



MISSION YUVA

युवा सपने, नई उम्मीदें

Establishing Business Helpline under **Mission YUVA**



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1. **Purpose of the Project Mission YUVA**

The Union Territory of Jammu & Kashmir is on the cusp of a transformative journey toward economic prosperity and inclusivity. The region has faced numerous challenges over the years, yet the resilience and spirit of its people have always shone through. Today, we stand at a pivotal juncture, with an unprecedented opportunity to transform our region through focused economic development and inclusive growth.

This vision document herein presents a comprehensive roadmap to harness the inherent advantages of Jammu & Kashmir, fostering a dynamic ecosystem that supports innovation, inclusivity, & sustainable growth for enterprises and creating gainful employment opportunities. It outlines key initiatives and strategic actions across sectors and lays special emphasis on empowering women & youth, ensuring that economic growth benefits all segments of society.

2. **Vision**

To establish Jammu & Kashmir as a thriving hub of enterprises & holistic employment by fostering entrepreneurship culture, unlocking its inherent potential for transition towards sustainable economy, livelihood and empowered youth.

3. **Business Helpline under Mission YUVA**

As per provision B5 of Para 3.1.3 of DPR of Mission YUVA (page number 46 of DPR of Mission YUVA): Business Helpline is a dedicated support system designed to address the problems and grievances of enterprises across all levels, from innovative businesses to nano enterprises and SMEs. A specialized 10-member team will manage the helpline, ensuring that businesses receive timely and effective assistance. This team will be responsible for providing solutions, guidance, and support to enterprises, facilitating their growth and overcoming challenges. The helpline aims to create a seamless and efficient communication channel, enhancing the overall business support mechanism.

Recruitment of 10 resource persons for Business Helpline is to be done in the same manner with the same criteria of qualification & Benchmarking as SBDUs/BHDs hiring. However, Business Helpline resource persons' recruitment will be done at the Directorate of Employment cum Mission YUVA UT level.

This Business helpline will provide quality support to Mission YUVA applicants/potential applicants **and other stakeholders** from the control room. It will also work in the Rejection Cell to rectify, modify, verify and work on to resolve the comments shared by the bank pertaining to Mission YUVA applications. The business helpline expert will be key coordinator between bank and SBDU. In case resolution requires support of ground, then application will be forwarded back to SBDU for necessary resolution.

3.1 Roles and Responsibilities

S.No.	Designation	Roles & Responsibilities
1	Business Helpline Lead Manager	Lead and supervise the daily operations of the Business Helpline, ensuring efficient functioning, improving response quality and response time, and enhancing overall service quality aimed towards issue resolution
		Act as the main point of contact/Co-ordination through Rejection Cell (UT level) between Bank and SBDUs/BHDs
		Collaborate with Business Acceleration Hub, departments, participating institutes in capacity building to coordinate training and workshops for helpline staff, ensuring the staff remains updated on program changes
		Ensure maintenance of detailed record of all queries and resolutions, contributing to a knowledge base that helps improve response time and service efficiency
2	Business Helpline Expert	Provide call centre support to businesses and applicants, ensuring timely and accurate responses to queries related to Mission Yuva processes and loan applications
		Collaborate with the Rejection Cell to resolve issues with loan applications, ensuring necessary modifications are made to meet program guidelines and requirements
		Support in the development of FAQs and resource materials to streamline common queries and reduce resolution time for frequent issues
		Assist in identifying recurring issues or patterns, and collaborate with the team to suggest improvements to the helpline processes for more efficient issue resolution

3.2 Key Performance Indicators

S.No.	Objective	KPIs
1	Business Support and Guidance	Number of callers provided query/grievance resolution against the total queries/grievances received
		Number of issues identified every month, which are faced by applicants
2	Documentation	Number of FAQs updated or added per month based on recurring queries and issues raised by applicants

		A weekly report analysis that includes data on call logs, issues raised, issue types, resolutions, and other relevant details
3	Quality of Grievance/issue Redressal	Feedback received from callers on quality of resolution provided
4	Participation in Review Meetings	Number of review meetings attended per month with the Rejection Cell and the bank to resolve issues raised by applicants and entrepreneurs

4. Hiring Process for Business Helpline Team

The recruitment process for Business Helpline will be undertaken **through Mission YUVA** under the overall framework and guidelines issued by the Department of Labour & Employment, Government of Jammu & Kashmir. The process shall adhere to the following provisions:

4.1. Advertisement and Notification

4.1.1. Vacancies for the posts of Business Helpline will be notified publicly through advertisements in **UT-level editions** of leading Hindi, English, and regional language newspapers to ensure maximum local outreach. In addition, the notification will be uploaded on the official website of the **Mission YUVA**. The advertisement format is enclosed as Annexure-A.

4.1.2. Applicants will be allotted for the below posts under the Mission at the UT level as per merit.

1	Business Helpline Lead manager	Rs 50,000	2 (1 each at Jammu and Srinagar)
2	Business Helpline Expert	Rs 45,000	8 (4 each at Jammu and Srinagar)
	Total Posts		10

4.2. Application Submission

All applications shall be submitted exclusively **online through a dedicated central application portal**, developed and managed by **the Department of Labour & Employment**. The portal will allow uploading of the necessary documentation as per the eligibility criteria outlined in the guidelines. **No offline or physical applications** shall be accepted, in order to maintain uniformity, ensure transparency, and facilitate efficient processing of applications.

Applications submitted with **incomplete documents or missing information** shall be summarily **rejected** and will **not be considered** for further processing.

Each applicant must use **a single, valid email ID and mobile number**, which will serve as **unique identifiers** for the application. No second or duplicate application will be accepted from the same email ID or mobile number.

4.3. Automated Screening of Applications

Upon closure of the application window, the online portal shall automatically screen applications based on pre-defined eligibility criteria considering educational qualification, relevant work experience and professional certification to ensure selection of the most qualified candidates for the available position. Based on the initial screening of eligible applications, **only the top candidates, subject to maximum of up to two or three times the number of available positions**, shall be shortlisted for the Interview Round. Candidates must secure a minimum of **40 marks in the profile evaluation stage** to be eligible for this round.

4.3.1. Eligibility Criteria for Applying to the Posts

All candidates applying for positions under the Mission YUVA must fulfill the following objective eligibility criteria as per their chosen post. The portal-based application system will conduct an automated screening of all submitted profiles strictly against these defined parameters. There shall be no human intervention during the screening stage to ensure transparency, fairness, and consistency. **Candidates shortlisted for the interview can be in the range of maximum three times the number of available posts, which is 30 for Business helpline**

Applicants must submit self-declared information along with scanned documents for each required field. Any discrepancy found during physical verification will result in disqualification.

Eligibility Criteria (Applicable to all the Positions)

The following eligibility criteria shall be uniformly applicable to all candidates applying for the post. These criteria are non-negotiable and must be fully met at the time of application submission. No relaxation or exceptions shall be permitted.

- **Age:** The candidate must be at least **21 years old and not more than 45 years old** as of the date of publication of the recruitment notification. The age shall be determined solely on the basis of the date of birth as recorded in the candidate's High School (Class 10) Board Certificate.
- **Domicile:** The candidate must possess a **valid domicile certificate** issued by the competent authority of the Union Territory of Jammu and Kashmir.

Eligibility Criteria

- **Educational Qualification-** The candidate must possess a graduate degree of at least three years' duration with a **minimum of 50% aggregate marks or equivalent CGPA from a university** recognized by the University Grants Commission (UGC).

The qualifying degree must be in one of the following disciplines- Business Administration, Management, Commerce, Accounting, Finance, Economics (as one of the major subject), Chartered Accountant (CA) issued by Institute of Chartered Accountants of India (ICAI) or Cost and Management Accountant (CMA/ICWA) issued by Institute of Cost Accountants of India (ICMAI).

Note: In cases where the percentage of marks is not explicitly awarded and the Cumulative Grade Point Average (CGPA) is provided on a 10-point scale, a standard conversion factor of 10 shall be applied. For example, a CGPA of 6.3 will be treated as equivalent to 63%.

- **Work Experience- In case the candidate submit work-experience, Work-Experience is key criterion in selection which has marks assigned to evaluate application.** The candidate can have **full-time, paid, post-qualification work experience** in domains such as entrepreneurship development, MSME promotion, startup incubation, livelihoods, market linkage, skill development, or program management in the development or government sector.
 - Government or government-supported institutions, Private organization working with Government, involved in MSME or rural enterprise promotion, such as Financial Institutions (Bank), District Industries Centres (DICs), Small Industries Development Bank of India (SIDBI), Khadi and Village Industries Commission (KVIC), or MSME Development Institutes (MSME-DI), Enterprise development organizations, including startup incubators, business development cells, or government-supported entrepreneurship centres, Large-scale livelihood promotion missions such as the National Rural Livelihood Mission (NRLM), National Urban Livelihood Mission (NULM), or Jammu & Kashmir Rural Employment Generation Programme (JKREGP), Startup-India, PMKVY, with enterprise development or skilling-related responsibilities at the block, district, or state level.
 - Only full-time paid employment shall be considered. Internships, part-time roles, voluntary work, freelance

consulting and academic projects shall not be treated as qualifying experience.

- All claimed experience must be verifiable through official documentation, such as appointment letters, salary slips, relieving letters, or experience certificates from authorized signatories.

4.3.2. Evaluation Criteria

The evaluation of candidates shall be carried out in two stages:

- Automated screening based on eligibility and objective scoring of the applicant profile, and
- Panel Interview

The final score for selection shall be computed using the following weightage:

I. Automated profile-based screening: 90%

II. Interview: 10%

Evaluation of candidates based on Applicant Profile

S.No.	Criterion	Marks	Maximum Marks
1	Education Qualification - Class 10th	Above 80% - 5 marks	5
		Above 70% to 80% - 4 marks	
		Above 65% to 70% - 3 marks	
		60% to 65% - 2 marks	
2	Education Qualification - Class 12th	Above 80% - 5 marks	5
		Above 70% to 80% - 4 marks	
		Above 65% to 70% - 3 marks	
		60% to 65% - 2 marks	
3	Educational Qualification - Graduation (relevant disciplines) as mentioned in 4.3.1	Above 80% - 25 marks	25
		Above 70% to 80% - 20 marks	
		Above 65% to 70% - 18 marks	

		Above 60% to 65% - 15 marks	
		Above 55% to 60% - 12 marks	
		50% to 55% - 10 marks	
4	Post-Graduation in MBA or Economics OR Commerce	Above 80% - 10 marks	10
		Above 75% to 80% - 8 marks	
		Above 70% to 75% - 7 marks	
		60% to 70% - 6 marks	
5	Phd in the above eligible field.	Completion certificate awarded by University/Institute	10
5	Tier of Institution (Graduation or post-graduation or Phd)	Institute of National Importance (as notified by the Government of India)	15
6	Work Experience in the relevant field as mentioned in 4.3.1	5 marks for each year of work experience up to a maximum of 4 years (Maximum- 20 marks)	20
8	Professional Degree Certifications	Chartered Accountant (CA) issued by ICAI, Cost and Management Accountant (CMA/ICWA) issued by ICMAI – 10 marks	10
	Total		100

4.4. Interview Round

4.4.1. The interview round for Business Helpline Members shall adhere to the following standardized structure and protocol to ensure merit-based selection, transparency, and consistency.

4.4.3. Interview Structure and Format

Candidates must secure a minimum of **40 marks in the profile evaluation stage** to be eligible for the Interview round. However, the total number of candidates shortlisted for the Interview will be **limited to a maximum of two or three times the number of available**

posts, based on merit and subject to the fulfillment of the minimum qualifying criteria.

Candidates shortlisted for the interview will be in the range of maximum two or three times the number of available posts. A structured interview format shall be followed. All candidates must be asked a uniform set of questions assessing the core competencies:

S.No.	Criterion	Marks	Maximum Marks
1	Work Experience- Role Relevance as mentioned in 4.3.1.	Strong alignment to enterprise support, entrepreneurship, financial facilitation, or skilling implementation as per Mission YUVA- 20 marks	20
		Partial alignment, such as generalist field roles in livelihoods/SHG/CSR without direct enterprise advisory or skilling responsibility- 10 marks	
2	Work Experience- Employer Type	Direct implementation under Central or State Government programs (e.g., NRLM, NULM, PMEGP, KVIC, MSME-DI, District Industries Centre)- 5 marks	10
		CSR implementing partners, NGOs, or startups working in collaboration with government schemes or public service delivery- 5 marks	
3	Domain-Specific Knowledge	3 marks per valid certification knowledge (Maximum 5 certificates) from recognised govt-affiliated institutions: NIESBUD, EDII, MSME-DI, NSDC, KVIC, UGC recognised institutions	15
4	Digital Tools Knowledge	Knowledge in job-relevant digital tools: Advanced Excel, Powerpoint, MS Word, Google forms	10
5	Communication & Scenario-Based Judgment	Communication Clarity & Expression- Clarity of speech, logical structuring of thoughts, Confidence, listening skills, and professional tone, use of precise and relevant terminology	25

		(10 marks)	
		<p>Scenario-Based Reasoning & Judgment- Ability to understand the situation and context quickly</p> <ul style="list-style-type: none"> - Practicality and creativity of the response - Stakeholder sensitivity and mission-aligned thinking - Ethical and solution-oriented approach 	
		<p>English- Ability to read, write, and communicate effectively- 1.5 marks (SOP)</p> <p>Hindi- Ability to read official documents, write reports, and communicate with stakeholders 1.5 marks</p> <p>Local Dialects- Working knowledge of spoken forms of Hindi, Dogri, Kashmiri, or other regional dialects- 2 marks</p>	
6	Motivation alignment and with Mission YUVA	<p>Understanding of Mission YUVA (10 marks)</p> <p>Motivation to Serve in Role (5 marks)</p> <p>Before starting of interview all applicant have to write statement of purpose of joining the role</p>	15
7	Governance Orientation & System Alignment	Understanding of the Government Ecosystem	5
	Total		100

4.4.4. Interview Process Protocol

- Candidates shortlisted for the interview will be in the range of two or three times the number of available posts.** Interviews shall be conducted in a **pre-scheduled manner**, with the full list of shortlisted candidates and time slots posted on the official

website of the Mission YUVA **at least 48 hours in advance.**

2. Candidate's name shall be **masked** on the scorecard (e.g., only application ID is visible).
3. Interviews shall be **timed (30-45 minutes)** and conducted in a formal setting with attendance recorded.

4.4.5. Documentation and Scoring

1. Each panelist shall fill out an individual scorecard per candidate. Final score per candidate shall be the average of all the panelist scores, competency-wise.
2. A summary sheet signed by all panelists shall certify that the process was fair, standardized, and free of bias.

4.5. Selection and Finalization

4.5.1. The selection process for Business Helpline team members shall be conducted in two stages:

1. **Automated Profile-Based Screening-** Based on eligibility criteria and objective scoring of the applicant's academic background, work experience, and professional certifications, as per the predefined evaluation matrix. **Candidates shortlisted for the interview shall be in the range of two or three times the number of available posts.**
2. **Panel Interview-** Conducted at the Directorate of Employment cum Mission YUVA UT level by a duly constituted Interview Panel, based on structured criteria and scoring methodology

S.No	Designation	Role
1	Director Employment, J&K-cum-Mission Director Mission YUVA	Chairman
2	Special Secretary Labour and Employment	Member
3	Joint Director Employment Jammu	Member
4	Joint Director Employment Kashmir	Member
5	OSD Mission YUVA	Member
6	Assistant Professor IIM	Member

	Jammu	
7	Assistant Professor Jammu/Kashmir University	Member
8	GM J&K Bank	Member
9	AGM NABARD	Member
10	Deputy Director Central Employment	Member
11	Deputy Director Planning L&E	Member
12	Assistant Director (Central) Employment	Member

Final Score Computation

The final merit score for selection shall be calculated using the following weightage:

1	Automated Profile-Based Screening	90%
2	Interview	10%

The cumulative score will determine the **final ranking of candidates**. In case of a tie, preference shall be given to candidates with **higher scores in the profile-based screening stage**.

4.5.2. Preparation of Merit List:

- A final merit list and a common waitlist shall be prepared at the UT level under the supervision of the Directorate of Employment, based on the total marks obtained by each candidate:
 - Total score shall be based on a composite of 90% weightage from the automated profile-based screening, and 10% weightage from the interview round conducted by the interview panel.
 - At the time of application, each candidate will be required to provide a serial order of preference for **the posts**.
 - Allotment of posts to candidates will be made in strict accordance with their rank in the UT-level merit list, and

their submitted preference order for the post.

- In case of a tie in examination scores, preference shall be given to the **candidate securing higher marks in the Automated Screening Stage**. If the tie still persists, older age (as per the high school certificate) will be used as the final tie-breaker.
- A waiting list of 50% of the total sanctioned posts shall be prepared and maintained for a period of six months from the date of final selection announcement.
- The waitlist shall be utilized to fill vacancies arising due to disqualification, non-reporting, withdrawal or early attrition, strictly in order of merit and as per the original preference list submitted by the candidates.

4.5.3. Document verification by Selection Oversight Committee

- A **Selection Oversight Committee** shall be constituted under the supervision of the Directorate of Employment cum Mission YUVA to ensure the authenticity of candidate credentials and uphold the integrity of the recruitment process.

S.No	Designation	Role
1	Director Employment, J&K-cum-Mission Director Mission YUVA	Chairman
2	Special Secretary Labour and Employment	Member
3	Joint Director Employment Jammu	Member
4	Joint Director Employment Kashmir	Member
5	OSD Mission YUVA	Member
6	Deputy Director Central Employment	Member
7	Deputy Director Planning L&E	Member
8	Assistant Director (Central) Employment	Member

- The Committee shall be responsible for supervising the entire recruitment process, with specific responsibility for the **physical verification of original documents** submitted by candidates shortlisted for appointment based on the merit list.
- Candidates shall be informed of the date and venue for document verification in writing, and must appear in person. Only candidates whose documents are verified as complete and valid shall be recommended for final appointment.
- In case of any discrepancy, forgery, or submission of invalid documentation, the candidature shall be cancelled immediately. The decision of the Oversight Committee shall be binding and final.
- No appeals shall be entertained once the final verification report is submitted. The decision of the Selection Oversight Committee shall be final and binding.

- **Terms of Reference of the Selection Oversight Committee**

The Selection Oversight Committee constituted under the overall supervision of the Director Employment, will play a critical role in ensuring transparency, fairness, and procedural adherence in the recruitment of personnel for Business Helpline under Mission YUVA. The Committee shall function in alignment with the Department of Labour & Employment, Government of Jammu & Kashmir:

1. Supervise the end-to-end recruitment process to ensure transparency and adherence to norms.
2. Approve the final merit list and post allocation based on exam scores and preferences.
3. Verify original documents (educational certificates, work experience, domicile, age, etc.) of shortlisted candidates during the physical verification process.
4. Reject applications with incomplete, forged, or non-compliant documentation.
5. Approve a waitlist of candidates up to 20% of total vacancies to manage future attrition.
6. Serve as the appellate authority for any complaints or clarifications related to recruitment.
7. Address grievances related to recruitment and ensure fair resolution as per defined procedure.

4.6. Appointment and Contractual Engagement

- 4.6.1. Appointment letters shall be issued to the selected candidates by the Director Employment. The appointment letters shall clearly specify the designation and location of posting, terms of engagement, reporting structure, and initial contract duration.
- 4.6.2. Each selected candidate shall be required to sign a formal contractual agreement with the Directorate of Employment. The contract shall comprehensively detail Terms of engagement and service conditions, role-specific responsibilities and deliverables, performance metrics and evaluation criteria, reporting mechanisms and supervisory structure and compensation structure and payment terms.
- 4.6.3. The Directorate of Employment shall confirm the candidate's posting and facilitate formal onboarding, ensure alignment with the vacancy position and preference order and designate a Nodal Officer to act as the supervisory authority for ground-level implementation and compliance monitoring.

A copy of the signed contract and joining confirmation shall be submitted to the **Department of Labour & Employment and retained by the CEO Mission YUVA / Director Employment / SPV** for official records.

4.6.4. Contract Duration and Renewal

- **Initial Contract Period:** The appointment shall be on a contractual basis for a period of eleven (11) months from the date of joining
- **Performance Review:** Upon completion of the initial contract period, performance of each personnel shall be comprehensively reviewed based on predetermined key performance indicators
- **Contract Extension:** Based on satisfactory performance evaluation, the contract may be extended for an additional eleven (11) months period till the project life of Mission YUVA
- **Renewal Criteria:** Contract renewal shall be subject to achievement of performance targets and adherence to service conditions

4.6.5. Contract Termination Authority

The CEO Mission YUVA / Director Employment / SPV shall have the absolute discretionary authority to terminate the contract of any personnel at any time during the contract period, with appropriate notice as specified in the contractual agreement.

4.7. Onboarding and Orientation Process

- 4.7.1. All selected personnel shall undergo a comprehensive structured orientation program designed to ensure effective integration into

Mission YUVA operations. The orientation would include:

- **Mission YUVA Introduction:** Comprehensive understanding of Mission YUVA's objectives, vision, targets and interventions
- In-depth training on specific **job responsibilities** and performance expectations, **Standard operating procedures** and **operational guidelines**
- Training on **Mission YUVA App, platform and DPR generation**
- Communication protocols and **documentation requirements**
- Orientation on **coordination mechanisms** with district-level stakeholders, inter-departmental collaboration requirements, **community engagement** and beneficiary interaction on the ground

4.7.2. Orientation and training programs shall be completed prior to deployment. Upon successful completion of the orientation program, personnel shall receive appropriate certification and shall be deployed to Jammu/Srinagar based on discretion of the Director, Labour & Employment..

4.8. Replenishment of Vacant Positions

4.8.1. Recruitment for the Business Helpline positions under Mission YUVA shall be carried out at the directorate level under the supervision of the Director of Employment as a one-time selection process. However, to ensure continuity in service delivery, a structured replenishment mechanism shall be instituted for instances where vacancies arise due to resignation, disengagement, or other unforeseen circumstances.

4.8.2. The Directorate of employment, shall be the competent authority to coordinate the replacement process, in consultation with the Department of Labour & Employment. The Directorate of Employment may undertake the following actions:

- Utilize the existing approved waiting list of candidates from the original recruitment cycle for immediate replacements.
- Conduct supplementary recruitment through walk-in interviews, in case the waiting list is exhausted or does not yield suitable candidates.

All such recruitment shall follow the same eligibility criteria and evaluation framework prescribed under Mission YUVA guidelines.

4.9. Termination of Contract

4.9.1. The contractual engagement of personnel under Mission YUVA shall be subject to termination under the following conditions:

- **Non-performance or Unsatisfactory Performance:** If the contractual

employee fails to meet defined performance indicators, consistently underperforms, or shows lack of adherence to work responsibilities despite written warnings, the contract may be terminated.

- **Violation of Conduct Rules or Misconduct:** Any act of indiscipline, misconduct, or breach of code of conduct—such as insubordination, misrepresentation of facts, misuse of official position, or criminal offense—will lead to immediate termination.
- **Prolonged Unauthorized Absence:** Absence from duty for more than 7 consecutive working days without prior written approval or without valid justification shall constitute grounds for termination.
- **Falsification of Documents or Misrepresentation:** If any document submitted by the employee at the time of recruitment is found to be falsified or misleading, the contract shall be terminated with immediate effect.
- **Engagement in Conflict of Interest or Political Activity:** Any employee found to be engaging in activities that conflict with the objectives of Mission YUVA or involve political affiliations shall be subject to termination.

4.9.2. Authority and Procedure for Termination

- The authority to initiate termination shall rest with the CEO Mission YUVA / Director Employment / SPV based on performance reports, complaints, or verified evidence.
- The decision of the CEO Mission YUVA / Director Employment / SPV in such matters shall be final and binding.

4.10. Timeline of the selection process

S.No	Benchmark	Timeline
1	1) Advertisement in newspaper as per annexure-A 2) Launch of Application form for receiving application	Approval of competent authority received (T)
2	Deadline for submission of applications	T+30
3	Issuance of list of qualified candidates for interview	T+35
4	Panel interview process	T+40

5	Declaration of common merit list and waitlist based on the cumulative score	T+45
6	Scrutiny of documents based on strict sequence of common merit list of total number of posts	T+50
7	Allocation of posts to successful applicant based on their preference and merit list	T+55
8	Signing of contract with on-boarded successful applicants	T+60

Join MISSION YUVA – Build the Future of Entrepreneurship in J&K

Mission YUVA, invites applications for key contractual roles for Business Helpline. Positions include:

Name of Posts	Remuneration per month (Lump Sum in ₹)
BHD Helpline Lead Manager (2 post)	50,000
BHD Helpline expert (8 posts)	45,000

Eligibility

1. 21–45 years as on the date of notification
2. Domicile of Jammu & Kashmir
3. Minimum 3 years graduate degree. At least 50% marks or equivalent CGPA from a UGC-recognised university. The qualifying degree must be in one of the following disciplines- Business Administration, Management, Commerce, Accounting, Finance, Economics(as one of major subject), Chartered Accountant (CA) issued by Institute of Chartered Accountants of India (ICAI) or Cost and Management Accountant (CMA/ICWA) issued by Institute of Cost Accountants of India (ICMAI).

Apply via this form- <https://forms.gle/AKN5Fyzj759fwh4r5>

Deadline- 25-11-2025

Guidelines for detailed selection process, evaluation criteria and role descriptions-

<https://docs.google.com/document/d/1dYVbfLuL5K--l0T3aUU4UZ6nz6k17GyC>

Yuva Sapne, Nayi Ummedein – Mission YUVA

Issued by: Mission YUVA, Government of Jammu and Kashmir

(Note: This is a public service advertisement. No fee is required for the application process.)