

Report on Awareness Program on Udyam Jagriti 4.0 under Mission YUVA Organized by Government Degree College, Pampore

Government Degree College, Pampore organized an awareness program on **Udyam Jagriti 4.0 under Mission YUVA** on 08-09-2025, a flagship initiative of the Government of Jammu & Kashmir aimed at fostering youth entrepreneurship, capacity building, digital skill development, and self-reliance. The program sought to familiarize students with the objectives of Mission YUVA, highlight the opportunities available under Udyam Jagriti 4.0, and motivate them to explore entrepreneurship as a viable career pathway.

Objectives of the Program

- To create awareness among students about the vision and goals of Mission YUVA.
- To inform youth about financial schemes, training modules, and digital platforms available under Udyam Jagriti 4.0.
- To encourage students to actively participate in government-supported entrepreneurial and self-employment ventures.
- To build a culture of innovation, skill enhancement, and self-reliance among the younger generation.

The program commenced with a welcome address delivered by the In-charge Principal of the college Prof Samina Yesvi, who extended a warm welcome to the faculty and students. In her address, she emphasized the importance of Mission YUVA in empowering the youth of Jammu & Kashmir and highlighted how such initiatives are aligned with the larger goal of creating an entrepreneurial ecosystem in the Union Territory.

Mr. Showkat Rashid, Nodal Officer for Mission YUVA, delivered the inaugural address. In his speech, he highlighted the objectives of Udyam Jagriti 4.0, focusing on entrepreneurship development, capacity building, and digital skill enhancement. He also highlighted the importance of youth participation in self-employment ventures as a way to reduce dependency on government jobs. The availability of Mission YUVA App for guidance, training, and credit support.

Faculty members from different departments shared their insights on the objectives of Udyam Jagriti 4.0, particularly its focus on capacity building, digital learning, skill training, and credit linkages for young entrepreneurs. They also elaborated on the Mission YUVA App and encouraged students to make use of these facilities. An interactive session was held where students asked questions about the availability of startup support, loan facilities, and training opportunities under Mission YUVA. Faculty members clarified doubts and motivated students to consider entrepreneurship not only as a source of livelihood but also as a means of contributing to society's development. A short presentation on Udyam Jagriti 4.0 was screened, showcasing success stories of young entrepreneurs and explaining the step-by-step process of availing benefits under the scheme.

The session concluded marked by active participation from students and faculty alike. The event reinforced the commitment of the institution to not only provide academic knowledge but also to prepare students for real-world challenges by equipping them with entrepreneurial skills and awareness of government initiatives.

