

Udyam Jagriti 4.0 (Focus Group 1): Capacity Building & Digital Learning Initiative MISSION YUVA

1. Introduction

Building on the success of Udyam Jagriti 3.0, **Udyam Jagriti 4.0** is designed to focus on **capacity building and digital skill development** among youth in Jammu & Kashmir.

This phase will target **students and faculty** in:

- Industrial Training Institutes (ITIs)
- Polytechnics
- Colleges (Govt. and private)

The objective is to increase awareness and adoption of sector-specific online skill modules hosted on the **Mission YUVA App**, and integrate them into regular academic and training schedules.

Grades and assessments will act as **incentives**, creating a test pilot to measure the effectiveness and learner engagement.

2. Jammu & Kashmir Educational Landscape

The region of Jammu & Kashmir is divided into two divisions: Jammu and Kashmir, encompassing 20 districts, 285 blocks, 4,291 panchayats and 1124 wards. The following table provides a detailed breakdown of institutions in each district of J&K :

#	Division	District	No. of Govt. Degree Colleges	No. of ITIs		No. of Polytechnics		Total
1	Kashmir	Anantnag	11	04	03	01		19
2	Kashmir	Bandipora	06	03	01	01		11
3	Kashmir	Baramulla	12	05	01	01	01	20
4	Kashmir	Budgam	07	02		01	01	11
5	Kashmir	Ganderbal	02	02	01	01		06
6	Kashmir	Kulgam	05	01	04	01		11
7	Kashmir	Kupwara	08	03	01	01		13
8	Kashmir	Pulwama	06	03		---		09

#	Division	District	No. of Govt. Degree Colleges	No. of ITIs		No. of Polytechnics		Total
9	Kashmir	Shopian	02	01		01		04
10	Kashmir	Srinagar	11	03	09	02	02	27
11	Jammu	Doda	05	03		01		09
12	Jammu	Jammu	18	06	09	02	03	38
13	Jammu	Kathua	09	02		01		12
14	Jammu	Kishtwar	04	01		01		06
15	Jammu	Poonch	04	03	01	01		09
16	Jammu	Rajouri	09	03	01	01		14
17	Jammu	Ramban	05	03		01		09
18	Jammu	Reasi	04	01	01	01		07
19	Jammu	Samba	05	01		01		07
20	Jammu	Udhampur	09	02	03	01		15
		Total	142	88		23		253

3. Objectives of Udyam Jagriti 4.0

- Promote **self-driven** skill learning using the Mission YUVA App
- **Increase viewership** and **completion** of digital modules
- Use **assessments** and **grading** as motivational tools
- Inspire students through **success stories** of **real entrepreneurs** funded by Mission YUVA
- Prepare students for entrepreneurship, jobs, and apprenticeships

4. Methodology & Key Activities

Udyam Jagriti 4.0 will be implemented through a **three-tier delivery system**:

1. Training of SBDUs/Nodal Officer College

- SBDUs will receive dedicated training sessions on:
 - Campaign objectives and timeline
 - Mission YUVA App features and modules
 - Using digital drives and materials
 - Supporting institution-level coordination

- o **Identifying and connecting local success stories**—entrepreneurs from their district who have received loans under Mission YUVA—to be integrated into the training sessions as live examples.

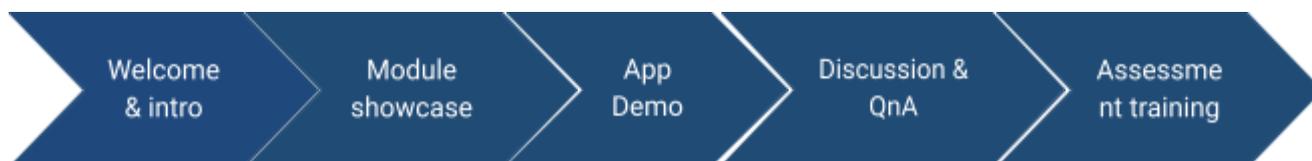
2. Institution-level Execution

- SBDUs/AD Employment will coordinate with faculty and nodal officers of colleges, ITIs, and polytechnics to ensure:
 - o **Inspiring delivery:** Sharing real-life stories from entrepreneurs of the district during sessions to motivate students.
 - o **Digital training:** Faculty members will lead module sessions using drives and conduct Mission YUVA app walkthroughs.
 - o **Google Form-based centralized assessment:** Faculty will facilitate students in completing standardised online assessments (prepared and monitored centrally).

3. Monitoring & Assessment

- Student performance will be tracked through:
 - o Centralised Google Form assessments (MCQs or short answers)
 - o App registration & module completion tracking
 - o Attendance logs & feedback collection
- Grades from these assessments may count toward internal evaluations and practical grading, wherever possible.

5. Institution's Session Structure



Session	Description	Duration	Facilitator
Welcome & Intro	Brief overview of Mission YUVA & Udyam Jagriti 4.0	10 mins	Nodal Officer
	Mission YUVA Promotional Video https://drive.google.com/file/d/1I7aGNHigLowGSe9yj-2XLqCG0XVgAgNI/view?usp=sharing	5 mins	Nodal Officer
	Mission YUVA Song https://drive.google.com/file/d/1jmlheFDfAZ3JxB5JvzEws5akQ1_-RBPP/view?usp=sharing	5 mins	Nodal Officer

Session	Description	Duration	Facilitator
Journeys of Change	<p>Delivery of real entrepreneurial stories by existing local entrepreneurs funded under Mission YUVA</p> <p>https://docs.google.com/presentation/d/1b590PDFS9x93uUuiKNd4zMkZDczaUS8X/edit?usp=sharing&oid=104760880586165844673&rtpof=true&sd=true</p>	10 mins	Nodal Officer to coordinate with SBDU
Module Showcase	<p>Play 5–8 videos from preloaded drive</p> <p>Business Vs Naukri: https://youtu.be/zQkbQKhFmyl?si=wpknEHAYeukD-tRi</p> <p>Business Model Canvas: https://youtu.be/uSmb2PzzlOk?s=CX3wG7SQ2pTNtHrx</p> <p>Psychology hacks to boost your sales: https://youtu.be/wXJTtVspzY4?si=JuOQr7Y7OzhHubEs</p> <p>Zomato business case study: https://youtu.be/i1xSpX52vjk?si=8uhXYBnMRWcab7G_</p> <p>Emerging model of business: https://youtu.be/-zR8UJySnGs?si=O_mOen7DepYtN5hj</p>	60 mins	Faculty
App Walkthrough	<p>Live demonstration of Mission YUVA App</p> <p>https://drive.google.com/drive/folders/159AC4pBPZH5re9vKrg053w4hXAh-bUcW?usp=sharing</p>	10 mins	Faculty
Discussion	Students share business interests and reflect on module learnings	10 mins	Faculty
Assessment Brief	<p>Explain online Google Form-based Q&A</p> <p>https://forms.gle/CokQMxstZQ1HeqSV7</p>	15 mins	Faculty
Closing	<p>Reinforce outcomes, opportunities & next steps</p> <p>https://forms.gle/ExC16ebqyBqK9KWU8</p>	5 mins	Nodal Officer
Total Duration of Session: 120 mins			

6. Module Table

#	Session	Duration	Links
1.	Business v/s Naukari	6 mins	https://youtu.be/zQkbQKhFmyl?si=wpknEHAYeukD-tRi
2.	Business Model Canvas	15 mins	https://youtu.be/uSmb2PzzlOk?si=CX3wG7SQ2pTNtHrx
3.	Psychology Hacks to Boost Your Sales	18 mins	https://youtu.be/wXJTvVspzY4?si=juOQr7Y7OzhHubEs
4.	ZOMATO Business Case Study - How it became a billion-dollar brand?	16 mins	https://youtu.be/i1xSpX52vjk?si=8uhXYBnMRWcab7G_
5.	Emerging modes of business	12 mins	https://youtu.be/-zR8UlySnGs?si=O_m0en7DepYtN5hj

Total Duration of Modules: 70 mins

7. Assessment / Apprenticeship Practical (Pilot Model)

A. Each student to:

- Complete selected modules on Mission YUVA App
- Undergo an **assessment** through a google form: [Link](#)
- Feedback of the students after the session to be recorded through google form: [Link](#)

B. Grades from these assessments will:

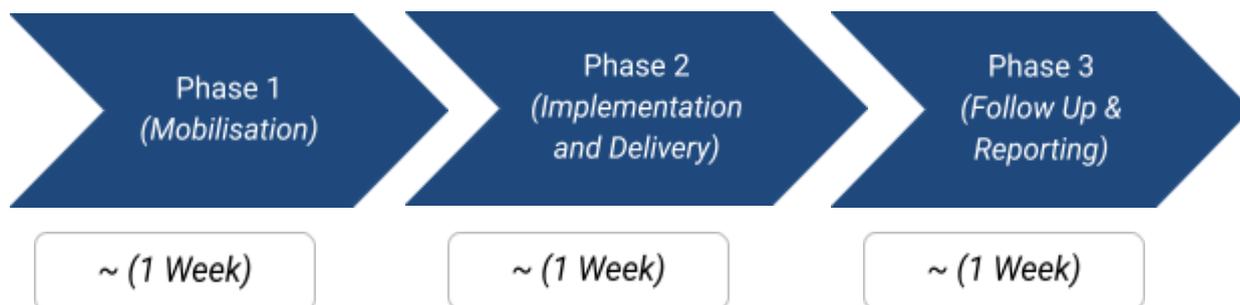
- Count towards internal assessment / skill credits
- Act as **motivation** to complete modules

C. For selected students: link performance to **apprenticeship opportunities** with local MSMEs

D. Feedback from SBDUs/ Master trainers through a google form: [Link](#)

8. Implementation timeline of Udhyam Jagriti 4.0

Total Duration: ~3 weeks (adjustable by districts depending on calendar & exams)



Week	Activities	Description	Responsible Stakeholders
Week 1 Mobilisation & Awareness	Institutional Mobilisation, Orientation & Preparation	<ul style="list-style-type: none"> - Issue official circulars to all institutions - Share digital drives, training FAQs, and instructions- Orientation sessions for Master Trainers and Faculty- Coordination with SBDUs and AD/DDs to ensure readiness -Prepare assessment tools and communication materials 	Labour & Employment Dept, District AD/DD, SBDUs, College/University Coordinators
Week 2 Institution Sessions & Assessment	Simultaneous Udyam Jagriti 4.0 sessions across all institutions	<ul style="list-style-type: none"> - Sessions conducted on the same day across all ITIs, polytechnics, and colleges. - Showcasing modules through videos & app walkthroughs. - Real-time assessments through centralized Google Forms. - Student discussion 	Master Trainers, Faculty, SBDUs

		& faculty-led briefings.	
Week 3 Monitoring & Evaluation	Track, report & recognize performance	<ul style="list-style-type: none"> - Collect data: attendance, app registration, module completion, assessment scores. - Identify best-performing institutions and individuals. - Share final reports with Mission Directorate. - Begin issuing certificates & appreciation letters. 	AD/DD Employment, SBDUs, Mission Directorate, Institutions

9. Key Targets to track during timeline:

- % of institutions covered within Week 2-3
- % of students registered on Mission YUVA App
- Assessment participation & average scores
- Student & faculty feedback (quantitative + qualitative)
- No. of total students participated in the event
- No. of female students participated in the event
- No. of disabled students participated in the event

10. Outcome:

By end of 3 weeks, every target institution should have:

- Registered ≥ 100 students each institution
- 100% coverage of institutions in the UT in the program
- 100% of assessment participation by registered students

11. Monitoring & Evaluation

- Data points to track:
 - No. of students attending sessions
 - % registering on Mission YUVA App
 - Assessment scores
- Weekly reports from institutions → collated at district level by ADs/DDs

12. Roles and Responsibilities (as in 3.0, summarised for 4.0):

Stakeholder Level	Key Stakeholders	Primary Responsibilities
UT Level	Mission Directorate, Labour & Employment Dept	<ul style="list-style-type: none"> - Overall planning, design & leadership - Creation of training content, drives & Google Forms - Coordination with districts for smooth execution - Central performance monitoring & reporting
District Level	AD/DD Employment, SBDUs	<ul style="list-style-type: none"> - Identifying Mission YUVA loan beneficiaries for storytelling - Ensuring institutional compliance and execution in Week 2 - Compiling district-level data & feedback in Week 3
Institution Level	Principals, HODs, Master Trainers, Faculty	<ul style="list-style-type: none"> - Coordinating sessions internally - Delivering modules & app walkthroughs - Assisting students with assessments and app onboarding - Reporting student attendance and completion data
Field Support Level	YUVA Doots, BHDs	<ul style="list-style-type: none"> - Technical assistance in running videos and app demos - Supporting faculty during assessments - Ensuring smooth logistical flow in institutions
Community Role	Entrepreneurs funded under Mission YUVA	<ul style="list-style-type: none"> - Sharing real-life success stories in Week 1 events - Motivating students through relatable journeys - Engaging with youth as potential mentors

13. Rewards & Recognition

- For institutions: **"Mission YUVA Champion College/ITI/Polytechnic"** title & certificates.
- For faculty/master trainers: **Certificates for attendance \geq 100 students** each institution
- For students: Feature on Mission YUVA social media; preference in internships/apprenticeships, digital certificates of merit.

Udyam Jagriti 4.0 will **deepen capacity building**, make digital skill modules part of daily learning, and test the power of grades & assessments as incentive.

This pilot can be scaled to other institutions based on measured success.