



**Govt. of Jammu and Kashmir**

**Office of the District Development Commissioner cum District Magistrate Kupwara**

Phone: 01955-253335; Fax: 01955-252130; Email:- paaddc-kup@jk.gov.in

**RE-ADVERTISEMENT NOTICE**

**Subject: Engagement for Setting up of Small Business Development Units (SBDUs) and Business Help Desks (BHDs) under Mission YUVA - Building the Future of Entrepreneurship in J&K**

Applications are invited from eligible and interested candidates for contractual engagement in key positions under the Small Business Development Units (SBDUs) and Business Help Desks (BHDs) initiative, launched as part of **Mission YUVA** to foster entrepreneurship and business development in the Union Territory of Jammu & Kashmir which remained vacant.

**The details of the positions available are as under:**

S. No.	Post	No. of Posts	Monthly Remuneration (Rs.)
1	BHD Lead	01	40,000/-
2	BHD Coordinator	01	35,000/-

**Eligibility Criteria:**

- **Age:** 21-45 years as on the date of notification.
- **Domicile:** The applicant must be a domicile of the Union Territory of Jammu & Kashmir.
- **Educational Qualification:** A minimum 3-year Graduate Degree in **Business Administration, Management, Commerce, Accounting, Finance, or Economics, Chartered Accountants issued by Institute of Chartered Accountants of India (ICAI), and Management Accountant (CMA/ICWA)** Issued by Institute of Cost Accountants of India (ICMAI) with at least **50% marks or equivalent CGPA** from a UGC-recognized university.

**Work Experience-**

- The candidate must 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 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.

**How to Apply:**

- Applications will be accepted **only through the online mode**. No offline/physical applications shall be entertained.
- The online applications forms shall be available at: <https://shorturl.at/ru6Ei>
- The application process shall commence from the date of publication of this advertisement and will remain open for a period of **15 days**.

**Note:**


- The engagement is **purely temporary** and does not confer any right to permanent employment in Government services.
- This is a **public service advertisement**. **No application fee** is required for submission.
- For detailed **guidelines, selection process, evaluation criteria, and role descriptions**, please visit: <https://shorturl.at/b2N2P>

No: DDCK/25/

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Copy to:

1. Secretary, Labour & Employment Department, J&K for information.
2. Director Employment-cum-Mission Director, Mission YUVA, J&K.
3. Joint Director Information, Kashmir — with the request to publish the notice in **three leading daily newspapers** of Kashmir.

  
**District Dev. Commissioner**  
**Kupwara**  
Dated: 18/05/2026