



Mission Youth- Objectives, Roadmap and Milestones, J&K

Innovation (State)

Jammu and Kashmir, the northernmost UT of India, is known for its scenic beauty, rich culture, and strategic importance in the region. The Union Territory is a great tourist destination with picturesque valleys cradled high in the lofty green Himalayas. Kashmir is crisscrossed by chinar tree-lined roads and quaint wooden bridges and is home to bustling bazaars, sufi shrines and forts. In winter, Kashmir takes on a white glow, covered in soft snow and skiers making a beeline for its famous slopes. It is dotted with hundreds of temples including world-famous Hindu pilgrimage of Shri Mata Vaishno Devi, which is located nearby, to scores of religious structures set in picturesque surroundings, soak in spiritual vibes.

However, the region has been plagued by social unrest and economic underdevelopment under a socio-political setup full of partisan and partiality. Absence of a platform to channelise their energies and offer them opportunities was a major factor leading to youth alienation. After the constitutional changes of 2019, the Government of Jammu and Kashmir analysed the youth aspiration landscape to offer

corresponding opportunities in a systematic, transparent, and prompt manner.

Finally, a novel initiative - MISSION YOUTH was conceived in 2020 for engagement & positive transformation of the youth involving synchronisation of efforts, convergence of resources, and bringing the interests of youth to the centre of policy making. The vision was to transform the youth of J&K into ambassadors of peace and prosperity. Mission Youth is an ambitious program aimed to provide a vibrant medium for youth engagement & empowerment. Stakeholder consultation and inclusive participation remained the hallmark of the initiative.

Driven by a vision of youth empowerment, a number customised livelihood generation programs including Mumkin, Spurring Entrepreneurship Initiative, and Rise Together are being implemented under Mission Youth. More than 70,000 young boys and girls stand facilitated so far to establish sustainable livelihood means in various economic sectors including Transport, Agriculture, Livestock, Retail, Manufacturing and IT sectors.



In line with the nation's commitment towards women, a specially tailored program 'Tejaswini' was conceived and is being implemented in targeted manner to accelerate empowerment of young women by providing them an opportunity to establish a sustainable livelihood line in various high potential economic sectors. A reassuring

number of more than 6000 young girls were provided with systematic assistance under the initiative for their economic independence and empowerment.

Likewise, with an intention to enhance skill & employability of the youth, Mission Youth has partnered with reputed institutions/

organizations of the country including BSE Institute, ICICI Foundation and Ashok Leyland, and is starting skill development courses in various upcoming high employability sectors like BFSI etc. Besides, two Centre of Excellence in Automobile sector at two locations, one each in Jammu and Kashmir region are scheduled to commence operation shortly. Under this initiative, more than 20000 youth have been provided with market-driven skilling trainings and systematic facilitations for starting their professional career in high-potential emerging domains including BFSI, Artificial Intelligence and Data Sciences.

Apart from skilling initiative, another special initiative is also being implemented in J&K under which the youth are being provided with special training to prepare them for joining the armed services of the country. During previous year, about 500 youth cracked various recruitment tests for armed services including IAF and BSF recruitment tests.

Mission Youth also sponsors coaching for professional competitive examinations including UPSC & SSC examinations under

the program Parvaaz. During the first year of implementation, 1300 young boys & girls, including 330 children of the martyrs, were provided free coaching for UPSC, JKPS, NEET and JEE examinations. Mission Youth is also committed to make youth engagement & outreach initiatives all-inclusive. In this direction, Mission Youth has launched Super 75 & Super B75 scholarship schemes. Under these programmes, financial support to the extent of ₹ 1 lakh is provided to 150 meritorious boys & girls (75 each) belonging to marginalized sections of society for pursuing post-graduation and higher course.

Recreational activities and sports break barriers and build bridges where boundaries usually exist. In this direction, Mission Youth has launched a programmed drive for providing a wide range of recreational and sports facilities for positive socialization among the youth, enhanced social recognition and self-confidence. During the first year of implementation, more than 50,000 youth were provided with the opportunity to participate in various sports activities including Hon'ble Lieutenant Governor's Rolling Trophy. More



than one lakh youth were also engaged directly through various recreational programs including youth festivals, theme-based festivals and cultural events.

A disheartening proportion of youth population of J&K is exposed or at the risk of being exposed to socio-political disturbances, drug addiction, violence, and other such unconstructive adversities. Mission Youth has launched an ambitious program for positive youth engagement at gross root level. Under the initiative of Youth Volunteer Program, more than 5000 Youth Clubs, with an active membership base of more than 1.5 Lakh youth,

have been constituted in every Panchayat/urban ward of J&K. Over the past 2 years, these youth volunteers have been actively involved in De-radicalization, De-addiction, social integration and other community-oriented initiatives of the Government.

Mission Youth, with its unambiguous vision & strategy, envisions reaching and engaging over ten lakh youth of Jammu & Kashmir within the next five years and making it possible for them to be a propelling force for socio-economic transformation of Jammu & Kashmir. With the unparalleled support being provided by the Government of India and Government of J&K,

Mission Youth is assertive to steer the youth of J&K towards the arena of hope & serenity, and will make Jammu & Kashmir a lead to the entire country in the domain of youth engagement & positive benefaction.

In last two years, Mission Youth has emerged as an institution to reckon with. It has provided support for initiatives ranging from education, skilling, and entrepreneurship to sports, placements and voluntary activities.

Transparency and Promptness are the hallmarks of Mission Youth. Decision making has been made uniquely prompt at all levels. An inter-departmental Executive Committee headed by the Chief Executive Officer regularly meets for functional coordination and real-time progress on youth demands under various schemes. The District Level Task Force under Mission Youth headed by the District Magistrate provides an empowered implementation framework that is under regular review.

Technology has been extensively used in the project wherein portals, apps, online services, IVRS call centres for grievance redressal and various other technological platforms have made things easier, transparent and prompt.

Mission Youth has established the largest youth network involving 500 thousand of youth having enrolled and volunteered as Youth Volunteer members of the youth clubs which are 5000 in number. The Youth Clubs are working as engines of social change, acting also as a bridge between government and the people, making efforts for effective and constructive youth engagement and carrying out a host of voluntary activities which is a major factor leading to involvement of youth in peace and development in Jammu and Kashmir. Mission Youth provides grant-in-aid to the Youth Clubs for functional activities. Mission Youth now covers every single village in rural areas as well as the wards of the municipal bodies in urban areas.