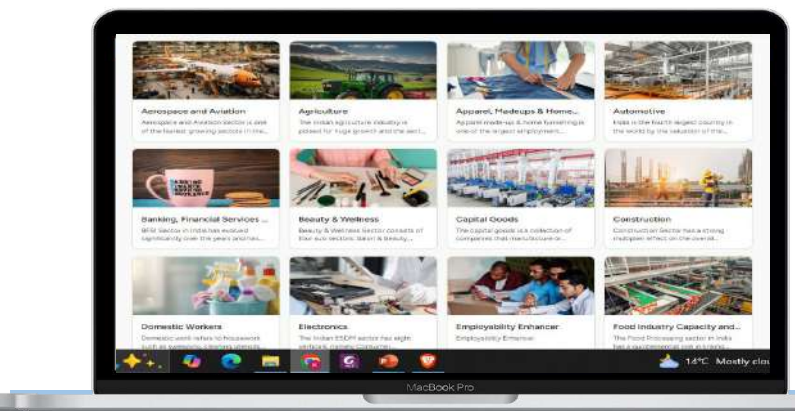
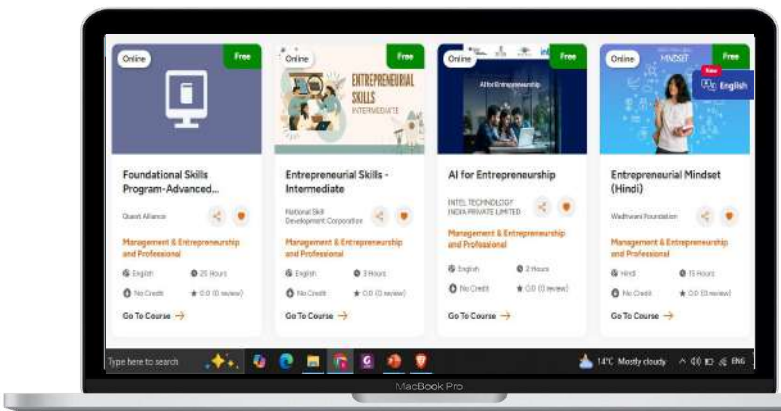
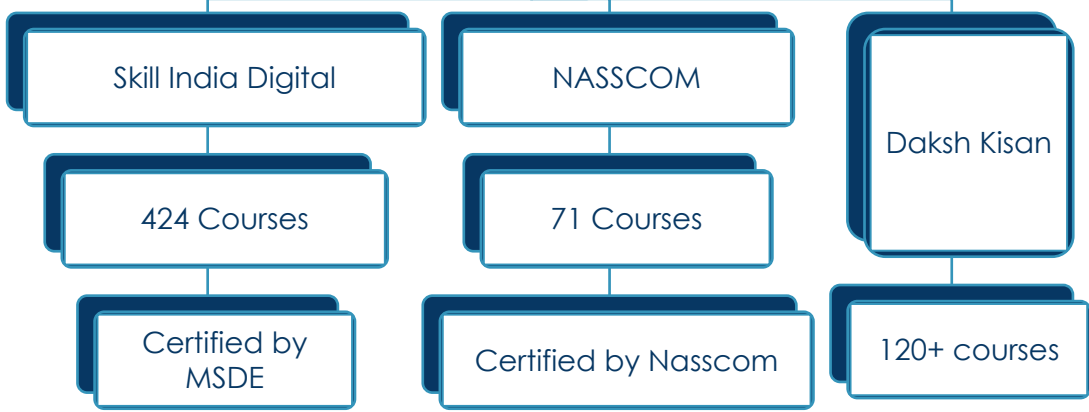
Skill India Digital Hub



NASSCOM

Daksh Kisan

600 + eCourses



API Integrated Certified E-Courses

D. Skill Development Module

Apply under Mission YUVA

DPR Generator & DPR Repository

NOCs

Skill Module

Capacity Building

Government Schemes

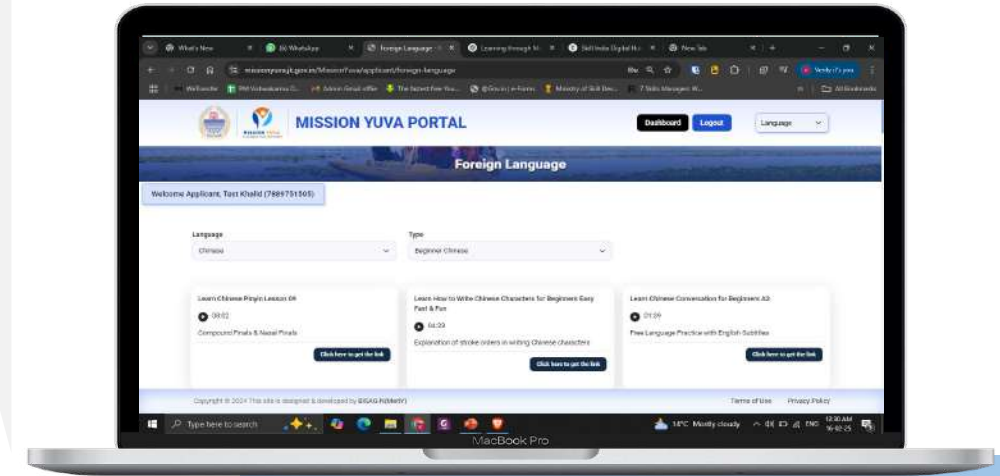
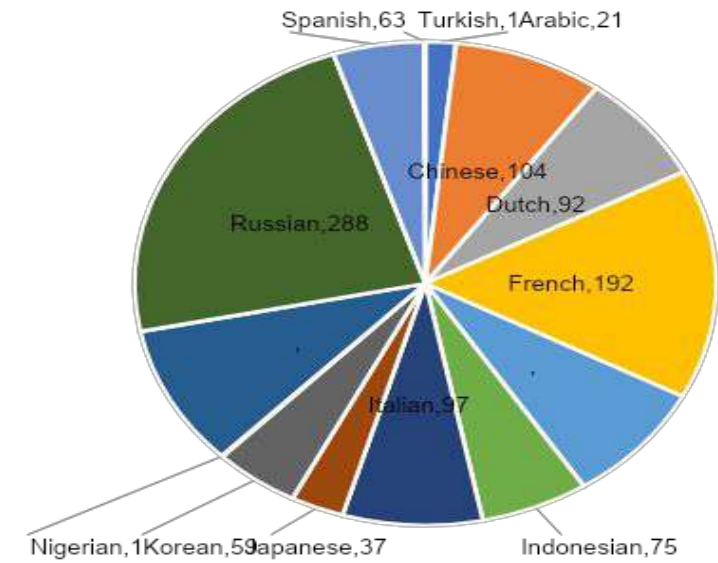
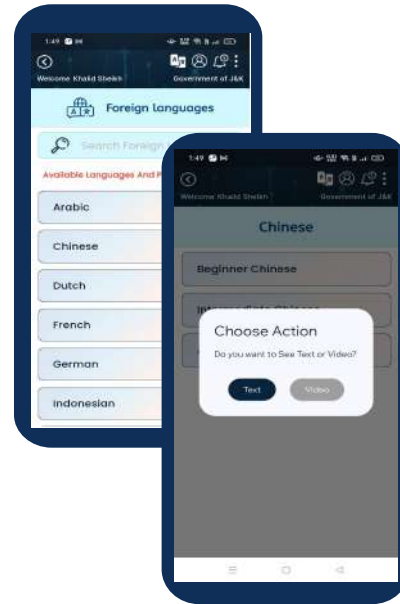
Job opportunities

Foreign Languages

14 Foreign Language Types

Content Type

Text and Video



D. Skill Development Module

Apply under Mission YUVA

DPR Generator & DPR Repository

NOCs

Skill Module

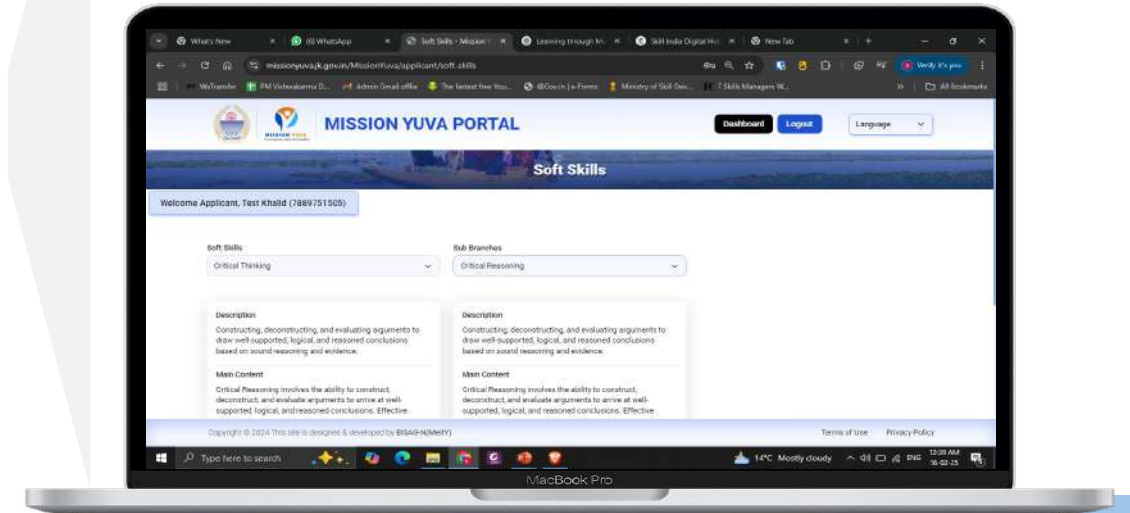
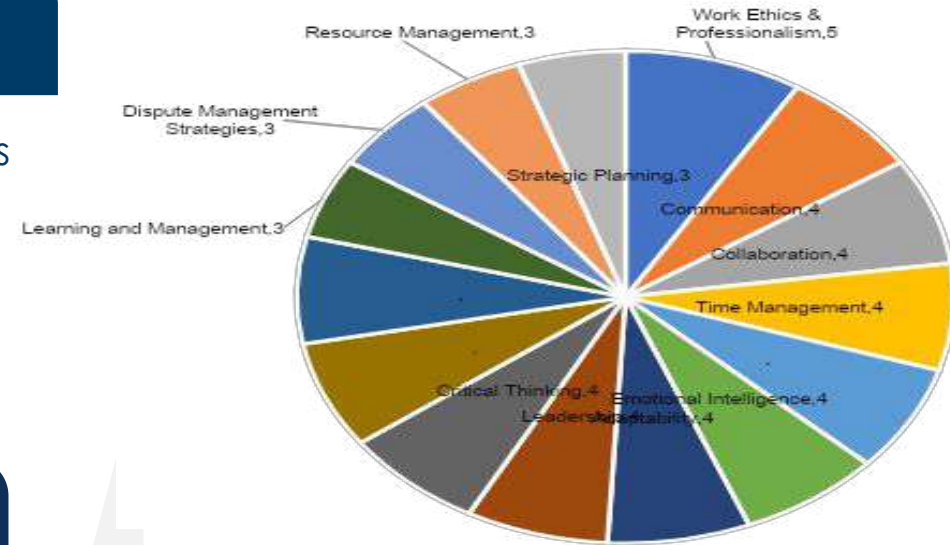
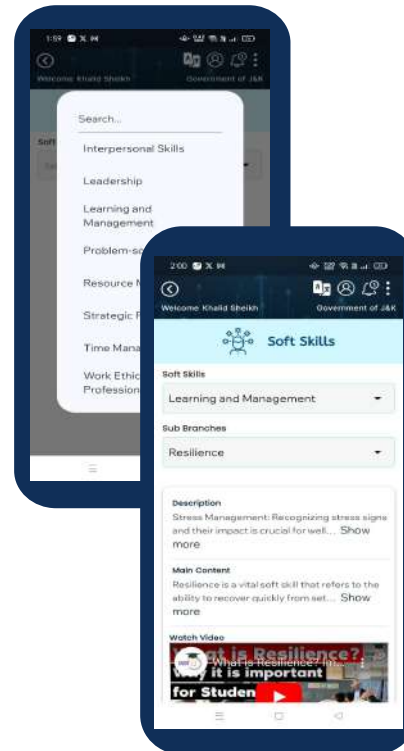
Capacity Building

Government Schemes

Job opportunities

Soft Skills

11 Soft Skill Categories



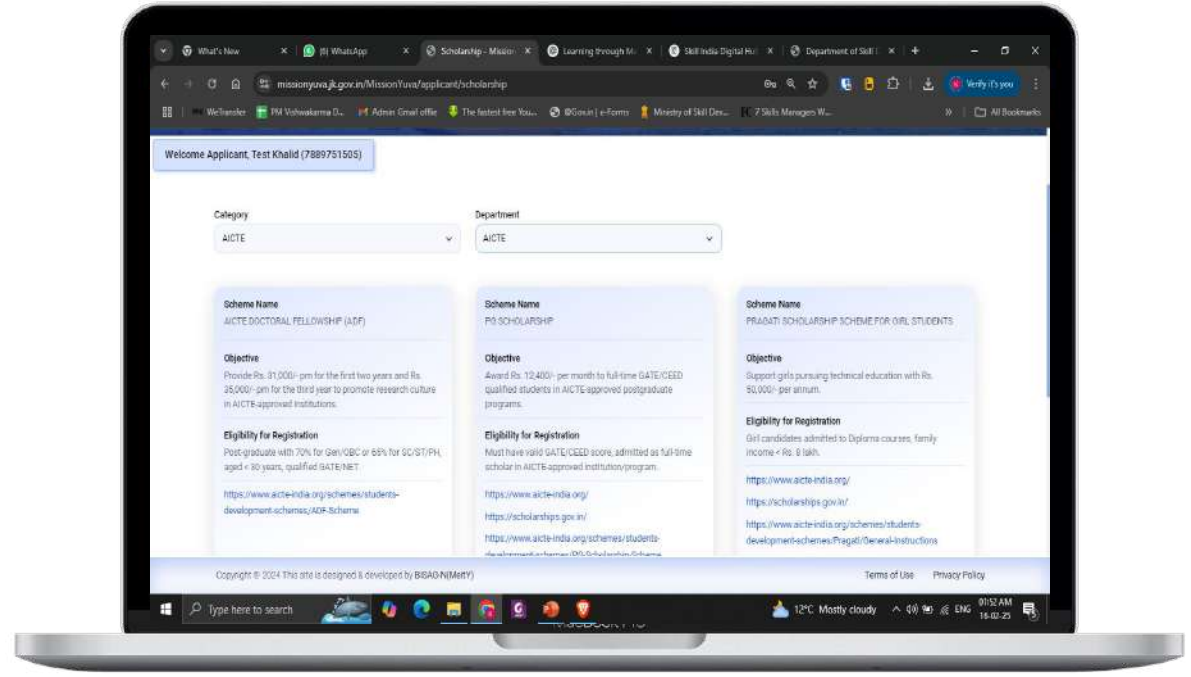
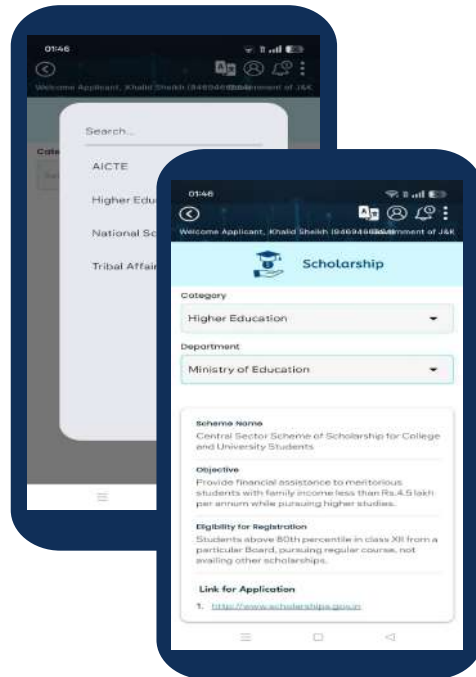
Soft Skills for Professional & Personal Success

G. Government Scholarship

- Apply under Mission YUVA
- DPR Generator & DPR Repository
- NOCs
- Skill Module
- Capacity Building
- Government Schemes
- Job opportunities

Scholarships

Information provided to the users:
Scheme Name, Eligibility, Link to apply



From Enrollment to Employment: MIS-Driven Candidate Journey

F. Government Scheme Advisor

Apply for schemes under Mission YUVA

DPR Generator & DPR Repository

NOCs

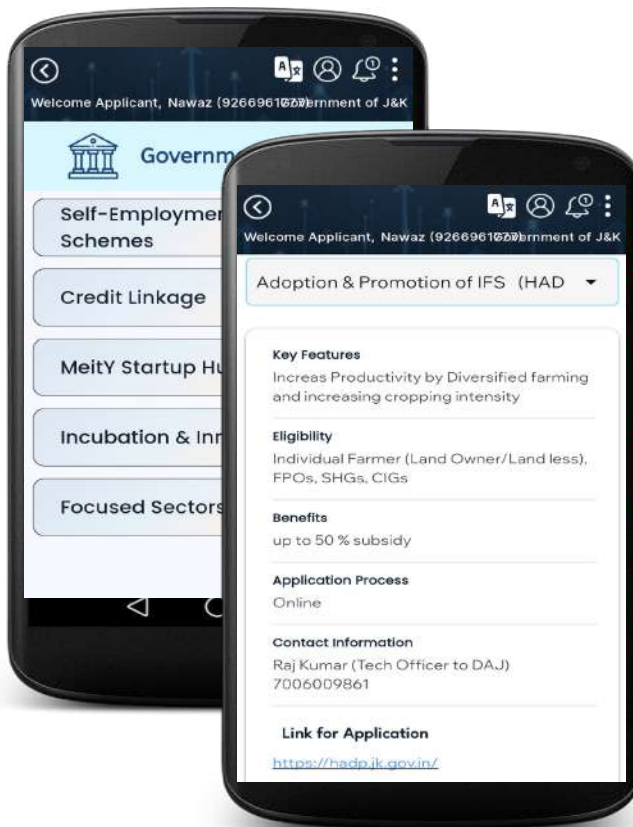
Skill Module

Capacity Building

Government Schemes

Job opportunities

Repository of 50+ schemes with all their details and link for application



Key Features

Assistance for establishment of Satellite Heifer Rearing Unit, Automatic Milk Collection Unit (AMCU) and Milk Cans; Bulk Milk Cooler (BMC), Milk Processing Unit and for purchase of vehicle.

Eligibility

null

Benefits

Grant-in-aid/ subsidy

Application Process

Apply online on HADP Portal

Contact Information

Nearest Veterinary Center/ Block Veterinary Officer/ Chief Animal Husbandry Officer All the contact Nos are provided on the Departmental website www.jkanimalhusbandry.net

Link For Application

<https://hadp.jk.gov.in>

H. Finding suitable job opportunities

Apply for schemes under Mission YUVA

DPR Generator & DPR Repository

NOCs

Skill Module

Capacity Building

Government Schemes

Job opportunities

Our portal and app help job-seekers create and download CVs through a CV builder

Job Posting

CV Generator

Interview Mocks

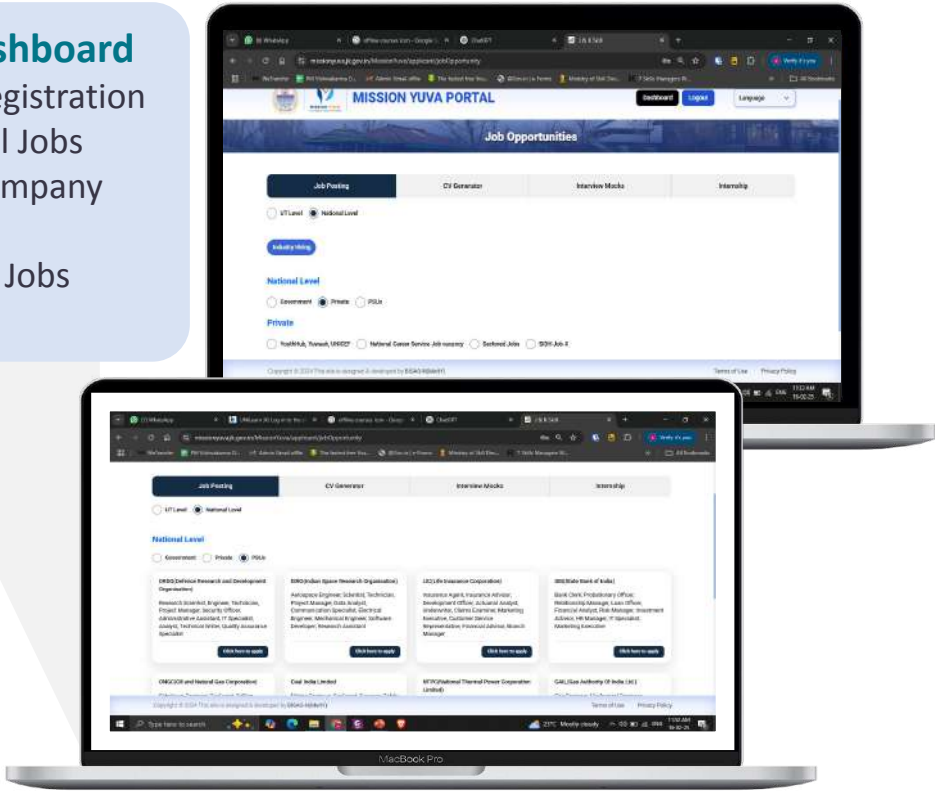
Internships

API integrated with

- JKPSC
- JKSSB
- NCS
- NSDC JobX
- Apprenticeship India
- YuWaah, UNICEF

Employer Dashboard

- Employer Registration
- Posting Local Jobs
- Updating Company profile.
- Add/Modify Jobs



H. Finding suitable job opportunities

Apply for schemes under Mission YUVA

DPR Generator & DPR Repository

NOCs

Skill Module

Capacity Building

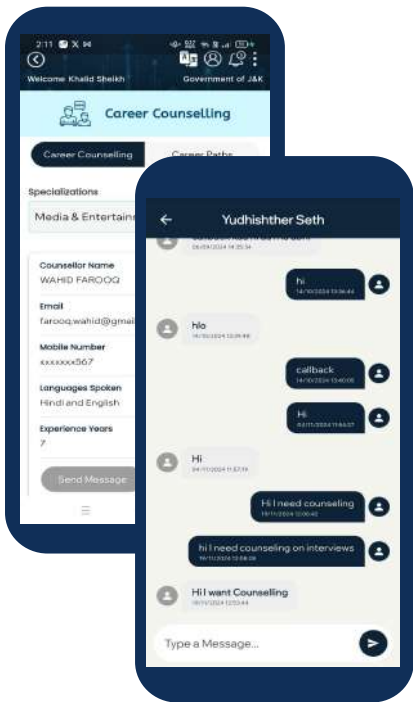
Government Schemes

Job opportunities

Career Counselling

1000 Counsellors on App

- Features Available**
- Chat Support
 - Request Call Back



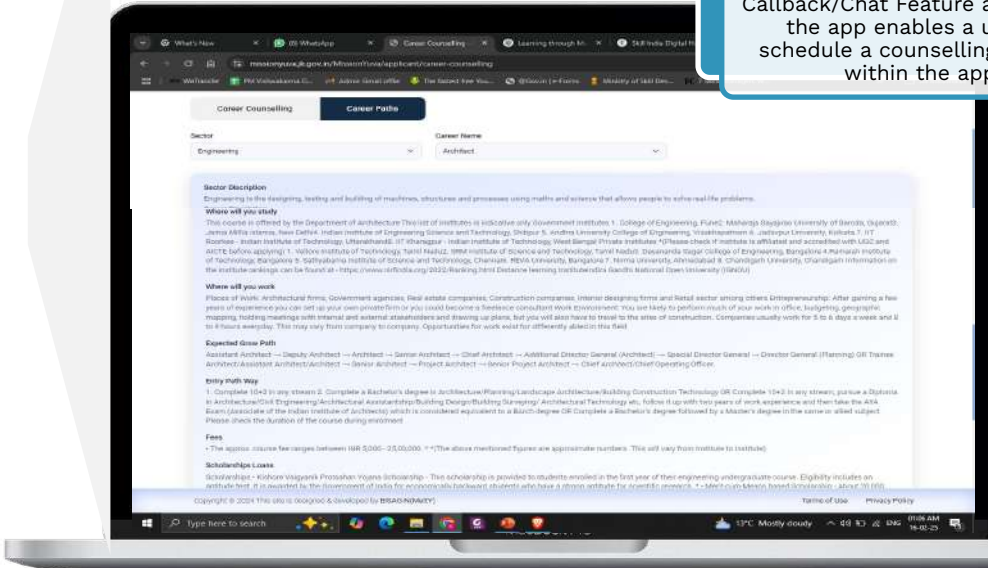
Career Paths

500 Career Paths

Career Paths

21 Career Categories

500 Career Paths



Career Guidance

Content of Deptt of School Education & Learning, GoI.

Online Counsellors

Counsellors (Employment Department) (More sector-wise counsellors added from Education department)

Callback/Chat Feature available in the app enables a user to schedule a counselling session within the app

H. Finding suitable job opportunities

Apply for schemes under Mission YUVA

DPR Generator & DPR Repository

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Our portal and app help job-seekers create and download CVs through a CV builder

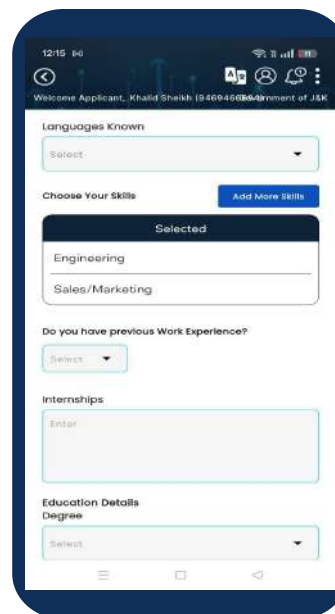
Job Posting

CV Generator

Interview Mocks

Internships

- Manual
- AI Based



NAWAZ

Mobile : +91 9266961777
Email : nawaz@gdipartners.in
Date Of Birth : 26-05-2000

SUMMARY

Here is a 50-word summary for the CV:

"Highly motivated and detail-oriented individual with strong computer skills. Proven teamwork and problem-solving abilities. Adept at data analysis and engineering principles. Strong communication skills enable effective collaboration. Safety awareness and time management are essential in achieving goals. Holding a BSc degree from Jamia Millia Islamia (86%) passed in 2021."

SKILL

Attention to Detail
Basic Computer Skills
Communication Skills
Computer
Data Analysis
Engineering
Entrepreneurial Skills
Problem-Solving
Safety Awareness
Teamwork
Time Management

H. Finding suitable job opportunities

Apply for schemes under Mission YUVA

DPR Generator & DPR Repository

NOCs

Skill Module

Capacity Building

Government Schemes

Job opportunities

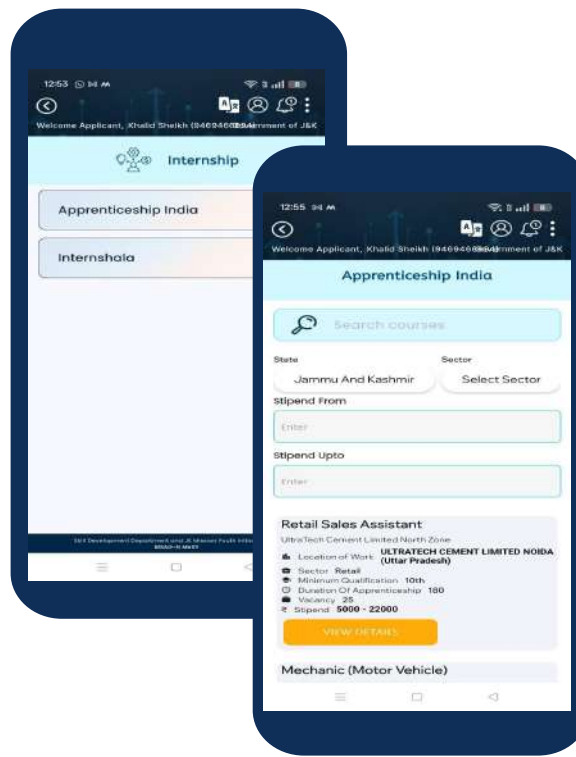
Our portal and app help job-seekers create and download CVs through a CV builder

Job Posting

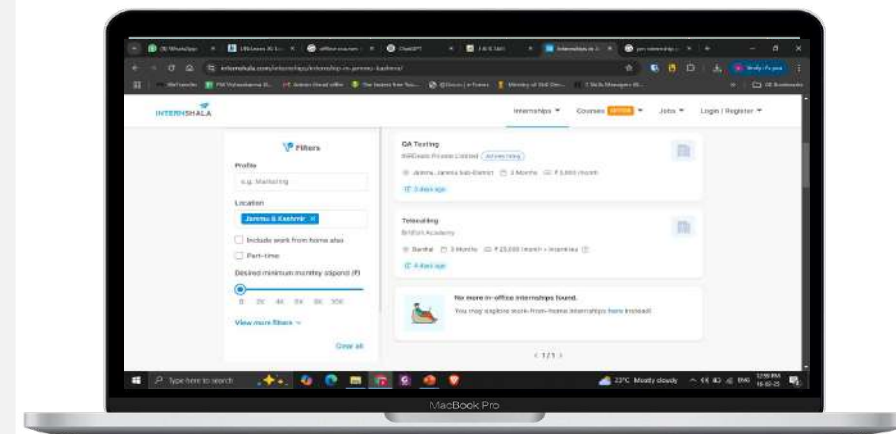
CV Generator

Interview Mocks

Internships



- Apprenticeship India
- PM Internship Program
- Internshala



Implementation Strategy



YUVA App/Portal



Business Support
Structure



IEC Campaign

A Special Purpose Vehicle will be set-up to drive Mission YUVA



SPV is proposed to be registered under Section 8 of Companies Act 2013 as a Non-profit Company

Memorandum of Association & Article of Association got vetted by law department and presently with Finance

Key features



Centralized Leadership & Decision-Making

SPV will be led by a CEO and Board of Directors with full authority to allocate resources, make decisions, and ensure timely program execution



Strategic Multi-Sectoral Coordination

Ensure seamless coordination across various government departments and stakeholders, aligning efforts towards program's goals



Focused Expertise - Task Force Managers

Specialized task forces for key program pillars will ensure targeted interventions with expert execution



Operational Auto & Financial Accountability

With operational autonomy, the SPV will ensure flexible, responsive strategies, efficient resource utilization, while maintaining strict financial oversight

Submission for Cabinet Approval will be done post concurrence of Finance Department by the end of April

Special Purpose Vehicle will be run by the CEO through creation of task forces for each pillar



Special Purpose Vehicle

Board of Directors

**Chief Executive Officer
(CEO)**

**Ecosystem
Creation Taskforce**

**Enterprise
Development
Taskforce**

**Credit Enablement
Taskforce**

**Capacity Building
Taskforce**

**Market Linkage
Taskforce**

**PMU: 5 Managers for each vertical + 1 Monitoring & Evaluation Manager
+ 1 Technical Manager + 1 Team Lead**

Task Force Team

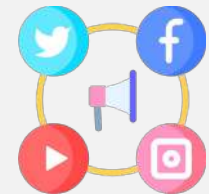
Implementation Strategy



YUVA App/Portal



Business Support
Structure

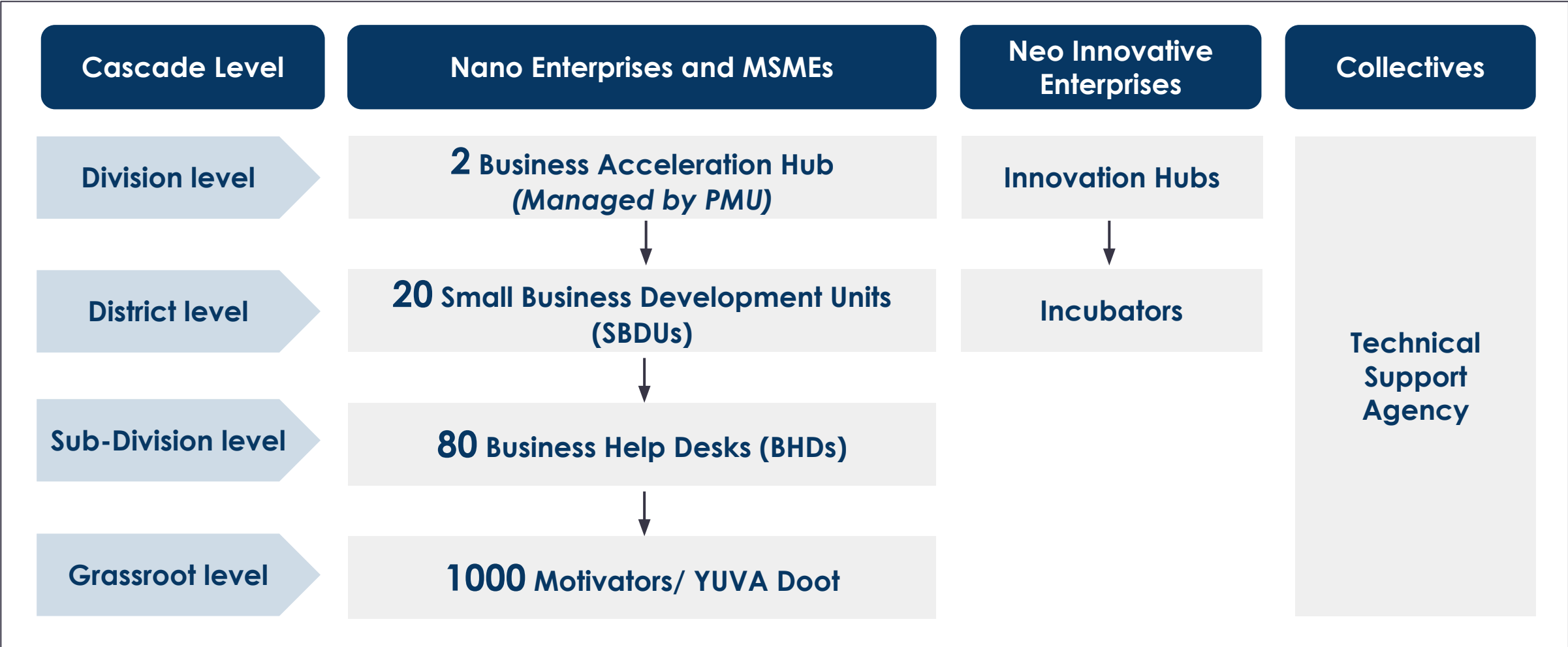


IEC Campaign

Business support structures will be present at all levels to provide holistic support



Special Purpose Vehicle
CEO + Task Force Managers + PMU Team



Cascaded Business Support Structures will be created to provide institutional support to all entrepreneurs under Mission YUVA



Business Support Structures

2 Business Acceleration Hubs (Managed by PMU) | Division Level



PMU Manager

Mobilization & Institution Building

Training/ Capacity Building

Finance & Business Accounting

Monitoring and Evaluation

Market Linkage

IT & Communication

20 Small Business Development Units (SBDUs) | District Level



SBDU Manager

Marketing Expert

Finance & Accounting Expert

Legal Expert

Coordinator No. 1

Coordinator No. 2

80 Business Help Desks (BHDs) | Block Level

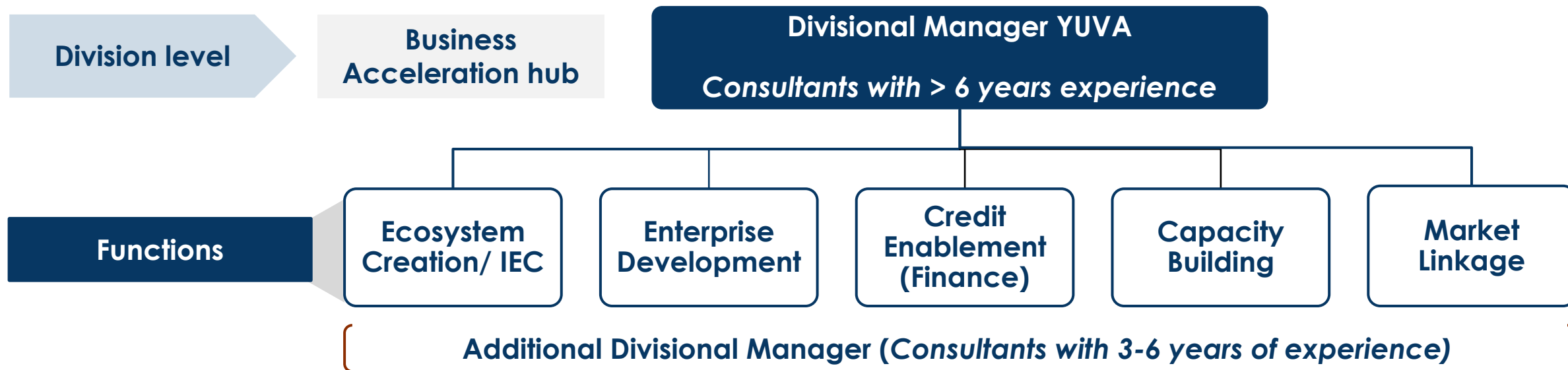
Coordinator No. 1

Coordinator No. 2

Coordinator No. 3

1000 Motivators | Panchayat Level

2 Business Acceleration Hubs would implement the Mission at division level Managed by PMU



Roles and Responsibilities

1

Ensuring on ground Execution and outreach of interventions with SBDUs and BHDs

2

Develop training programs for entrepreneurs, motivators, and support units

3

Support SBDU operations, assist in recruitment and track enterprise development performance

4

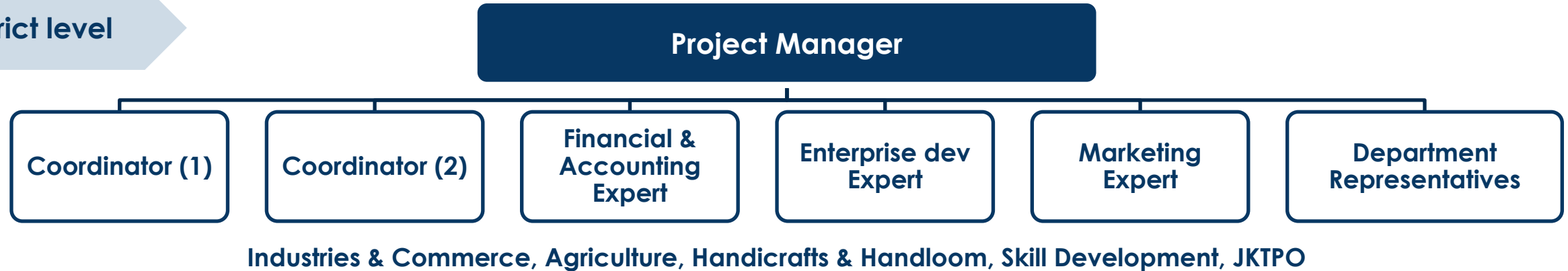
Formulate long-term strategies for nano enterprises and MSMEs

BAHs are managed by PMU; RFP for PMU stand vetted by Law and Finance dept. Finalized by Department Contract Committee and will be floated in 1-2 days

20 SBDUs will implement the Mission at the district level



District level



Roles and Responsibilities

1

On ground implementation of the interventions under the Mission at the district

2

Inviting and assisting entrepreneurs in filling application, finance, marketing, legal aspects

3

Identify relevant business activities for district and create model Detailed Project Reports (DPRs)

4

Offer guidance and operational support to Business Help Desks for service delivery

Formal hiring of SBDUs will be done by IIM Jammu to be completed within 3-6 months, with a temporary structure operational in the interim time period.

80 BHDs will implement the Mission at the at Sub-Divisional level



Roles and Responsibilities

1

Support entrepreneurs in business ideation and business plan preparation

2

Assist entrepreneurs to access finance from banks and other financial bodies

3

Guide and oversee motivators ensuring alignment with Mission YUVA

4

Conduct training programs for local entrepreneurs with the support of SBDU

Formal hiring of SBDUs will be done by IIM Jammu to be completed within 3-6 months, with a temporary structure operational in the interim time period.

Grassroot level

1000 Motivators/ YUVA Doots
1 Motivator for 4-5 Panchayats

Roles and Responsibilities

1

Identify and engage potential entrepreneurs to encourage them to establish their enterprises

2

Provide guidance on business setup ideas and conduct village-level awareness campaigns

3

Raise awareness about Mission YUVA schemes and assist entrepreneurs submitting application

4

Ensure timely submission of forms, coordinate with financial institutions for loan approvals

Formal empanelment of Motivators will be completed within 3 to 6 months, with YUVA Doots operational in the interim

A comprehensive set of initiatives is being taken to increase the outreach



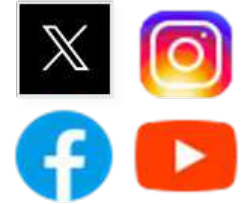
Events & Campaigns



Mass Media



Social Media



Grassroot Orgs.



Influencers and entrepreneurs



Leaders



Advertising



Broadcast channels



Capacity Building of Officers



Udyam Jagriti awareness camps are being conducted across J&K



Objectives of the campaign

- 01 IEC regarding YUVA ideas and concepts
- 02 Disseminate Information about YUVA
- 03 Onboard people on mobile app
- 04 Share stories of local entrepreneurs

80%
Panchayats covered

~1L
Total Attendees

~40%
Women Attendees

~20K
Registrations on Skill App



The campaign has targeted **all 4,291** panchayats across J&K; Focuses on raising awareness, sensitizing communities, and encouraging active participation.

Latitude: 34.30777777777778
Longitude: 75.49937777777778
Elevation: 1000
Accuracy: 5
Time: 12/2024 14:51
No.

We planned agenda of event, trained BDO's and printed pamphlets prior to launch

Activities undertaken during the preparation phase of Udyam Jagriti

Agenda-setting

Training of BDO's

Pamphlet printing

Sharing digital outputs

Mass media coverage

Agenda & guidelines

Roles and Responsibilities for District and Block-Level Officials

Conducting Events

- Coordinate and oversee the preparation, execution, and follow-up of awareness events, activities, or displays.
- Coordinate and oversee the preparation, execution, and follow-up of awareness events, activities, or displays.

IEC Guideline V1

11 Oct 2024

Training Outputs

GOVERNMENT OF JAMMU & KASHMIR

MISSION YUVA

UDYAM JAGRITI

COLLEGE LEVEL AWARENESS PROGRAM

Mission YUVA
Yuva Udyami Vikas Abhiyan

Government of Jammu & Kashmir

YUVA UDYAMI VIKAS ABHIYAN

presents

UDYAM JAGRITI

EMPOWERING ENTREPRENEURS ACROSS JAMMU & KASHMIR

From Campus to Commerce: Build Your Dream Business

Date & time

venue

Training



BASIC DETAILS

Event name: Mission Jagriti Empowering Entrepreneurs Across Jammu & Kashmir

Objective: Create basic awareness about entrepreneurship among Mission YUVA, and conduct baseline survey amongst from college students.

Attendance: College students, their parents, owners, small business owners, budding entrepreneurs, and staff from local media.

Location: This will be conducted in all government and selected colleges.

Mediums: Pamphlet Level BDOs, YUVA Officers, College Level IEC Cells, College Faculty.

Duration: 10:00 AM to 3:00 PM

Estimated date: 05th November 2024

Start	End	Session name	Session details	Facilitator	Collateral if any	Format
10:00	10:30	Welcome and Introduction	Introduction to the event's objectives, importance of entrepreneurship, and an overview of Mission YUVA's role in supporting youth-led small enterprises.	Block Head Office Officer, YUVA Officers	Basic PPT or speech notes	Introduction, Speech
10:30	11:15	Success Stories of Local Entrepreneurs	Highlighting inspiring success stories from local entrepreneurs, emphasizing their challenges, achievements, and impact on the community.	Local Entrepreneurs	Short videos or business story files	Video Presentation
11:15	12:00	Mission YUVA Overview	Overview of Mission YUVA, introduction to entrepreneurship, and the local challenges for youth-led small enterprises.	YUVA Officer	PPT on Mission YUVA offerings	Presentation
12:00	12:30	Entrepreneurship for All	Simple explanation of entrepreneurship and its importance in social empowerment. Examples of small businesses and their employment in the region.	Local Educators	PPT explaining basic concepts with examples	Presentation
12:45	1:30	Break	15-min break: informal networking among participants.	N/A	N/A	Informal break
1:30	1:45	Name Enterprises: Key to Growth	Registration of name enterprises and their significance. Focus on how it can support small enterprises with funding and marketing opportunities.	YUVA Officer	Animated video on name enterprises	Video Presentation
1:45	2:15	Opportunities and Benefits under YUVA Schemes	Overview of YUVA's financial assistance schemes, mentorship programs, and special emphasis on agriculture and rural business opportunities.	YUVA Officer	PPT	Video Presentation
2:15	2:45	Baseline Survey	Participants fill out the baseline survey to assess their entrepreneurial interests and needs for support.	IEC Team, YUVA Officers	Survey forms	Survey
2:45	3:00	Feedback and Q&A Session	Open floor for participants to ask questions about YUVA, entrepreneurship support, and other relevant queries. Feedback will also be collected for further improvements.	Block Head Office Officer, YUVA Officers	Queries forms/Feedback copies to collect feedback	Q&A, Feedback
3:00	3:15	Closing Remarks & Way Forward	Final wrap-up and encouragement for participants to engage with YUVA opportunities, followed by future steps to get involved in the program.	Block Head Office Officer	Simple summary Handout (optional)	Closing Speech

Awareness campaigns under Udyam Jagriti will include event printables like posters and banners for grassroots visibility



Banners

क्या आप अपना कारोबार शुरू करना चाहते हैं?
जम्मू एवं कश्मीर सरकार प्रस्तुत करती है
मिशन युवा
जागरूकता अभियान
उद्यम जागृति
मिशन YUVA से पाएं:
बिना संपत्ति के लोन ₹1,00,000 सरकारी सब्सिडी
बाजार कनेक्टिविटी कारोबारी ट्रेनिंग और सीख

DO YOU WANT TO START YOUR OWN BUSINESS?
Government of Jammu & Kashmir presents
MISSION YUVA
Awareness Campaign
UDYAM JAGRITI
Get the following from YUVA
business guidance Government subsidy
Market Connectivity Collateral free loan

Pamphlets

मिशन युवा से कैसे जुड़ें?
QR कोड से डाउनलोड करें ऐप और हमें सोशल मीडिया पर फॉलो करें

क्या आप अपना कारोबार शुरू करना चाहते हैं?
क्या आपको मार्गदर्शन चाहिए?
क्या आपको सरकारी सब्सिडी का फायदा चाहिए?
जम्मू एवं कश्मीर सरकार प्रस्तुत करती है
MISSION YUVA
आपका व्यवसाय शुरू करने का सरल रास्ता!
मिशन YUVA से पाएं:
बिना संपत्ति के लोन सरकारी सब्सिडी
व्यवसायिक मार्गदर्शन बाजार कनेक्टिविटी

No more worries about employment
Mission YUVA brings employment right to your doorstep!

Empowering women, first-generation entrepreneurs, and small businesses with the tools, training, and financial support to build enterprises

Get financial help!
Collateral free loan, Subsidy, interest subvention and more...

How to get guidance?
Motivators and Business Help Desk will be with you

Will help shape business ideas
Will assist in the loan application
Will ensure resolution of problems

Improve your skills!
Learn the right ways of business
use new technologies
Get the training you need

Market Connectivity
Local to global
Now your business can reach the world through e-commerce platforms!

अब रोज़गार की चिंता नहीं
मिशन युवा ले आया है रोज़गार आपके घर तक!

महिलाओं, पहले बार व्यापार शुरू करने वाली और छोटे कारोबारियों को साधन, प्रशिक्षण, और वित्तीय मदद देकर हम व्यवसाय शुरू करने में मदद करेंगे

कैसे मिलेगा मार्गदर्शन?
मोटिवेटर और बिजनेस हेल्प डेस्क (BHD) आपके साथ होंगे!
व्यवसाय विचारों को आकार देने में मदद करेंगे
लोन के लिए आवेदन प्रक्रिया में सहयोग करेंगे
समस्याओं का समाधान सुनिश्चित करेंगे

अपना कौशल बढ़ाएं!
व्यापार चलाने के सही तरीके जानें
नई तकनीकों का उपयोग करें
अपने काम से जुड़ी जरूरी ट्रेनिंग पाएं

बाजार कनेक्टिविटी - लोकल से ग्लोबल
अब आपका व्यापार ई-वॉर्सस प्लेटफॉर्म के जरिए दुनिया भर में पहुंचेगा!

Do you want to start your own business?
Do you need guidance?
Do you want the benefit of govt subsidy?
Government of Jammu & Kashmir presents
MISSION YUVA
Step into self-employment
Your journey to success starts now!
Get the following from YUVA
Collateral free loan Government subsidy
business guidance Market Connectivity

For mass outreach Banners and pamphlets are circulated in different languages

Daily posting is being carried out across all social media platforms



GOVERNMENT OF JAMMU & KASHMIR
YUVA UDYAMI VIKAS ABHIYAN

The following enterprises can avail benefits

NANO ENTERPRISES <ul style="list-style-type: none">• First generation entrepreneur• Annual revenue <10 lakhs	MICRO ENTERPRISES <ul style="list-style-type: none">• Small local businesses• Annual revenue up to 5 crores
NEO ENTERPRISES <ul style="list-style-type: none">• Businesses in emerging sectors• Driven by advanced technology	SMALL & MEDIUM ENTERPRISES <ul style="list-style-type: none">• Operate in sectors like hospitality, IT, Services• Annual revenue 50-100 crore

MISSION YUVA
Yuva Sapne, Nayi Ummedein

Handholding and Guidance | Access to national markets | Interest Subsidy | Investment support

Government ITI Bandipora
19 November at 00:47

Yuva Udyami Vikas Abhiyan
ITI Bandipora 18 Nov 2024: one day capacity building program on project YUVA was held at ITI Bandipora by District Employment and Counseling Centre Bandipora. The officials from DECC and j&kEDI discussed the overview of the project and benefits to be given to generate employment and capital income of youth to explore. During the program superintendent ITI Bandipora and Superintendent ITI Hajn were present along with staff.

GOVERNMENT OF JAMMU & KASHMIR

Introducing YUVA UDYAMI VIKAS ABHIYAN

- ✓ Create New Employment Opportunities
- ✓ Build Cross-Sectoral Business Ecosystem
- ✓ Enhance SGDP through Enterprises
- ✓ Generate High-Skilled Employment

MISSION YUVA
Yuva Dreams, New Hopes

MORE INFO

[in](#) [@](#) [X](#)

www.jklabouremp.nic

Social Media Platforms



Udyam Jagriti aimed to reach the grassroots by driving entrepreneurship awareness at the village and community level



Mass media outreach will include press releases and newspaper advertisements to amplify Mission YUVA's messaging across the UT



Press releases

MAM College organises awareness program on Mission YUVA- Yuva Udyami Vikas Abhiyan



YOUNG JAMMU NEWS
JAMMU, NOV 21

Maulana Azad Memorial College, Jammu hosted a one-day Awareness Programme on Mission YUVA in collaboration with the Department of Labour and Employment.

The event was organized to promote employment opportunities through entrepreneurship across the Union Territory of Jammu and Kashmir. The event was attended by nearly 350 students.

The students were formally welcomed by the College Principal Prof. Dr. BB Anand who highlighted the need for inculcating entrepreneurial spirit among youths and the role of

Mission YUVA: One-Day Capacity Building Training Programme held

ST NEWS DESK

GANDERBAL: A one-day capacity building programme under Mission YUVA was successfully organized on Wednesday by the District Employment and Counseling Centre (DE&CC) at Polytechnic College of central Kashmir's Ganderbal.

The programme brought together over 100 participants from the Skill Development Department and the Labour and Employment sector.

In his inaugural address Benish Wani (JKAS) Assistant Director, Employment Ganderbal extended a warm welcome to the participants.

The programme featured expert sessions delivered by resource persons Ajaz-Ul-Haq J&K Bank Senior

Manager Nagbal, Abdul Rofiq CEO Vikalp Center Ganderbal & Mohammad Rafiq District Nodal Officer JKEDG Ganderbal. Each session provided a detailed overview of Mission YUVA's objectives and its emphasis on promoting entrepreneurship, and self-reliance among the youth.

Participants expressed great enthusiasm during the interactive sessions, seeking clarity on various aspects of the mission and its implementation.

The programme concluded with a vote of thanks by Principal, Polytechnic College Ganderbal Shaheer Yousof, underscoring the collaborative efforts of all stakeholders in making the programme successful.



Advertisements



Kashmir's skilled youths embrace government-sponsored schemes under...

1K views 1 mo ago #JammuandKashmir ...more



ANI News 7.74M

Subscribe

Coverage by ANI on Mission YUVA Udyam Jagriti Campaign in Ganderbal

College events



College events across ITIs & Polytechnics attended by 4000+ students

30 press releases issues following the conduction of capacity building and awareness events.

Annual Information, Education and Communication (IEC) Plan for Mission YUVA under the primary 3 components on a cascading level



Components at each cascade-level for scalable impact



1

Organize Potential Entrepreneurship Mela to reach out to potential entrepreneurs across districts

2

SBDUs to conduct camping in Panchayats for a cluster of 4-5 panchayats and YUVA DOOT at grassroot level

3

Business Conclave cum Entrepreneurship Summit at UT level to be organized by the end of May. Basic modalities and key preparation is underway.

4

Outreach through Bank branches and to harness Banking Correspondents for Information dissemination. JK bank to put posters on each bank branches and a help desk.

5

Weekly Live Webinar on Entrepreneurship on each Saturday at 11AM, Inviting key successful startups and taking queries from Public through Live chat. Collaboration with Social Media Influencer.

6

Advertisement and Interviews on Doordarshan, Radio Jingles and Newspaper.

7

Information dissemination through WhatsApp group of Potential Entrepreneur created by each YUVA DOOTs. YUVA DOOT to get information and pamphlet through YUVA DOOT Community on WhatsApp.

8

Mission YUVA Business Helpline Number **1800-180-4969** has been activated - a dedicated support system designed to address grievance of enterprises across all level.

1 Overview of Programme Design

2 Key Interventions under the Programme

3 Implementation Strategy

4 **Ensuring Sustainability of Enterprises**

5 ONDC & E-Commerce Strategy



Ensuring Sustainability of enterprises



1

Output Tracking



2

MSME Health Clinic

Ensuring Sustainability of Enterprises



1

Output Tracking



2

MSME Health Clinic

Output Tracking- WIP, Completion and Sustenance report live on YUVA Portal



Output Tracking

Work in Progress Report

Completion Report

Sustenance report

1

Geo-tagged pictures of the enterprise

2

Written update on current status of business

3

Any pending NOCs

The screenshot shows the MISSION YUVA PORTAL interface. At the top, there is a header with the logo, the text 'MISSION YUVA PORTAL', and a language selector (English, हिन्दी, اردو) and a helpline number (1800-180-4969). Below the header, there are navigation links for 'Dashboard', 'Change-Password', and 'Logout'. The main heading is 'Enter Progress Unit Related Details'. A welcome message reads 'Welcome, Name : SBDU Srinagar, Jurisdiction : SBDU (Srinagar)'. A note states: 'Note: Use pdf or jpg format for uploading certificates and photos. Avoid using special characters like *!@#%&'. The form contains several fields: 'Latitude *' (33.2778), 'Longitude *' (75.3412), three file upload sections for 'Geo-tagged pictures of the enterprise *', 'Written update on current status of business including projected date of completion *', and 'Any pending NOCs *', each with a 'Choose file' button and a 'No file chosen' message. A 'Progress unit Description *' field contains the text 'First Progress Unit for the Loan Process edited By SBDU'. A 'Final Submit' button is highlighted with a red dashed border. A note at the bottom left says 'Note: Maxlength 250.'

Submission of Work-in-progress report every three months of first disbursement of loan

Output Tracking- WIP, Completion and Sustenance report live on YUVA Portal



Output Tracking

Work in Progress

Completion Report

Sustenance report

1

Geo-tagged pictures of the enterprise

2

CA approved business report

3

Details of employed personnel

4

Local buyer and supplier bills

Submission of Completion report within 1 year of first disbursement of loan

Output Tracking- WIP, Completion and Sustenance report live on YUVA Portal



Output Tracking

Work in Progress

Completion Report

Sustenance report

1 Geo-tagged pictures of the enterprise

2 CA approved business report

3 Salary slips/EPF contributions

4 Local buyer and supplier bills

MISSION YUVA PORTAL

English हिंदी اردو

YUVA Business Help Line Number 1800-180 4969

Dashboard Logout

Enter Unit Related Details

Welcome Applicant, Ashiq Hussain Akhoun (9906214549)

Note: Use pdf or jpg format for uploading combined snapshots. Avoid using special characters like ""$^$ etc.

Latitude * 39.2778

Longitude * 75.3412

Sustenance unit Description * Sustenance Unit

Note: Max length 200.

Note: File Size should not exceed 5 MB

Geo-tagged pictures of the enterprise expanded under this scheme * Choose file: geotaggedinformation.pdf

Pending NOC's by relevant government authorities * Choose file: PendingNOC.pdf

Audited Income Tax Return * Choose file: IncomeTax.pdf

Salary slips/EPF contributions wherever applicable * Choose file: Salary Slip.pdf

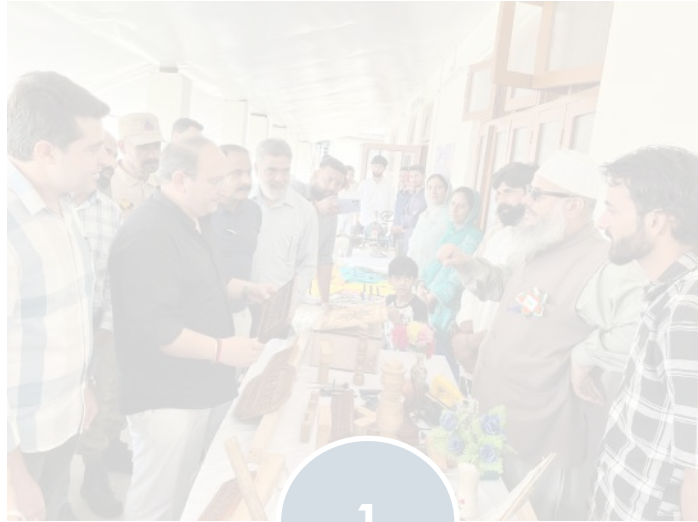
CA audited business annual report including profit and loss statements * Choose file: Designation.pdf

Save as Draft Final Submit

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Submission of Sustenance report after two years of completion report

Ensuring Sustainability of Enterprises



1

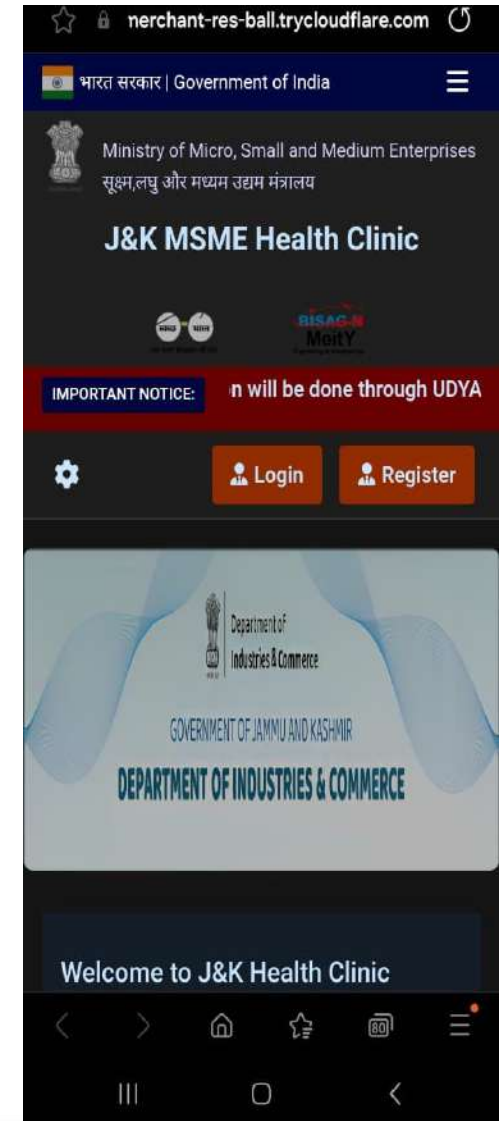
Output Tracking



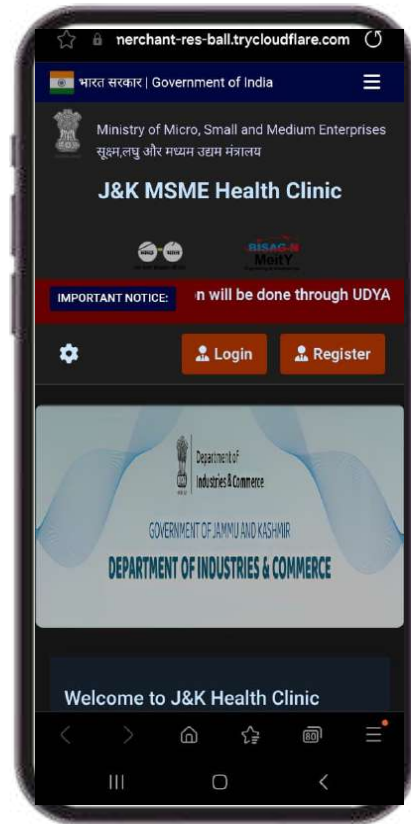
2

MSME Health Clinic

Integrate the MSME Health Clinic with the Mission YUVA APP for unified access and tracking



MSME Health Clinic as a module on Mission YUVA App. The module will be visible once loan gets disbursed.



Integration of the MSME Health Clinic as a feature in the Mission YUVA app to improve access to support services for entrepreneurs

Key Features

1

Registration and Login for MSME Integration and Analysis of data- UDYAM, EPFO, GST, Power Demand, Financial Information

2

Develop a mobile-first MSME Health Clinic app for beneficiaries for ease of service delivery

3

At present, MSME Health clinic is developed on web portal. In App- link of web portal has been embedded.

Registration and Login for MSME Health Clinic



भारत सरकार | Government of India

SKIP TO MAIN CONTENT > | Search | Screen Reader | English | Accessibility

Ministry of Micro, Small and Medium Enterprises
सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय

J&K MSME Health Clinic

DISAG-N MeitY

IMPORTANT NOTICE: Registration will be done through UDYAM Registered Mobile Number

Home | About | Contact Us

Login | Register

Login to Dashboard

UDYAM Registration Number:

Mobile Number:

Send OTP | Resend OTP

OTP:

Static OTP for testing: 1234

Login

Future of MSME in India

Indicators



Parameter	Correlation Indicator
Annual Turnover (Last FY)	Declining turnover in industries like handicrafts, tourism, and agriculture-based businesses.
Outstanding Loan Amount	Increase in loans with no significant investment in operations or revenue growth.
GST Return Data (GSTR-1, GSTR-3b)	Decline in GST filings or irregularities.
Last FY Profit/Loss Statements	Declining profits in tourism, horticulture, or local craftsmanship sectors.
Bank Statements	Reduced cash inflows or increased overdraft usage in off-seasons.
Statement Accounts	Increased delays in payments to suppliers or service providers.
Electricity Bill	Significant drop in electricity consumption in manufacturing sectors (e.g., carpets, food processing).
Quarterly Stock Statements	High unsold inventory in agroprocessing or handicraft sectors.
PF Contribution Records	Reduced workforce or delayed payments to employees.
Insurance Premium Receipts	Delayed or missed insurance premium payments, especially in high-risk sectors.
ITR Return	Declining profitability or increasing tax arrears.

Weightage and Scoring Mechanism



Parameter	Sub-Parameter	Weight (%)
UDYAM	Profile completeness, type, incorporation date, workforce, export unit etc	15%
EFPO	EPF contribution trend, delay in payments, new UANs, employee count etc	20%
Power	Monthly consumption, payment status, bill regularity etc	15%
GST	Return filing, turnover trend, delay in filing, tax arrears etc	30%
Financial Data	NPA status, overdraft, cheque bounce, working capital etc.	20%

Health Monitoring Dashboard



J&K MSME Health Clinic - Admin Dashboard

Total Enterprises 67

Micro Enterprises 47

Small Enterprises 10

Medium Enterprises 10

MSME Health Distribution

Health Status	Count	Percentage
Stable	43	64.18%
Recoverable	23	34.33%
Prone to Sick	1	1.49%

Health Status Summary

Stable Enterprises Financially healthy MSMEs	43 64.2%
Recoverable Enterprises MSMEs with potential for recovery	23 34.3%
Prone to Sick Enterprises MSMEs requiring immediate attention	1 1.5%

Filter & Search

Enterprise Type: All Types | Organization Type: All Organizations | Registration Status: All Status | Year: All Years

Search Enterprise

© Designed and Developed By BISAG-N

Health Report



Filter & Search

Enterprise Type

All Types

Organization Type

All Organizations

Registration Status

All Status

Year

All Years

Search Enterprise

Search by UDYAM number, or unique identifier...



Apply Filters

Reset

Enterprise Data

Choose Excel file

Choose file

No file chosen

Import Data

Export Data

Refresh

Show 10 entries

Search:

<input type="checkbox"/>	UDYAM Number	Enterprise Name	Registration Date	Status	Actions
<input type="checkbox"/>	UDYAM-JK-06-0000395	M/s Star Industries I/E Ganderbal	08-07-2025	Stable	
<input type="checkbox"/>	UDYAM-JK-06-0000117	M/S KASHMIR Agro Foods I/E Ganderbal	08-07-2025	Stable	
<input type="checkbox"/>	UDYAM-GJ-09-1231234	M/S UMAXEROXANDSTATIONERS	08-07-2025	Recoverable	
<input type="checkbox"/>	UDYAM-JK-02-0000152	M/S KHAN FLOUR MILLS	09-07-2025	Recoverable	
<input type="checkbox"/>	UDYAM-JK-02-0000164	PACKWELL ENTERPRISES	09-07-2025	Recoverable	
<input type="checkbox"/>	UDYAM-JK-21-0009630	M/S AQUATEK INDUSTRIES PRIVATE LIMITED	09-07-2025	Stable	
<input type="checkbox"/>	UDYAM-GJ-09-0023946	M/S UMAXEROXANDSTATIONERS	09-07-2025	Stable	
<input type="checkbox"/>	UDYAM-DL-06-0003108	SHRI NAVKAR PLASTIC INDUSTRIES UNIT-II	09-07-2025	Recoverable	
<input type="checkbox"/>	UDYAM-JK-09-0004030	M/S LABEL MASTERS PRIVATE LIMITED	09-07-2025	Stable	
<input type="checkbox"/>	UDYAM-JK-09-0000173	M/S PIPE MASTERS PRIVATE LIMITED	09-07-2025	Stable	

Showing 1 to 10 of 667 entries

Integrate the MSME Health Clinic with the Mission YUVA Portal for unified access and tracking



MISSION YUVA PORTAL

Home About Contact Us Login Employer Registration Brief Video Analysis Apply for SBDU/BHD Expert

English हिन्दी اردو

YUVA Business Helpline Number

1800-180-4969



MISSION YUVA PORTAL

Mission YUVA is a flagship initiative to transform Jammu & Kashmir into a thriving hub for entrepreneurship and employment. The region faces high unemployment due to a lack of private-sector opportunities, especially among youth and women. Mission YUVA tackles this by creating a supportive ecosystem where businesses can start, grow, and succeed.



— Overview of

Mission YUVA

MSME Health Clinic as a feature on top along with other tabs

1 Overview of Programme Design

2 Key Interventions under the Programme

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5 **ONDC & E-Commerce Strategy**





Jammu & Kashmir E-commerce Platform

An e-commerce Seller platform leveraging the ONDC network with farm and non-farm products listed from SHGs , FPOs & individual businesses of Jammu & Kashmir



Business Conclave & Regional Trade Fairs

Promoting trade, commerce, and cultural exchange in the region through attracting foreign investments, enabling business networking, and promoting partnerships.



Jammu & Kashmir E-commerce Platform

An e-commerce Seller platform leveraging the ONDC network with farm and non-farm products listed from SHGs , FPOs & individual businesses of Jammu & Kashmir



Business Conclave & Regional Trade Fairs

Promoting trade, commerce, and cultural exchange in the region through attracting foreign investments, enabling business networking, and promoting partnerships.

Making Store and Catalogue live on any ONDC Buyer Apps (1/2)

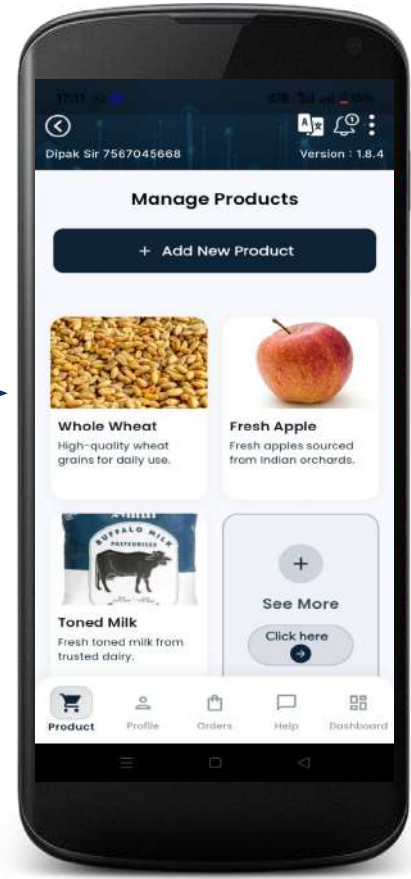


Aims to provide a level playing field for sellers of all sizes to sell their goods in Jammu and Kashmir. Any brand can register as a seller on ONDC via Mission YUVA Seller App, upload their catalog, and start selling on the ONDC network quickly.

Conceptual framework of ONDC based platform for Mission YUVA (2/2)



Digital Catalogue



Convert your Store into QR Code



Scan QR



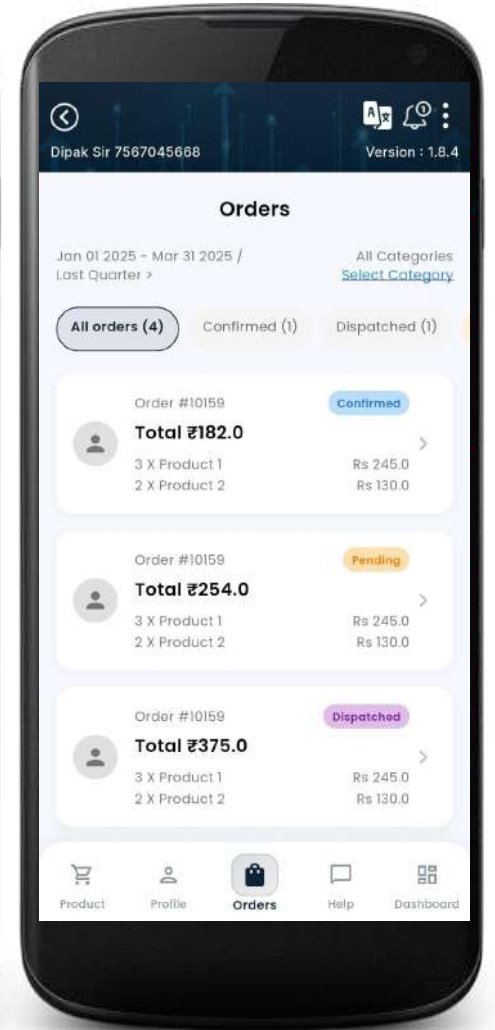
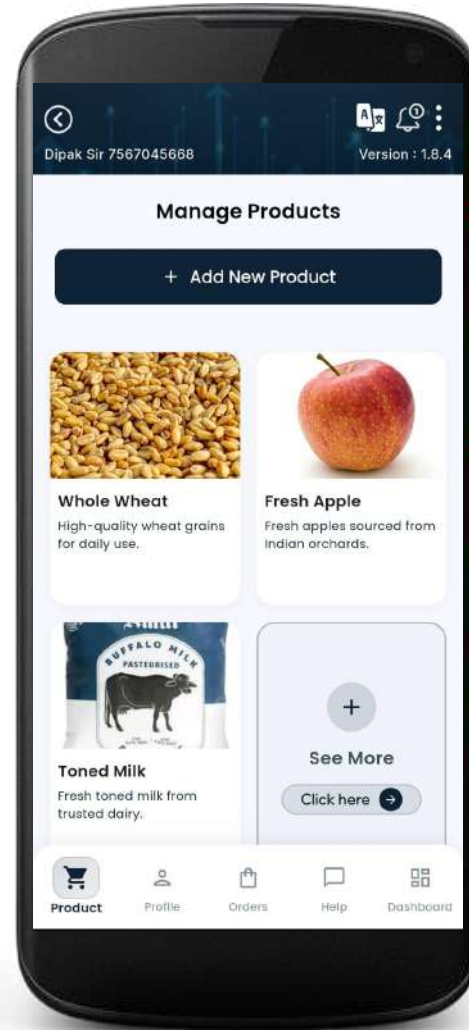
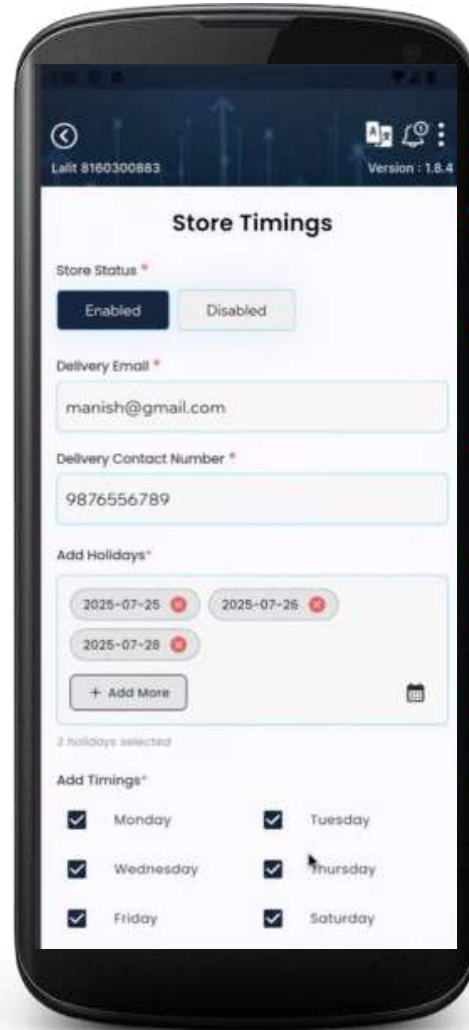
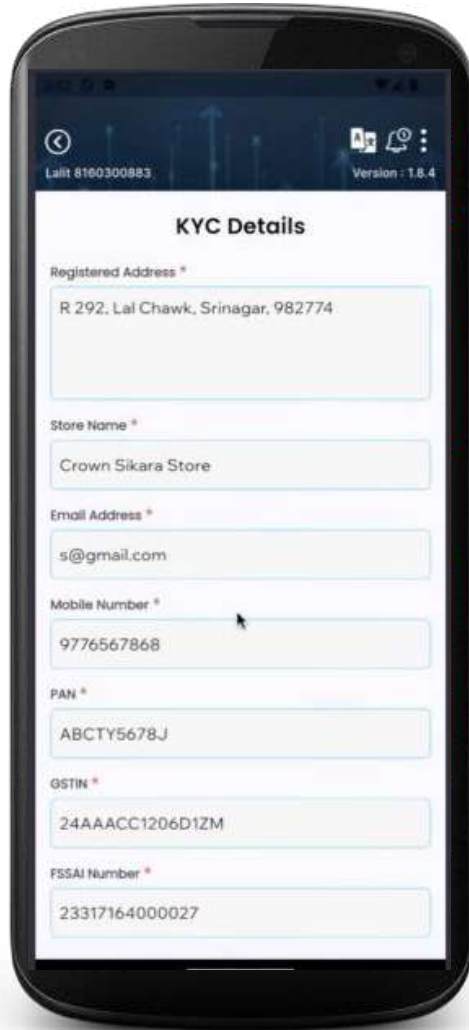
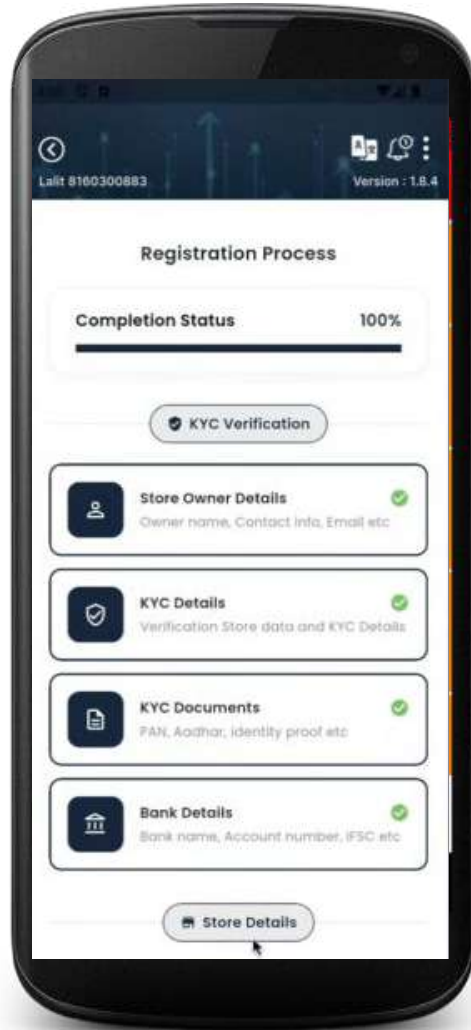
Phone number: +91 XXXXX YYYYY
Order through App or Call for orders

Model of Hyperlocal Retail Trade
Supporting local wholesalers and retailers (grocery, electronic and other retail trading)



Promote QR of Store through Social media to access dynamic digital catalogue

Seller App Development for E-Commerce



Expected date of Production of Seller App: 14th August 2025



Jammu & Kashmir E-commerce Platform

An e-commerce Seller platform leveraging the ONDC network with farm and non-farm products listed from SHGs , FPOs & individual businesses of Jammu & Kashmir



Business Conclave & Regional Trade Fairs

Promoting trade, commerce, and cultural exchange in the region through attracting foreign investments, enabling business networking, and promoting partnerships.

Business Conclave and Trade fairs to be organized in December



J&K Business Conclave

Panels with industry leaders, venture capitalists, and angel investors to enhance startup ecosystem

1:1 meetings between selected startups and venture capitalists, investors, incubators to unlock funding and mentorship

Policy Development Masterclasses to position J&K as a prime business location

Buyer-Seller Networking and offering companies to submit bids

Regional Trade Fairs

Vibrant cultural heritage through themed pavilions, cultural showcases, and interactive experiences

Regional trade fairs at cluster level showcasing local products

Stalls for each district to exhibit their flagship products with live demos

Regional trade fairs at cluster level showcasing local products

UT Level

J&K Business Conclave | 1 per division per year

District Level

Regional Trade Fair | 1 per district per year



Thank You