



**GOVERNMENT OF JAMMU AND KASHMIR**  
**GENERAL ADMINISTRATION DEPARTMENT**  
**Civil Secretariat, J&K**

**Subject: Constitution of Small Business Development Units (SBDUs) and Business Help Desks (BHDs) under Mission YUVA**

**Government Order No.:555-JK(GAD) of 2025**

**Dated:02.05.2025**

Sanction is hereby accorded to the constitution of Small Business Development Units (SBDUs) at District Level, and Business Help Desks (BHDs) at Sub-Division Level under Mission YUVA, for overseeing the smooth implementation of the program:-

**A. Small Business Development Units (SBDUs):**

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|----|--|
| 1. | Additional District Development Commissioner (ADDC)/<br>Additional Deputy Commissioner |
| 2. | Deputy Director/Assistant Director, DE&CC  |
| 3. | District Nodal Officer, JKEDI of the District  |
| 4. | District level officer nominated by JK Bank  |
| 5. | Functional/ Project Manager, Industries Department                                     |
| 6. | District Agriculture Officer, Agriculture Production Department                        |

**Terms of Reference:**

- i. To develop district-specific business development plans with clear objectives, targets, and implementation strategies.
- ii. To identify relevant business activities for the district and to creation model DPRs.
- iii. To ensure that all application received for Mission YUVA, duly filled and verified before forwarded to District Level Implementation Committee (DLIC) in all respects along with verified DPR and other relevant document.
- iv. To coordinate with relevant government departments, financial institutions, and other agencies to streamline business support services.
- v. To offer direct advisory services to entrepreneurs, including financial planning, marketing strategies, and legal advice to enterprises & to provide guidance and support to the Business Help Desk at the regional level in executing their roles
- vi. To develop and implement marketing strategies to promote businesses and coordinate with district-level export promotion committees
- vii. To support Business Help Desks to conduct capacity-building and training programs for entrepreneurs (through sector experts)
- viii. To analyze data and feedback to assess the effectiveness of programs and to identify areas for improvement.

## B. Business Help Desks (BHDs):

|    |  |
|----|--|
| 1. | SDM/ACR concerned  |
| 2. | Sub-divisional Agriculture Officer Agriculture Production Department |
| 3. | Block Program Manager- NRLM  |
| 4. | Sub-division level officer nominated by JK Bank                      |

### Terms of Reference:

- i. To act as a central hub for coordination among various stakeholders, including government departments, Gram Panchayats & financial institutions
- ii. To support business ideation & business plan preparation for entrepreneurs and to assess the viability of business models
- iii. To facilitate access to finance from formal institutions like banks
- iv. To provide handholding and mentorship to businesses for business expansion, market linkage, and regulatory processes in coordination with SBDU
- v. To guide & monitor business motivators on-boarded for grass-root level intervention.
- vi. To conduct training programs for local entrepreneurs with SBDU experts
- vii. To support linkages to online portals for business support like e-markets, applications for schemes & services, etc.

**By Order of the Government of Jammu & Kashmir.**

Sd/-

**(M. Raju) IAS**

Commissioner/Secretary to the Government

GAD-ADM0IV/123/2024-09-GAD

Dated:02.05.2025

Copy to the:

1. Principal Secretary to the Government, Agriculture Production Department.
2. Principal Secretary to the Hon'ble Lieutenant Governor.
3. Joint Secretary (J&K), Ministry of Home Affairs, Government of India.
4. Commissioner/Secretary to the Government, Industries & Commerce Department.
5. Administrative Secretary, Labour & Employment Department.
6. All Deputy Commissioners.
7. MD/CEO, J&K Bank.
8. Director, Archives, Archaeology and Museums, J&K.
9. Director Information, J&K.
10. OSD/Private Secretary to the Hon'ble Chief Minister.
11. Private Secretary to the Chief Secretary, J&K.
12. Private Secretary to Commissioner/Secretary to the Government, General Administration Department.
13. Private Secretary to Advisor to the Hon'ble Chief Minister.
14. Government Order/Stock file/Website, GAD. *"Hindi and Urdu versions shall follow".*

**(Shakeeb Arsallan) JKAS**

Under Secretary to the Government