



Office of the Principal Government Degree College Frisal Homeshalibug, Kulgam 192232



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Report on the SHG Mela under Mission YUVA

Government Degree College Frisal, in collaboration with the District Administration Kulgam, organized a one-day **PE/Women Entrepreneurship-cum-Self Help Group (SHG) Mela under Mission YUVA**. The event aimed at strengthening women-led enterprises, facilitating institutional convergence, and integrating women entrepreneurs into the Mission YUVA ecosystem. The programme was coordinated by **Dr. Mehraj Ahmad Sheikh**, Nodal Officer Mission YUVA, under the supervision of the Principal, **Dr. Fayaz Ahmad Butt**. The programme was inaugurated by the Additional District Development Commissioner (ADDC) Kulgam, **Mr. Altaf Ahmad Khan**, who interacted with participating women entrepreneurs and inspected the stalls established by Women SHGs and the Employment Department. The stalls showcased a wide range of locally produced goods, highlighting the entrepreneurial potential, creativity, and skills of SHG members from the district. The event was attended by the Principal of GDC Frisal, ACD Kulgam **Mr. Bilal Ahmad Kamgar**, SDAO Qaimoh, Career Counselling Officer/Employment Officer DE&CC Kulgam, District Programme Manager, Block Programme Managers (NRLM), faculty members, and other officials. Speaking on the occasion, **Principal Dr. Fayaz Ahmad Butt emphasized that the empowerment of women is not merely the empowerment of women alone, but a process that strengthens families and society at large**. He encouraged women to identify and explore their inherent talents and skills and to transform them into sustainable business ventures, thereby contributing to their own economic independence as well as the development of the community. The programme featured structured presentations, deliberations, and interactive sessions focusing on entrepreneurship development, financial inclusion, credit facilitation, and the institutional support mechanisms available under Mission YUVA. Addressing the gathering, ADDC Kulgam reiterated the Government's commitment to women empowerment and highlighted the strategic role of Mission YUVA in nurturing entrepreneurship among youth and women. He emphasized the importance of integrating promising SHG members and rural women entrepreneurs into the Mission YUVA framework to enable access to mentorship, financial linkages, capacity building, and sustainable enterprise development. The mela also served as a dedicated platform for onboarding SHG women and Lakhpati Didis onto Mission YUVA by facilitating their formal registration and integration into the mission's entrepreneurial support system aimed at transforming job seekers into job creators. During the programme, successful women entrepreneurs from various SHGs shared their inspirational journeys, offering practical insights on enterprise development, market access, and business sustainability. In recognition of their outstanding contributions, successful women entrepreneurs and best-performing SHG stalls were felicitated. Sanction letters were also distributed among eligible women beneficiaries sponsored under Mission YUVA, further strengthening livelihood promotion and financial empowerment initiatives in the district.





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Sd/-
Principal