

SHMM GOVERNMENT DEGREE COLLEGE ANANTNAG
Innovation, Incubation & Entrepreneurship Cell (IIEC)

REPORT ON AWARENESS PROGRAM: UDYAM JAGRITI 5.0

Event Title	Awareness Program on Udyam Jagriti 5.0
Organized By	Innovation, Incubation & Entrepreneurship Cell (IIEC), GDC Anantnag
In Collaboration With	Directorate of Employment & Mission Yuva, Govt of J&K & District Employment & Counselling Centre (DECC), Anantnag
Date	17-08-2026
Time	10:30 AM
Venue	Conference Hall, GDC Anantnag
Number of Participants	100

Introduction

The Innovation, Incubation & Entrepreneurship Cell (IIEC) of Government Degree College (GDC) Anantnag, in collaboration with the Directorate of Employment & Mission Yuva, Government of Jammu & Kashmir, through the District Employment & Counselling Centre (DECC), Anantnag, organized an awareness programme under the “**Udyam Jagriti 5.0**” initiative on **17 August 2026** at the Conference Hall of GDC Anantnag.

Objectives of the Programme

The programme was organized with the following objectives:

- To create awareness among students about entrepreneurship as a viable career option.
- To familiarize participants with the Udyam Jagriti 5.0 initiative and its benefits.
- To motivate students to explore start-up and self-employment opportunities.
- To provide guidance regarding government schemes, subsidies, financial assistance, and funding support available to budding entrepreneurs.

Proceedings

The programme commenced with the welcome and opening remarks by Dr. Zahoor Ahmed Wani, President, IIEC, who welcomed the guests, resource persons, faculty members, and students. He also provided an overview of the programme and highlighted the importance of fostering an entrepreneurial mindset among young people.

This was followed by an insightful address by Mr. Shahid Qayoom, representative of the Incubation Centre, Indian Institute of Management (IIM) Srinagar. He elaborated on the objectives and scope of the Udyam Jagriti 5.0 initiative and highlighted the opportunities it offers to first-generation entrepreneurs. He also deliberated on Neo-Innovative Enterprises under Mission Yuva, encouraging students to explore innovative ideas and transform them into sustainable business ventures.

A detailed presentation was subsequently delivered by Mr. Amir, Counselling Officer, DECC Anantnag. He briefed the participants about the Udyam Jagriti 5.0 initiative and explained the process of registration, conceptualization of business ideas, and submission of ideas through the designated portal. He further apprised the students of the financial assistance, subsidies, and loan-facilitation mechanisms available under the Mission Yuva initiative. An interactive question-and-answer session followed, during which students actively sought clarification regarding eligibility criteria, registration and application procedures, financial assistance, and other support mechanisms available under the initiative.

The programme also featured an engaging interaction with Mr. Waseem Kathroo, Managing Director, Kathroo Prospera, a renowned entrepreneur. Drawing upon his entrepreneurial experience, Mr. Waseem shared valuable insights into business acumen, innovation, perseverance, and the inquisitive temperament required to transform an idea into a successful and sustainable business venture.

Outcome

The programme was well received by the students, who participated actively and engaged enthusiastically throughout the sessions. The participants gained valuable information about the Udyam Jagriti 5.0 initiative, Mission Yuva, government schemes, financial assistance, subsidies, and institutional support available to young entrepreneurs. Several students expressed interest in exploring self-employment opportunities and registering under the schemes discussed during the programme.

Vote of Thanks

The programme concluded with a formal vote of thanks proposed by Dr. Zahoor Ahmed Wani,

President, IIEC. He expressed sincere gratitude to the resource persons from IIM Srinagar and DECC Anantnag, the Principal of GDC Anantnag, faculty members, and students for their valuable contributions, cooperation, and active participation in making the programme a success.



Report Prepared By:
IIEC, GDC Anantnag