

Unlocking Potential: An Analytical Study of the Mission Youth Programme in Jammu and Kashmir

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Abstract

The Mission Youth scheme in Jammu and Kashmir was launched in 2023 and aims to address the socio-economic challenges experienced by the region's youth. The scheme focuses on critical areas such as livelihood generation, skill development, financial assistance, mental health, and sports. The scheme emphasises creating income opportunities for young people through vocational training and entrepreneurship. In terms of education and skill development, relevant skills are learned to enhance employability and bridge the gap between demand and supply in the labour market. The scheme acts as a financial assistant by supporting youth through financial aid and incentives for self-employment ventures. The research involves both primary and secondary sources of data collection and analysis from different sources. An Important areas of assessment include employment outcomes, entrepreneurship success, and overall transformation of young lives.

Keywords: Mission Youth, Jammu, and Kashmir, state government, skill development, scheme, young adults, career opportunity.

1. Introduction

1.1 Background of the study

The social and political disturbances across the Jammu and Kashmir districts have caused unique changes to the education and employment of youths for a long time. The limited access to education results in a high rate of joblessness among the young generation. In response to this turbulent situation, a scheme called the "Mission Youth" was launched by the Jammu and Kashmir Union Territory government. Jammu & Kashmir is home for the most part of a young population with about 69% of the total population being under the age of 35 years. Therefore 2023, the launch year of the Mission Youth Scheme seeks to equip the necessary skills among the young to provide a holistic employment experience to individuals.

According to the report of Brighterkashmir.com(2023), the CEO of the Mission Youth, Dr Shahid Iqbal Choudhary, and his team reflected outstanding performance and contribution leading to the fulfilment of the requirements of the young generation. The primary importance of the scheme encompasses the improvement of six main aspects of young individuals, including 'livelihood generation', education with skill development, 'financial assistance', mental health, 'sports', and 'recreation'. By addressing the initiatives of the scheme, this study aims to evaluate the effectiveness of the Mission Youth scheme.

1.2 Problem Statement

The mission youth scheme in Jammu and Kashmir has the objectives to empower and engage a large number of young people across the state.

This offers opportunities for jobs by developing skills and providing support to small businesses and start-ups. Despite being favourable for the predominant part of the society, the facilitation of this scheme faces challenges. It encounters limited access to social and economic constraints that obstruct the objectives of the scheme. The findings of this research will recognise the limitations of the scheme and will offer recommendations for the improvement of the scheme for its long-term sustainability.

1.3 Aims, Objectives, and Research Questions of the Study

Research Aims

This study primarily aims for the critical analysis of the significance and efficacy of 'the mission youth scheme' in Jammu and Kashmir. It will delve into the effectiveness of the scheme in empowering the youths of Jammu & Kashmir by developing their skills and providing employment with support for mental health.

Research objectives

- To evaluate the effectiveness of various development programmes under the mission Youth scheme on enhancing the employment rate.
- To examine the impact of this scheme in fostering entrepreneurship and supporting small businesses among the youth in Jammu & Kashmir.
- To explore the potential engagement of the government and citizens in implementing this scheme.

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- To identify the challenges and limitations of implementing the scheme and therefore provide recommendations for improvement.

2. Materials and Methods

2.1 Research Design

The present study is descriptive, aimed at evaluating the impact of the Mission Youth Scheme on youth empowerment, skill development, and entrepreneurship in Jammu and Kashmir. The research utilised both primary and secondary data sources to derive accurate conclusions on the subject at hand. For primary data collection, 200 young individuals working under the scheme were selected as respondents from various districts of Jammu and Kashmir. A purposive sampling technique has been used, and data have been collected using a structured interview schedule. The aim is to assess how well the scheme has contributed to enhancing economic resilience, creating employment opportunities, and fostering new-age entrepreneurship. The results of this survey are then analysed statistically to uncover significant trends and recurring themes that indicate the success of the scheme.

2.2 Research Approach

The research approach implicitly uses the methods of data collection and data analysis by qualitative and quantitative methods. Qualitative research methods used in secondary processes are utilised to explore the subjective experiences, attitudes, and knowledge of young people from the local communities about various skill development opportunities. The survey collects quantitative data regarding the awareness of the respondents of the scheme, the perceived positive impact of the programme, their trust in government initiatives, and their views on entrepreneurship and skill development opportunities offered by the scheme. This research includes the deductive approach to investigate the efficacy of the integration of the Mission Youth scheme for continuous encouragement among new-age people to find options for economic resilience. By using the deductive method, this project provides the opinion of previously working individuals through data collection, along with data analysis.

2.3 Data Collection and Data Analysis

The secondary process of data collection is performed through a peer review of previously published scholarly articles and journals. These data sources have been accessed through Google Scholar, the official websites of the Mission youth scheme in Jammu & Kashmir, and news from various authentic platforms. The obtained information is accumulated and analysed based on thematic analysis. The themes are made by addressing the objectives of the research that provide a clear idea about the impact of the scheme in Jammu and Kashmir. The gathered data (primary data) has been examined in MS-Excel with the percentage method. Data, obtained from primary or secondary sources, has been organised thematically to ensure the coherence of the subject matter. In this section, the data collected from 200 respondents (young individuals who are registered under the scheme) has been analysed. The data has been organised in tables and charts to facilitate a thorough understanding of the subject matter. Moreover, the analysis is organised thematically, followed by the presentation of results and subsequent discussions.

3.1 Overview of Mission Youth Scheme

The "Mission Youth" scheme in Jammu and Kashmir is a renowned initiative launched by the "Jammu and Kashmir Union Territory" Government in the year 2023 (Rising Kashmir, 2024). This scheme aimed to empower the youth generation and engage them in income-generating activities. This program is designed for the identification of the specific requirements and issues faced by young people in Jammu and Kashmir. It paved the way for substantial opportunities for the personal and professional development of the youth generation. This scheme covers all the residents in Jammu and Kashmir aged between 18 to 35 years old. The government of Jammu and Kashmir aimed to guide young individuals and assist in shaping their future. The main focus of this scheme is in the area of education, skill development, sports, livelihood generation, financial assistance, recreation and counselling. With the implementation of this scheme, the youth generations are facilitated by embedding peace and prosperity along with the social and economic development. Under this scheme, the eligible youth groups are assured to be provided with ₹20 lakh comprising an advance subsidy component and a loan provided by the bank [1]. It provides a baseline for the comprehensive implementation of all youth engagement and an emphasis on youth-centric policy making. Under this scheme, there are various initiatives such as "Mumkin- Livelihood Generation Scheme", "Spurring Entrepreneurship Initiative", "Tejaswani- The Radiant", "SAHYTA Program", "Young Innovators Program", "Rise Together" and "Sector Specific Scheme for Dental Professionals" [3]. All these schemes include different beneficiaries and provide different types of assistance, aiming to develop the vast regions of Jammu and Kashmir.

3.2 Various programmes under the Mission Youth scheme on enhancing the employment rate

Under this scheme, there exist various initiatives that focus on different aspects for the upliftment of the youth generation in Jammu and Kashmir.

"Mumkin - Livelihood Generation Scheme"

Under this "Mumkin scheme", the unemployed youth are expedited to embed small commercial vehicles for the establishment of a sustainable livelihood in the transport sector. Under this scheme, "Mission Youth" contributed 0.80 lakh or 10 percent of the On-Road Price of a Vehicle per beneficiary [4].

"Spurring Entrepreneurship Initiative"

This cement encompasses the "Youth Enterprise with Innovation" (YouWiN) to encourage young entrepreneurs, particularly young women, towards innovation in different enterprises. This initiative aims to provide financial assistance to the youth of the "Union Territory" of Jammu and Kashmir for the establishment of business units [3]. This scheme tries to foster higher growth in entrepreneurship through business planning competitions.

"Young Innovator Programme"

This initiative under the Mission Youth Scheme seeks to enhance the learning and development of young people through a wider range of non-formal learning techniques. This initiative focuses on the support for innovative entrepreneurship, promotion of educational and social innovation for the youth and expansion of innovative programs in the management and conversion of the available resources.

• **“Tejaswani - The Radiant”**

This initiative was announced on International Women's Day, which aimed to promote entrepreneurial abilities among the young women. This scheme foresees providing financial support of up to 5 lakhs to young women for self-employment and uplift them from the present situation [5].

“Sahyta Programme”

Under the Mission Youth scheme, the J&K government focuses on the delivery of special financial assistance to the youth in distress. Financial aid of 2 lakhs has been provided to the youth in distress to create substantial income-generating self-employment opportunities under this scheme. Youth in distress are those between the age group of 18 to 40 years who have lost any of their family members or experienced inefficiencies due to any blasting incident.

“Sector-Specific Scheme for Dental Professionals”

This initiative seeks to identify the unemployment level in the dental sector by delivering customised financial assistance to the professionals for building dental clinics. A total of 8 lakh will be given as financial assistance under this scheme to build a dental clinic [3]. The financial aid under this initiative includes two different components. The mission youth will provide a grant for a capital amount of 2 lakhs to the unemployed dental professionals for setting up each dental clinic, and the rest part of 6 lakhs will be financed by banks as their startup loan.

“Rise Together”

The mission youth scheme is designed for the generation of a community-centric scheme under the “Rise Together” initiative. Under this initiative, the eligible youth segments will be financed by ₹20 lakh, which consists of a subsidy component of 2.5 lakh provided by the Mission Youth scheme and a loan of 17.50 lakh provided by the bank [Some of the brief initiatives of the mission youth scheme and its financial support to youth of Jammu and Kashmir are mentioned below in the following table:

Table 3.2.1 Brief initiatives of the mission youth scheme and its financial support to the youth of J&K

S. No	Initiatives	Financial Support to the youth of J&K
1.	Mumkin - Livelihood Generation Scheme	₹165 crore through the scheme of banking and ₹16 crore as the government contribution towards the subsidy.
2.	Spurring Entrepreneurship Initiative	minimum ₹2 Lakhs and a maximum of up to ₹20 Lakhs
3.	Young Innovator Programme	a maximum limit of ₹5 lakh
4.	Tejaswani - The Radiant	₹5 lakh per women
5.	Sahyta Programme	₹2 lakh per youth in distress
6.	Sector-Specific Scheme for Dental Professionals	₹2 lakhs for each dental clinic
7.	Rise Together	₹20.00 lakh consist of subsidy component delivered by Mission Youth and Loan provided by the Bank

Source: Directorate, J&K Mission Youth (2023)

4. Data Interpretation and Analysis

Table 4.1 suggests that the Mission Youth Scheme has a high level of visibility among the respondents, with 90% reporting that they have heard of the scheme. This strong general awareness indicates that the scheme has successfully reached a broad audience. However, when it comes to specific aspects of the scheme, there is a slight drop in recognition. While 80% of respondents knew the objectives of the scheme, this indicates that some individuals may have heard of the scheme but lack a deeper understanding of its purpose. Similarly, 85% were aware of the skill development programs, reflecting the scheme's focus on skills enhancement. The government's role in the initiative was known to 75% of respondents, which is a positive but lower figure, suggesting that government involvement might not be as emphasised in the public's perception. Finally, only 70% were aware of the entrepreneurial support offered by the scheme, indicating that this particular aspect may not be as well communicated or as visible as the skill development components.

Table 4.1: Respondents' Awareness of Mission Youth Scheme

Awareness Category	No. of Respondents (200)	Percentage (%)
Heard of the Mission Youth Scheme	180	90%
Knew the Objectives of the Scheme	160	80%
Aware of the Skill Development Programs	170	85%
Heard About the Government's Role	150	75%
Aware of Entrepreneurial Support Offered	140	70%

Source: Primary Data

Table 4.2 shows that respondents generally perceive the Mission Youth Scheme as providing valuable skill development opportunities. The availability of training programs is perceived positively by 80% of respondents, which is a strong indicator that the scheme is accessible and widely recognised for its educational offerings.

Additionally, 77.5% of respondents believe that the scheme offers industry-specific skills, which is essential for ensuring that the training is relevant to the demands of the job market. However, when it comes to career advancement, 75% of respondents feel that the scheme provides opportunities for upward mobility, indicating a solid but somewhat less impactful perception in this area. On the other hand, 72.5% of respondents believe that the scheme has increased employment opportunities, suggesting a tangible, though slightly less pronounced, impact on the job market. Support for non-traditional skills is seen by 67.5% of respondents, which indicates that while there is recognition of alternative skill offerings, this area may require more focus or communication to increase its perceived value.

Table 4.2: Respondents' Perception of Skill Development Opportunities

Skill Development Opportunity	No. of Respondents (200)	Percentage (%)
Access to Training Programs	160	80%
Availability of Industry-Specific Skills	155	77.50%
Opportunities for Career Advancement	150	75%
Increased Employment Opportunities	145	72.50%
Support for Non-Traditional Skills	135	67.50%

Source: Primary Data

Table 4.3 highlights the positive impact that the Mission Youth Scheme has had on various aspects of youth development. A significant 85% of respondents reported that the scheme has positively impacted youth empowerment, which demonstrates the scheme's success in fostering self-confidence and independence among young people. Similarly, 77.5% of respondents noted improvements in self-esteem and confidence, suggesting that the scheme has a significant psychological benefit for participants.

The financial independence of participants was reported as improved by 70%, indicating that while the scheme does contribute to financial empowerment, there may still be areas for further growth. The scheme also appears to encourage entrepreneurship, with 80% of respondents perceiving an increase in entrepreneurship growth, which suggests that the initiative is meeting its objectives in fostering entrepreneurial spirit. Furthermore, 72.5% of respondents felt that the scheme had a positive effect on job readiness, indicating that it is contributing to making participants more prepared for the workforce, though this could be further emphasised.

Table 4.3: Positive Impact of Mission Youth Scheme

Impact Category	No. of Respondents (200)	Percentage (%)
Positive Impact on Youth Empowerment	170	85%
Improved Self-Esteem and Confidence	155	77.50%
Increased Financial Independence	140	70%
Entrepreneurship Growth	160	80%
Improvement in Job Readiness	145	72.50%

Source: Primary Data

Table 4.4 reveals the respondents' views on the government's role in the Mission Youth Scheme, highlighting varying levels of perceived government involvement. A majority, 80% of respondents, felt that the government provides strong support for entrepreneurship initiatives, indicating that the government's contribution to fostering entrepreneurial activity is well-recognised. Similarly, 77.5% of respondents acknowledged the government's policy support for youth empowerment, suggesting a solid belief in the government's commitment to creating a conducive environment for youth development. However, financial assistance for skill programs was noted by 72.5% of respondents, which shows that while a significant number perceive financial aid as an important aspect of the scheme, some respondents may not fully associate financial support with skill development initiatives. The provision of infrastructure for skill development received 70% acknowledgement, suggesting that while the government's efforts in building the necessary infrastructure are recognised, there might be a perceived gap in the availability or quality of such resources. Lastly, creating employment opportunities was cited by 67.5% of respondents, indicating that although the scheme is seen to have an impact on employment, there may be a need for more effective policies or actions to boost employment opportunities further.

Table 4.4: Respondents' Views on Government's Role in the Scheme

Government's Role	No. of Respondents (200)	Percentage (%)
Financial Assistance for Skill Programs	145	72.50%
Policy Support for Youth Empowerment	155	77.50%
Provision of Infrastructure for Skill Development	140	70%
Support for Entrepreneurship Initiatives	160	80%
Creating Employment Opportunities	135	67.50%

Source: Primary Data

Table 4.5 provides insight into the respondents' trust in the government's role in supporting the Mission Youth Scheme. A strong 82.5% of respondents expressed trust in the government's support for youth, indicating a high level of confidence in the government's commitment to youth development. However, when it comes to the transparency of government processes, 75% of respondents felt positive, suggesting that while there is trust, there is also room for improvement in how government processes are perceived. A slightly lower 77.5% of respondents showed confidence in the long-term impact of the scheme, reflecting some uncertainty about the sustained effectiveness of the initiative.

Trust in the government's commitment to youth development was expressed by 80% of respondents, reinforcing the overall positive perception of governmental efforts. However, when it comes to the government's role in promoting entrepreneurship, only 70% of respondents expressed trust, which suggests some scepticism regarding the effectiveness of government actions in fostering entrepreneurial growth compared to other areas.

Table 4.5: Respondents' Trust in Government Initiatives

Trust Factor	No. of Respondents (200)	Percentage (%)
Trust in Government's Support for Youth	165	82.50%
Belief in Transparency of Government Processes	150	75%
Confidence in Long-term Impact of the Scheme	155	77.50%
Belief in Government's Commitment to Youth Development	160	80%
Trust in Government's Role in Promoting Entrepreneurship	140	70%

Source: Primary Data

Table 4.6 demonstrates the positive influence of the Mission Youth Scheme on new-age entrepreneurs. A substantial 80% of respondents reported that the scheme has led to increased entrepreneurial activity, which reflects its success in encouraging young individuals to start their own businesses. Additionally, 77.5% of respondents noted improved access to resources for new startups, highlighting the scheme's positive contribution to the entrepreneurial ecosystem. The enhancement of business skills was noted by 75% of respondents, indicating that the scheme has helped develop essential competencies needed to run successful businesses. Networking opportunities were reported as improved by 72.5% of respondents, suggesting that the scheme provides valuable connections for entrepreneurs. However, only 70% of respondents believed that the scheme contributed to the success of new businesses, pointing to a slight gap between the potential for entrepreneurial growth and the actual success of new ventures. This indicates that while the scheme has had a positive impact, there are still challenges in ensuring that new businesses achieve sustained success.

Table 4.6: Impact of Mission Youth Scheme on New-Age Entrepreneurs

Entrepreneurial Impact	No. of Respondents (200)	Percentage (%)
Increased Entrepreneurial Activity	160	80%
Access to Resources for New Startups	155	77.50%
Improvement in Business Skills	150	75%
Better Networking Opportunities	145	72.50%
Success in Launching New Businesses	140	70%

Source: Primary Data

There exists vast varied enriched literature along with other secondary sources such as journals, articles and reports that focus on the multifaceted aspects of the "Mission Youth" scheme in Jammu and Kashmir. A large number of secondary sources emphasise the aims and impact of this scheme on the development of people, especially the youth generation.

5.1 Impact of this Scheme in Fostering Entrepreneurship and Supporting Small Businesses among the youth in J&K

According to the statistical report of 2018, the share of people with a recognised disability across urban areas is more than the rural sector of Jammu and Kashmir in India.

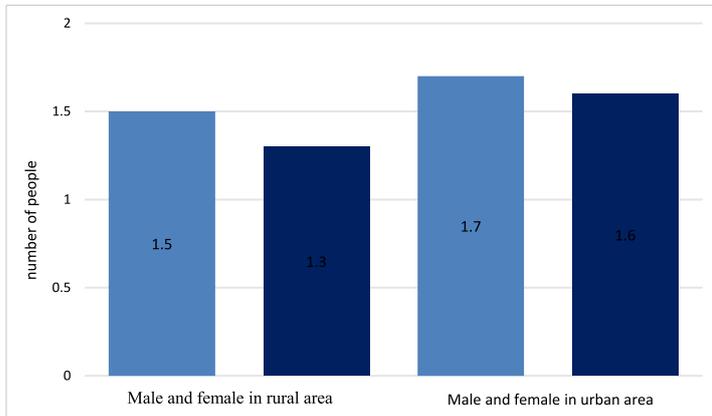


Figure 5.1: Share of people with a recognised disability across urban and rural Jammu and Kashmir in India in 2018, by gender

Source: [8] Statista.com, (2023)

The substantial amount of disability among males and females pushed the government of Jammu and Kashmir to take necessary supports to both males and females. The Mission Youth Scheme was launched in the year 2023 by the government of Jammu and Kashmir, seeking to empower the youth generation in different regions in J&K. The Mission Youth succeeded in transforming the youth generation of Jammu and Kashmir into the representative of growth, innovation and development along with the frontline of peace and prosperity. Over the past years, nearly 5 lakh youth have been involved in this scheme, among those, more than 61 thousand youth have benefitted from the different initiatives of the Mission Youth scheme [6]. This scheme has facilitated the self-employment for nearly 4,482 youth with the financial support amounting to ₹165 crore. This scheme focuses mainly on six different domains such as skill development, livelihood generation, sports, financial assistance, recreation and counselling. The acquisition of this holistic approach assists in the construction of a culture of positivity and a sense of self-dependency among the youth generation. The Mission Youth scheme has been recognised at the global level by receiving the “Award of Excellence” in Public Administration from the Prime Minister.



Figure 5.2: Award of Excellence received by Mission Youth

Source: [4] Indianexpress.com, 2024

This award undermines the innovative prospects of this scheme for the employment, upliftment and empowerment of the youth generation. It includes initiatives that focus on skill enhancement, education, volunteerism, counselling and counselling for the youth people of Jammu and Kashmir. The Mission Youth scheme expanded positively within the area of J&K by delivering new opportunities and a sense of upliftment among young people.

Through the identification of both immediate and long-term requirements, this scheme tries to construct a more prosperous and consistent future for the youth of J&K. Mission Youth offers a significant number of training programmes in fields such as technology, education, manufacturing and healthcare. A significant number of programs in this area are conducted through partnerships with educational institutions and industry leaders. This scheme offers a wider area of programmes which aim to fulfil the diversified requirements of the youth, including skill development, livelihood generation, recreation and financial assistance [5]. Engagement with the youth for community development projects assists in the development of the construction of their abilities and fosters a sense of ownership along with responsibility towards society [11]. The study by [10] highlights the current literacy rate among women in Jammu and Kashmir, which is significantly influenced by the governmental schemes. It focuses on the interconnectivity between literacy and women's empowerment by highlighting that a higher level of literacy rates leads to better socioeconomic outcomes for women. The Mission Youth scheme focuses on the enhancement of the overall efficiency of women by providing them with the necessary education and skill development assistance.

5.2 Potential Engagement of the Government and Citizens in Implementing this Scheme

Mission Youth is recognised as an ambitious initiative taken by the government of Jammu and Kashmir in the year 2021. This initiative aimed to provide a platform to the youth generation for the vigorous implementation of the multifaceted prospects of this initiative. Jammu and Kashmir is predominated populated by the young population, with approximately 69 per cent of its overall population of J&K belonging to the age group of below 35 years. The self-employment approaches created under this scheme have fostered a sense of self-development among the youth and assisted more than 1588 women entrepreneurs. A total of ₹102 crores has been sanctioned as financial assistance, along with ₹12 crores as the governmental contribution towards the subsidy. In order to bridge the potential gap between the requirement and supply of the skilled workforce, the Mission Youth team of the Jammu and Kashmir administration conduct partnerships with various organisations in the country, such as ICICI Foundation, Primal Foundation, Tata Technologies Limited, Wipro and various other organisations [6].

5.3 Shortcomings of this Scheme that Hinder the Overall Growth of Jammu and Kashmir

Despite the delivery of significant assistance, this scheme poses some limitations that hinder the overall growth of J&K. These include the issues associated with the implementation of the various initiatives under this Mission scheme. Delays in the distribution of the allotted funds, lack of interconnectivity among the distinct departments and bureaucratic obstacles hinder the streamlined execution of this programme. Despite wider goals, this scheme failed to reach all segments of the youth population, especially in remote and rural areas [3]. It acts as a barrier to the overall impact and inclusivity of this programme. Although this scheme provides initial support to the youth, there exist concerns about the long-term sustainability of this initiative.

5.4 Potential Gaps

Although there exists various literature focused on the various aspects of the Mission Scheme in Jammu and Kashmir, there exist significant gaps that hamper the inclusivity of the research. Most of the studies focus on the immediate results of this scheme, including skill development and employment rate. There exists a lack of research that underlines the long-term influence of this initiative on the socioeconomic status of the beneficiaries. The effectiveness of this scheme varied across diverse regions within Jammu and Kashmir based on the communal disparities and lack of awareness, which have not been addressed precisely in existing research. In addition to this, there are gaps in the research highlighting the feedback from the beneficiaries so that the loopholes can be identified and mitigated accordingly.

5.5 Main Challenges and Limitations of Implementing the Scheme and Some Recommendations for Improvement

Despite the notable efforts, reaching all the entitled youth has become a serious challenge due to the diversification in geographical location, barriers in communication and limitations in awareness about this scheme, particularly among the youth generations. A significant number of youths lack the necessary skills for entrepreneurship or self-employment. It can be difficult to assess the loans or capital for aspiring entrepreneurs. It is also challenging to ensure the efficiency of implementations and the assessment of impact. The limited infrastructure hinders the potential for business development. The fruitful recommendations are as follows:

- A. Increase awareness campaigns through local influencers, community builders and workshops
- B. Reinforce skill development programs by collaborating with industry experts
- C. Reduce the complications in the loan process, explore microfinance options and provide financial literacy training
- D. Focus on regular evaluation of the outputs of this programme, along with the collection of feedback and adaptation depending on the outcomes.
- E. Encourage experimentation along with innovation across various segments such as entrepreneurship, education and research.
- F. Ensure that the scheme cater to youth from diverse backgrounds, including marginalised and unprivileged communities.

6. Discussion

The findings of the study encompass various aspects of the implementation of the Mission Youth Scheme in Jammu and Kashmir. The ongoing social and economic turbulences in different regions of Jammu and Kashmir require a multifaceted approach for engaging youth in the developmental actions (Statetimes.in.com, 2023). This scheme was designed by the Jammu and Kashmir Union Territory government and launched in 2023. By emphasising the necessity of the empowerment of the young generation ranging from 15 to 40 years of age. The aim of this mission is to foster entrepreneurship with education and the required skills for the need for employment of the new-age populations in J and K. In the context of the skill development, the scheme focuses on equipping young individuals with the necessary skills, thereby enhancing their employability. By providing vocational training, it prepares them for various job roles and self-employment ventures.

The skill development initiatives of the mission youth include several training programs in various fields such as technology, healthcare, and manufacturing industries [3].

The program named 'Mumkin - Livelihood Generation Scheme' comes under the transport sector and outlines the goal of providing sustainable lives to young individuals. Hence, the scheme provides commercial vehicles to youth by partnering with vehicle manufacturing companies. According to the news on Greaterkashmir.com. (2022), a story explains that with the help of this scheme, Hutaib Javaid, who was working as a daily labourer now working in Shopian and has aspirations for self-reliance. Vehicle manufacturers also match this subsidy, further incentivising entrepreneurship. In the same way, the "Spurring Entrepreneurship Initiative" under this scheme suggests financial assistance from 2 lakh to 20 lakh Indian rupees to youths with a minimum qualification of 12th standard or equivalent certificate (Mysheme.gov.in.com- 2024). The eligibility criteria include the presence of a 2-year-old entrepreneurship business of the beneficiaries with at least 51% of the shareholdings. The scheme allows youth to decide the nature and manner of their business, rather than confining them to a predefined list of activities.

The significant outcomes of the 'SAHYTA Program' in J and K states show that it ensures a transparent recruitment process, creating equal opportunities for all. This support enables the entrepreneurs to establish or expand their self-employment ventures, fostering economic growth by eliminating biases. The news of [2] depicts real-world pieces of evidence that show this scheme benefits youth from dental professions for setting up their own dental clinics. The state government of Jammu and Kashmir initiated collaboration with organisations such as Tata Technologies Ltd, Primal Foundation, Wipro, and ICICI Foundation. The scheme has objectives to upgrade the skills of youth in specific sectors, having higher employee recruitment rates, for example, in banking and financial services, media management, transport and automobiles, and digital marketing. The actions of the program reduce the gap between the demand and supply of skilled workforce, with better yields from different industries.

The Mission Youth has successfully transformed Jammu and Kashmir's youth into ambassadors of innovation, peace, and development. Through targeted efforts across six domains, including livelihood generation, education with skill development, financial assistance, counselling, sports, and recreation. The program aims to engage and empower young people. One key initiative of the scheme is the "Rise Together" community, which is an oriented livelihood generation scheme which promotes community-based entrepreneurship (Bhat, 2022). 'Tejaswani- The Radiant Scheme' of Jammu and Kashmir empowers women between 18 to 35 years to generate self-revenue. This provides financial assistance of Rs. 5 lakhs under a 'Mudra loan' from J and K Bank with training from the Rural Self Employment Training Institutes (R-SETIs) or equivalent institutions [4].

The Mission Youth scheme in Jammu and Kashmir has made significant strides however, they face certain challenges as well. The primary obstruction comes from the process of overcoming historical norms and social biases to foster an inclusive working environment. It reflects the perception that working with one's hand that is skill-based work is inferior to other forms of education. Vocational education and skill-based training often lack the aspirational value associated with general education.

Another problem arises from the shortage of skilled and qualified trainers. The supply of skilled workers with the specific demands of various sectors remains a challenge for facilitating the scheme. Along with all initiatives it is essential to inspire the youth or their personal growth and future success. Some strategies to promote engagement include the implementation of the positive youth development (PYD) program to recognise their strength and knowledge of them (Youthpower.org.com- 2024). These programs foster positive relationships, offer support, and prevent risky behaviours by aligning with their interests and aspirations. Moreover, early exposure to different career paths helps youth set goals and work toward them.

7. Conclusion

The study has concluded that the Mission Youth Scheme has achieved considerable success in reaching a broad audience, with 90% of respondents aware of the scheme.

However, while general awareness is high, specific components such as the scheme's entrepreneurial support and the role of government received slightly lower recognition, suggesting areas where further communication could enhance visibility.

This scheme contributed to the overall welfare of the young people. Various components of this initiative such as the self-employment schemes along with the entrepreneurship initiatives assist in the construction of secure livelihoods for the young people and become financially independent. Depending on the findings from this research, the researchers and policy developers can recommend policies for the improvement of this scheme and its implementation. This can contribute to the comprehensive well-being of the youth in Jammu and Kashmir. Continuous evaluation, collaboration with various partners and organisations and improvement of adaptive strategies will be essential for sustaining the impact and fostering sustainable youth engagement.

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