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Principal

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Date: July 15, 2026

NOTICE

SUBJECT: INVITATION FOR PARTICIPATION IN "UDYAM JAGRITI 5.0" COLLEGE AWARENESS & HACKATHON COMPETITION

All students of Government Degree College, Kathua, are hereby informed that Mission YUVA (Labour & Employment Department, Government of Jammu and Kashmir), has launched Udyam Jagriti 5.0. This initiative aims to foster entrepreneurship, empower youth, and transform J&K into a thriving hub of enterprises by providing structured mentoring, funding, and public recognition. Students are strongly encouraged to utilize this platform to transition their innovative business concepts into real-world start-ups.

1. Core Themes & Case Problems

Participants must develop and submit a business idea addressing one of the following three priority sector challenges designed specifically for J&K:

- **Theme 1: Tourism & Hospitality (J&K's Largest Growth Sector)**

Challenge: Enhance the tourist experience, extend their stay duration, or add value to the ecosystem.
Focus Areas: Homestay networks, local experience platforms, adventure tourism, digital guides, and handicraft-tourism linkages.

- **Theme 2: Handicrafts & Artisan Economy (Heritage Sector with Global Demand)**

Challenge: Modernize production and scale market reach while preserving J&K's craft identity.
Focus Areas: E-commerce for artisans, artisan aggregation models, quality/GI tag promotion, and design modernization.

- **Theme 3: Agriculture & Food Processing (High Potential, Underserved Value Chain)**

Challenge: Reduce post-harvest losses, add value to local produce, or improve direct market access for farmers.
Focus Areas: Cold chain logistics, fruit processing units, agritech solutions, and direct-to-consumer organic farming.

2. Program Benefits & Incentives

The core objective of this hackathon is to channel winning projects into the Neo-Innovative Enterprises scheme of Mission YUVA, offering extensive support:

- **Financial Funding:** Shortlisted start-ups are eligible for government **funding up to Rs. 20 Lakhs.**
- **Premium Incubation:** Winners receive structured mentorship and incubation support from IIM Jammu and leading regional incubators.
- **Market & Expert Access:** Connections with venture capital funders, domain mentors, and growth channels like the ONDC seller platform.
- **Public Recognition:** The Top 4 winning ideas from the district will receive public felicitation and awards directly from the District Commissioner.

- **Alternative Credit Paths:** Broader Mission YUVA schemes offer up to 25% to 30% subsidies (up to Rs. 1 Lakh) and 5% interest subvention for Nano-Enterprises, alongside 6% yearly interest subvention for new MSMEs.

3. Compulsory Timeline & Milestones

Students must strictly adhere to the schedule below. No late entries or extensions will be permitted by the Mission Directorate:

Stage / Event	Target Deadline	Key Details
Registration Closes	25th July, 2026	Students must register using the official link provided below.
Idea Submission Closes	5th August, 2026	Detailed business ideas must be submitted via the official Idea Submission Form.
College-Level Screening	Within 10 days of submission	The IIC/Nodal Panel will shortlist the Top 4 ideas from our college to represent Kathua district.
District Hackathon Pitching	~6 weeks post-screening	Shortlisted teams will pitch live (7-min presentation + 5-min Q&A) before the Judgment Council chaired by the DC.

4. College Evaluation & Screening Criteria

Under the supervision of the Principal, the college Institutional Innovation Council (IIC) and Placement Coordinators will evaluate all submitted ideas based on four equally weighted parameters (25% each):

- **Relevance to Case Problem / Sector Theme:** Does the idea directly solve the stated challenge?
- **Originality & Creativity:** Is the solution innovative, distinct, and creative?
- **Basic Viability:** Is the business model practical, logical, and execution-feasible?
- **Structure & Presentation:** How well is the solution articulated in the submission form?

5. How to Participate

1. Scan the QR code given or Click on the Link given below to access the official Hackathon Registration Link.
2. Form your team/individual profile and complete registration before 25th July, 2026.
3. For assistance with drafting your business plan or clarifying problem sectors, please reach out to the College Nodal Officer / IIC Coordinator / Coordinator Training & Placement Cell/ HOD & Faculty of concerned Department

Let us ensure that Government Degree College, Kathua leadingly contributes to J&K's entrepreneurial ecosystem.

Turn your vision into dynamic enterprise!

Link for Registration (Last Date 25th July; 2025)

<https://forms.zohopublic.in/tejalgdipa1/form/UdyamJagriti50CollegeCampaignHackathoncompetitionF/formperma/6aBkAIidvIP5IriXLvJIscHelM6BQaFbhTTbY2m7-EI>

SCAN QR Code for Registration (Last Date 25th July; 2025)



Udyam Jagriti 5.0 - College Campaign {Idea Submission Form}

:

Submit your college-level Hackathon Case Idea using this form : (Last Date : 05th August; 2026)

https://forms.zohopublic.in/tejalgdipa1/form/UdyamJagriti50/formperma/ny3gezdz9OaTF_jcuhbJt-5Y2OgUWsSICk8_zJE2y0

SCAN QR code to Submit Idea : Udyam Jagriti 5.0 - College Campaign: {Idea Submission Form}:



Sd/
Dr. Manohar Lal
Principal
Government Degree College, Kathua

Sd/
Prof. Rakesh Singh
Coordinator Career Counselling and Placement Cell
Government Degree College, Kathua

Copy to:

1. Dr. Kehar Singh Convenor, Institutional Innovation Council (IIC) for strict compliance and screening management.
2. Dr. Gotam Singh and other committee members, for student mobilization and registration guidance.
3. All Head of Departments (HODs) for wide circulation in student classrooms / WhatsApp groups.
4. **HOD's of BBA / B.Com /B.Sc. Computer application / Horticulture** to ensure submission of minimum two ideas by students per Department
4. In-charge College Website / IT Cell for uploading on college website.
5. College Notice Boards.



Government of Jammu and Kashmir



Udyam Jagriti 5.0

College Awareness and Hackathon Competition

Training for district functionaries
and nodal officers of colleges

9th July, 2026

The program focuses on setting up 1,37,000+ new enterprises across sectors in UT

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. Nano Enterprises & Collectives



**Self-Employment through
Mass Entrepreneurship**

B. Enterprises in Focus & Sunrise Sectors



**Employment Creation
through New Enterprises**

C. Business Acceleration of Existing Enterprises



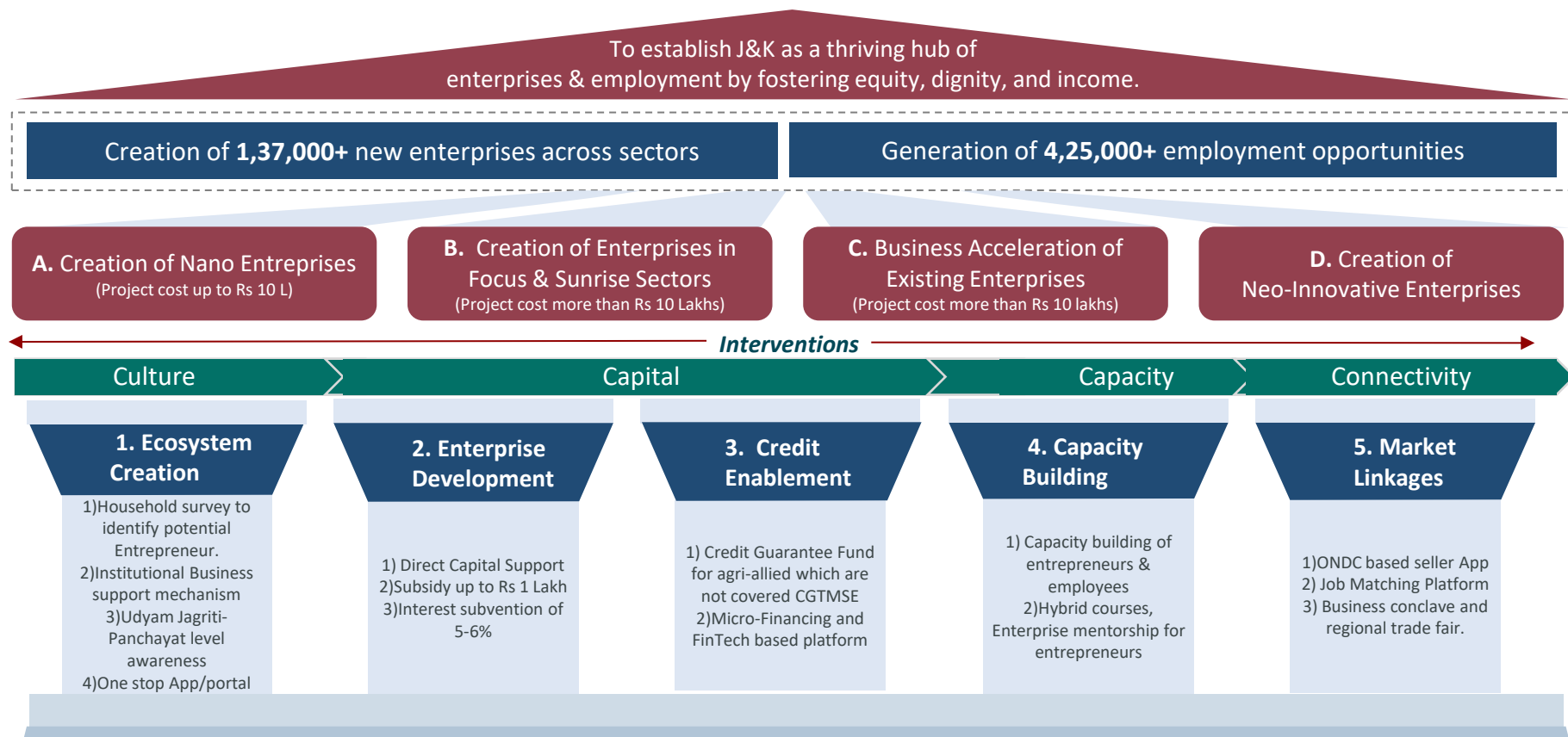
**Employment Creation
through Business Growth**

D. Neo-Innovative Enterprises



**Employment Creation in
High-Skilled Sectors**

Mission YUVA Conceptualized on 4Cs-Culture, Capital, Capacity & Connectivity to support Identified Potential entrepreneurs





Nano Enterprises supports businesses with less than 10 Lakh project cost with 5% interest subvention and 25% subsidy up to 1 Lakh

Mission YUVA aims at the creation of 1,25,000 nano enterprises, each with a project cost of up to ₹10 lakh.

Benefits for Nano Enterprises

A. Subsidy upto Rs. 1 Lakh

Women and Persons with 40% or more disability are provided with 30% subsidy upto Rs. 1 Lakh

B. 5% Interest Subvention

5% interest subsidy (up to ₹50,000 over the entire loan period)

C. Collateral free loan

No collateral is required if the applicant meets the basic eligibility requirements

D. Guidance

Hand Holding is provided at every step through Hybrid Capacity Building and Enterprise Mentorship

Support Provided

Capacity Building

A. Hybrid Capacity Building compulsory for first tranche of subsidy

B. Enterprise Mentorship compulsory for second tranche of subsidy

To be provided in nearest training centers mapped under Mission YUVA





New MSMEs under the program are supported with 6% interest subvention

Mission YUVA aims to create 7,500 NEW MSME enterprises over a period of 5 years

Definition of MSME's

#	Type of enterprise	Investment amount
1	Micro	More than Rs. 10 lakh – up to Rs. 2.5 crore (Interest Subvention upto Rs 5 Lakhs)
2	Small	More than Rs. 2.5 crore – Up to Rs. 25 crore (Interest Subvention upto Rs 30 Lakhs)
3	Medium	More than Rs. 25 crore – up to Rs. 125 crore (Interest Subvention upto Rs 75 Lakhs)

Benefits for MSMEs in Mission YUVA

The government will cover **6% of yearly interest** on behalf of the beneficiary, helping reduce their interest expenses- up to a period of 5 years.

Beneficiary can **avail a loan of 80%** of the total project cost, from the bank. They must **contribute 20% of the project cost** from their own pocket.

Neo Innovative Enterprises supports startups with government funding up to Rs. 20 Lakhs and incubation support throughout **(FOCUS of this campaign)**

Objective

The YUVA Incubation Ecosystem aims to support the creation of 500 Neo-Innovative Enterprises in Jammu & Kashmir by providing structured mentoring, funding, and capacity building to support budding startups in the UT

Key Features



Government Funding up to Rs. 20 lakhs



Market Access - Unlock Growth Opportunities



Expert Connections
VC Funders, Mentors, Domain Experts



Incubation Support
IIM Jammu & leading Incubators in J&K

Key Features of the Udyam Jagriti 5.0 :Empowering Student Entrepreneurs Across the UT through developing their business acumen



VISION: To create a generation of business-ready youth; students who can identify opportunities, develop ideas, pitch with confidence and access formal credit to launch their entrepreneurial journey.



Awareness

Structured 90-min sessions across all 250+ institutions simultaneously covering Mission YUVA credit scheme and workshop on business idea creation and pitching



Hackathon

Two-stage UT-wide hackathon. **College screening → district pitching event** across 3 priority sectors: Tourism, Handicrafts & Agriculture



Credit Access

Winning ideas directly converted to Mission YUVA credit applications under Neo Innovative Enterprises and public felicitation by District Commissioner



250+ Colleges

Mapped across the UT



2,00,000 +

Students to be covered



District level Hackathon

Conducted first at college level and then at district level



4 Stages of the Campaign

1

Awareness & Hackathon Launch

Nodal: IIC Coordinator/ Nodal Officer (if IIC not present) + Placement Coordinator + BHDs

90-min campus session: Mission YUVA overview, entrepreneur motivation, idea workshop, official hackathon launch

2

College-level Screening

Nodal: IIC Coordinator/ Nodal Officer (if IIC not present) + Placement Coordinator + Principal

Review submitted ideas; shortlist Top 4 per institution for District Hackathon

3

District Hackathon Pitching

Nodal: AD/DD Employment + 2 District Entrepreneurs + DC

Live pitching event; 7 min pitch + 5 min Q&A; Top 4 ideas per district selected awarded by DC

4

Credit Access & Celebration

Nodal: Mission Directorate + AD/DD

Winning ideas documented; Mission YUVA credit application guidance; public celebration

Campaign structure for phase 1 – Awareness about Mission YUVA and hackathon launch

	<u>Activity</u>	<u>Description</u>	<u>Responsibility</u>
01	Mission YUVA Awareness	Credit scheme, eligibility, application process: Video + Presentation	College Nodal Officers / BHD
02	Motivation Session by entrepreneur	Invited local entrepreneur shares real journey, challenges & encouragement	College Nodal Officers / BHD
03	Business Idea Workshop	Brief exercise: Problem → Solution → Market. Use J&K Startup Repository	College Nodal Officers / BHD
04	Official Hackathon Launch	3 sector case problems announced; rules, eligibility & timeline explained	College Nodal Officers / BHD
05	Registration Call and Q/A	Hackathon registration open. Reg closes 25 th July Idea submission closes 5th August	College Nodal Officers / BHD
06	Closing and Feedback by Students	Feedback form filled by students at end of session	College Nodal Officers / BHD

Campaign structure for phase 2 – College level Screening of the Idea Submissions



15 days deadline for Idea Submission

Students submit ideas via the official Idea Submission Form (one of 3 sector case problems)



Screening

IIC Coordinator + Placement Coordinator jointly screen all ideas under College Principal supervision



Top 4 out

Best 4 ideas per institution shortlisted & reported to the Employment Dept. via Google Form

SCREENING CRITERIA

Each criterion carries equal weight — 25%

25%

Relevance to case problem / sector theme

Idea must address the stated sector challenge

25%

Originality & creativity

Assessed jointly by the screening panel

25%

Basic viability

Is the idea practically feasible?

25%

Structure & presentation of solution

Assessed jointly by the screening panel

SCREENING PANEL



IIC Coordinator / Nodal Officer

Leads the screening process; serves on the panel



Placement Coordinator

Co-screens ideas; prepares shortlisted teams



College Principal

Supervises the panel; provides institutional endorsement



DEADLINE: Screening panel has 20 days after the idea submission window closes (5th August 2026) to submit the top 4 list via Google Form to the Employment Department.



Campaign structure for phase 3 – District level Hackathon Competition



~1.5 months

after college screening



Top 4 teams

per institution pitch live



7 + 5 min

pitch + Q&A per team



Same day

winners announced by
DC

JUDGMENT COUNCIL



District Commissioner

Chairs the Judgment Council; ensures fair conduct; provides government perspective on Mission YUVA credit eligibility & alignment



Leading Entrepreneur — 1

Evaluates market viability, business potential & commercial feasibility from a practitioner's perspective



Leading Entrepreneur — 2

Assesses innovation, scalability & real-world relevance; provides mentorship inputs to all pitching teams

EVALUATION CRITERIA

Criterion	Weight
Problem-solution fit & sector relevance	20%
Innovation & originality of the idea	20%
Market viability & revenue potential	25%
Feasibility & implementation clarity	20%
Social impact & local relevance to J&K	15%

AWARD CEREMONY: Presided over by the District Commissioner with public felicitation on the same day | Top 4 ideas from the district selected as winners



Students are invited to submit their business ideas for any one of the cases



Case 1

Tourism & Hospitality

J&K's Largest Growth Sector

Challenge:

How can youth-led enterprises improve tourist experience, extend stay duration or add economic value to J&K's tourism ecosystem?

Idea Areas:

- Homestay networks
- Local experience platforms
- Adventure tourism services
- Handicraft-tourism linkages
- Digital tour guides



Case 3

Agriculture & Food Processing

High Potential, Underserved Value Chain

Challenge:

How can youth-led enterprises reduce post-harvest losses, add value to J&K's produce or improve market access for farmers?

Idea Areas:

- Cold chain logistics
- Fruit processing units
- Direct-to-consumer farms
- Organic certification
- Agri-tech for small farmers



Case 2

Handicrafts & Artisan Economy

Heritage Sector with Global Demand

Challenge:

How can youth-led enterprises help J&K artisans reach wider markets, improve incomes or modernise production while preserving craft identity?

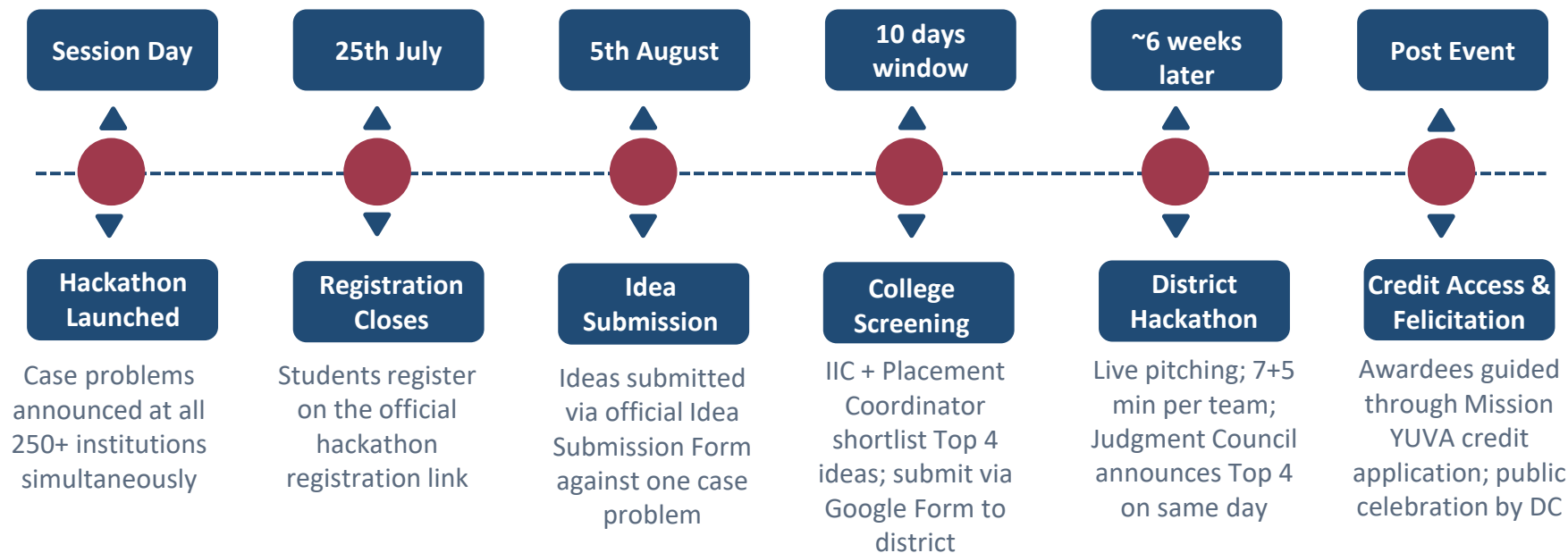
Idea Areas:

- E-commerce for artisans
- Artisan aggregation models
- Quality certification
- Design modernisation
- GI tag promotion

Timeline of the hackathon across all stages



Key Principle: Students submit ideas against ONE of the 3 case problems. Ideas evaluated on relevance to chosen sector. Top 4 ideas per institution → Top 4 per district.



Roles and responsibilities of colleges and district functionaries

UT Level

Mission Directorate, Labour & Employment Dept.

- Overall planning & leadership
- Design case problems & Idea Registration Form
- Preparation of all campaign materials
- Issuance of official circulars
- Central monitoring
- Organisation of District Hackathon Competition

District Level

AD/DD Employment + BHDs

- District coordination & supervision
- Organisation & hosting of District Hackathon
- Compilation of district results
- Forwarding winning ideas for credit processing

Institution Level — Nodal Officers

IIC Coordinator / Nodal Head & Placement Coordinator

- Primary nodal for all stages
- Conduct Stage 1 session
- Manage idea submission process
- Conduct college-level screening
- Prepare shortlisted teams

Institution Level — Leadership

College Principal / HOD

- Institutional endorsement
- Ensure faculty & student cooperation
- Serve on District Judgment Council

Stage by stage roles and responsibilities of nodal officers of colleges

Stage 1 — Before Session

- IIC + Placement Coordinator identified & briefed
- BHD support confirmed
- Entrepreneur speaker confirmed
- Venue booked with AV
- Campaign materials downloaded & tested
- Student mobilisation done via Principal's office
- Registration & submission links shared with students

Stage 1 — After Session

- Attendance captured via student feedback form
- Hackathon registration numbers recorded
- Students briefed on 10-day idea submission window
- Case problem documents shared with interested students

Stage 2 — Screening

- All submitted ideas compiled
- Screening panel convened (IIC + Placement Coordinator + Principal)
- Top 4 ideas scored against rubric (25% each on 4 criteria)
- Shortlist submitted to district via Google Form
- Within 20-day deadline from idea submission close

Stage 3 — District Hackathon

- Shortlisted teams prepared & coached for pitching
- Teams present at district venue on event day
- Pitch: 7 min + 5 min Q&A
- Judgment Council announces Top 4
- Award ceremony by District Commissioner attended

Targets of Jammu districts

District	Institutions	Students Enrolled	Target Ideas (4/inst)	Target Winners
Jammu	37	32,040	148	4
Rajouri	17	7,805	68	4
Kathua	21	6,513	84	4
Udhampur	11	6,375	44	4
Samba	9	6,348	36	4
Poonch	7	3,968	28	4
Doda	10	3,760	40	4
Kishtwar	8	2,607	32	4
Reasi	8	1,977	32	4
Ramban	9	1,923	36	4
Total	137	73,316	548	40

Targets of Kashmir districts

District	Institutions	Students Enrolled	Target Ideas (4/inst)	Target Winners
Srinagar	24	22,920	96	4
Anantnag	12	11,530	48	4
Baramulla	20	8,885	80	4
Pulwama	11	7,918	44	4
Ganderbal	7	5,723	28	4
Budgam	12	5,299	48	4
Kulgam	7	4,251	28	4
Kupwara	13	4,436	52	4
Bandipora	11	3,529	44	4
Shopian	4	2,708	16	4
Total	121	77,199	484	40

Key takeaways

1 UJ 5.0 is a simultaneous UT-wide campaign . All 250+ institutions conduct Stage 1 in a defined campaign week. Concept Note : [Link](#)

2 The Hackathon is not optional, it is the core of UJ 5.0. Every institution must shortlist 4 ideas and every district must conduct a live pitching event.

3 Three hard deadlines: Registration closes 25th July | Idea Submission closes 5th August| Shortlist to district within 10 days.

4 The end goal is credit applications in Neo Innovative Enterprises. 100% of District Hackathon winners must be guided through Mission YUVA credit access.

4 BHDs are the field backbone and IIC coordinators and placement coordinators are the institutional anchors. For colleges where IIC coordinators are not present, nodal officers from colleges to be appointed



सत्यमेव जयते
Government of Jammu and Kashmir



MISSION YUVA
Yuva Sapna, Nayi Uthmedein



Thank you