Government of Jammu & Kashmir
Department of Skill Development
Civil Secretariat, J&K
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Subject: Observation of "SEVA PAKHWADA" from 17th September to 2nd October, 2025– Calendar of Activities by ITIs and Polytechnics across the Union Territory of J&K.

CIRCULAR

In pursuance of the directions of the Government of India regarding the observance of **SEVA PAKHWADA** from *17th September to 2nd October 2025*, it has been decided that all Government Polytechnics and Industrial Training Institutes (ITIs) across the Union Territory of Jammu & Kashmir shall undertake the following activities as per the prescribed **Calendar of Events** annexed herewith.

Special focus shall be laid on:

i. Ensure strict implementation of the enclosed activity plan in ITIs/Polytechnic with more focus toward Women and family upliftment.
ii. Co-ordinate with District administration and concerned officers wherever required.
iii. The activities be undertaken within the Skill Development institutions viz. ITIs/Polytechnics and outside offices such as Block offices, Panchayat Bhavans, District offices, Higher Secondary Schools and Colleges and their extensive social media coverage.
iv. Measurable outcomes such as registration on portals, present and after the programme, persons trained present and after, students/persons sensitised about various entrepreneur and skill schemes.
v. Submit daily progress report and documentation of activities through photographs, short videos, press releases and social media outreach under the activity planned. A form will be floated for this purpose to upload activity wise photos/videos and necessary document.

Core IEC Activities to be undertaken:

i. **Awareness Campaigns:** Organizing mass outreach through brochures, posters, hoardings, advertisements, and social media to inform the public about available entrepreneurship scheme-Mission YUVA and scheme related to skill development programs and their benefits viz long term courses offered, Skill India Courses, India Skill Competition etc.
ii. **Workshops and Seminars:** Conducting orientation sessions, workshops for trainees, industry partners, and stakeholders on the importance of skill development and employability skills.
iii. **Training Programs:** Offering training in communication skills, life skills, and vocational trades to different target groups.
iv. **Community Engagement:** Mobilizing communities through interactive meetings, exhibitions, and success-story sharing to motivate participation and retention.

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v. **Digital and Social Media:** Disseminating information via social media, SMS alerts, and department websites to increase accessibility.
vi. **Capacity Building:** Training personnel (Instructors, Coordinators) in IEC methodology to ensure consistent messaging and effective program delivery.
vii. **Cultural and Targeted Programs:** Customizing IEC material and sessions for specific communities, vulnerable groups, or youth clubs to address unique barriers and promote equal access.
viii. **Monitoring & Evaluation:** Regularly assessing the effectiveness of IEC activities through feedback, participation rates, and impact analysis to refine strategies.

Joint Director ITIs, Principals/Superintendents of ITIs and Polytechnics shall:

1. Ensure strict adherence to the date-wise schedule of activities.
2. For each activity, Nodal Officer has been identified and specific target have been defined. It shall be personal responsibility of the Nodal Officer to ensure end to end execution of the assigned activity and achievement of the target mentioned in the plan.
3. Submit a daily activity report with photographic evidence to the Directorate. A form will be floated for this purpose.
4. Furnish a comprehensive final report of activities undertaken by *5th October 2025*.

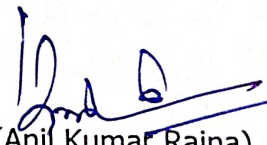The Calendar of Activities is annexed for ready reference and strict compliance.

Sd/-
(Kumar Rajeev Ranjan) IAS
Secretary to the Government

No. DSD-GNCD/160/2025-02 (7675685)   Dated: 13.09.2025
Copy to the:
1. Commissioner/Secretary to the Government, General Administration Department.
2. Secretary to the Government, Information Technology Department.
3. Director, Archives, Archaeology & Museum, J&K.
4. All HODs of Skill Development Department.
5. All Principals/Superintendents of Govt. Polytechnics and ITIs.
6. Private Secretary to Secretary to the Government, Department of Skill Development.
7. Circular File/ Incharge Website.

(Anil Kumar Raina)
Under Secretary to the Government

Annexure to Circular issued under endorsement No. DSD-GNCD/160/2025-02 (7675685) dated 13.09.2025

Calendar of Activities–SEVA PAKHWADA (17th September–2nd October 2025)

Date	Activity	Location	Event Type	Target	Nodal Officer
17th Sept (Inaugural Day)	Launch of SEVA PAKHWADA & Pledge on Seva & Swachhata, Awareness Campaigns.	All ITIs/Polytechnics	Inaugural Ceremony / Pledge/Awareness Campaign – Explaining calendar to students	Participation of all students of ITIs/Polytechnic	Principal of Polytechnic/ HOIs of ITIs.
17th Sept.	Awareness of 2 hour session on Entrepreneurship and Mission YUVA to all students – 1) Must enrol one course on **"SKILL LEARNING HUB"** and complete the same by end of SEWA on 02-10-2025.	At all ITIs/Polytechnics	Detailed session plan already shared by Mission YUVA	To reach at least 15,000 students of ITIs/Polytechnic	Principal of Polytechnic/ HOIs of ITIs
17th Sept.	Inauguration of new batch of **Capacity building** under Mission YUVA in all Polytechnic College	At all Polytechnic College	Course on entrepreneurship for Mission YUVA entrepreneurs	Target to provide course to at least 1000 entrepreneurs during period of SEVA	Principal of Polytechnic
18th Sept. (Skill on Artificial Intelligence)	One week course on Artificial Intelligence	ITI Kulgam	One week immersive course on AI	Participation of at least 2000 students	HOI ITI Kulgam
20 Sept (Sanitation Day)	Campus cleaning, waste segregation, plastic-free campaign under Mission YUVA IEC.	All ITIs & Polytechnics	Sanitation Drive-Awareness on hygiene and waste management, safe disposal of waste including e-waste	Target to clean all campuses of ITIs and Polytechnic	Principal of Polytechnic/ HOIs of ITIs
20 Sept (4 PM)	Webinar on Entrepreneurship by Mission YUVA in partnership with UNICEF	All ITIs & Polytechnics	1 hour session entrepreneurship on YouTube Live	At least 10,000 participation across all ITIs/Polytechnic	Principal of Polytechnic/ HOIs of ITIs
21 Sept (Green Campus Day)	Plantation drives, herbal gardens, SHG kitchen gardens	ITI Kupwara, Polytechnic Samba, Polytechnic Poonch	Plantation / Green Drive	At least 200 participation across identified ITIs.	HOI ITI Kupwara, Principal Polytechnic Samba and Polytechnic Poonch

22 Sept (Skill Demo Day)	Skill Demo Day	All ITIs	Public exhibition of ITI trainee work (Furniture, craft, AI/Robotics demos etc.)	At least 10,000 participation across all ITIs.	Joint Director Jammu/Kashmir HoIs all ITIs.
22nd - 26th Sept. (Green Skill Day)	One week training on solar panel installation, e-wase recycling etc	ITI jammu/Srinagar	Resource person to provide intensive on week immersive training	At least 500 participants across both ITIs	Joint Director Jammu/ Kashmir
23rd Sept (Digital Literacy Day)	Digital awareness on UPI, DigiLocker, e-services; SHG training	ITI Kathua, ITI Pulwama, Polytechnic Ganderbal	Digital Skilling Workshops	At least 200 participation across identified ITIs.	HOIs ITI Kathua and Pulwama, Principal Polytechnic Ganderbal
23rd Sept. (Modern age skills)	Awareness of Modern age skill	ITI Anantnag	Digital marketing, Digital photography, content creation etc.	At least 200 participation.	HOI ITI Anantnag
24 Sept (Vocational Awareness Day)	Industry visit of ITI students.	All ITIs	Outreach / Orientation- Exposure visit of ITI students to Industry	At least 500 participations across all ITIs	Joint Director Jammu/Kashmi, HOIs all ITIs
26 Sept (Health & Wellness Day)	Free Health Check-up Camps, Stress Management, SHG-led awareness on hygiene & nutrition	ITI Jammu, ITI Srinagar, Polytechnic Kathua, Polytechnic Baramulla, Polytechnic Budgam	Health Camps / Awareness	At least 1000 participation	HOI ITI Jammu, ITI Srinagar, Principal Polytechnic Kathua, Polytechnic Baramulla, Polytechnic Budgam
27 Sept (YUVA UDYAM FEST)	YUVA UDYAM FEST	At all polytechnic in collaboration with DECC	Speech, ESSay writing, painting, quiz,-Awareness toward entrepreneurship and Mission YUVA	At least 10,000 students participation across all Polytechnic college	All Principal Polytechnic and AD/DD Employment
27th Sept (4PM)	Webinar on Entrepreneurship by Mission YUVA in partnership with UNICEF	All ITIs/Polytechnic	1 hour session on entrepreneurship on YouTube Live	At least 10,000 participation across all ITIs/ Polytechnic college	Principal of Polytechnic/ HOIs of ITIs
28 Sept (Community Service Day)	Blood donation camps, visits to orphanages/old age homes	ITI Udhampur, ITI Budgam	Social Service / Outreach	At least 200 participation across both ITIs	HOIs ITI Udhampur/ Budgam
29 Sept (Rural Development	Rural outreach – solar demos, agri-mechanics,	ITIs Kupwara, Poonch,	Rural Demonstrations /	At least 300 participation	HOIs ITI Kupwara,

Day)	food processing with SHGs	Kishtwar	Training	across three ITIs	Poonch, Kishtwar
30 Sept (IEC & Cultural Day)	Nukkad Nataks, cultural programmes, quizzes on Mission YUVA themes	ITI Pulwama, Polytechnic Kathua	Cultural / IEC Activities	At least 200 participation across both ITIs	HOIs ITI Pulwama, Principal Polytechnic Kathua
1 Oct (Swachh Bharat Sankalp Day)	Public sanitation near ITIs/Polytechnics (markets, bus stands, parks)	All ITIs/ Polytechnic	Cleanliness Campaigns / Youth Rallies	At least 10,000 participation across all ITIs and Polytechnic	Principal of Polytechnic/ HOIs of ITIs
2 Oct (Valedictory Day – Gandhi Jayanti)	Valedictory event , awards to best ITIs/Polytechnics/ closing ceremony	ITI Jammu & ITI Srinagar as nodal to organize main valedictory event	Valedictory / Awards / Pledge	At least 500 participation at both ITI Jammu/ Srinagar from students of all Polytechnic/ ITIs respective division	Joint Director Jammu/ Kashmir

MEASURABLE OUTCOMES for activities under **Seva Pakhwada (17th September – 2nd October 2025)** for the Skill Development Department (ITIs, Polytechnics, and other institutions)

Measurable Outcomes Framework
1. **Registrations on Skill Portals (e.g., NCS, Skill India Portal, Apprenticeship Portal)**

- **Baseline (Before 17.09.2025):** Total number of registered candidates on each portal from J&K.
- **Target during Seva Pakhwada:**
  - New registrations of youth/job seekers.
  - Enrolment of industries/employers for apprenticeship.

- **Outcome Measurement:**
  - % increase in registrations compared to baseline.
  - No. of industries onboarded for apprenticeship.

2. **Training & Upskilling**
- **Baseline (Before 17.09.2025):** Number of candidates already enrolled/under training in ITIs/Polytechnics/short-term skill centres.

- **Target during Seva Pakhwada:**
  - Additional candidates enrolled in short-term skilling drives.
  - Fast-track completion of certain skill courses.
- **Outcome Measurement:**
  - No. of new enrolments in short-term courses.
  - No. of candidates successfully completing/assessed/certified.

3. **Awareness & Sensitisation Programmes**

- **Activities:** Seminars, counselling sessions, exhibitions, job fairs, career guidance in schools/colleges, ITI/Polytechnic open days.
- **Baseline:** Average participation in such outreach events before the campaign.
- **Target during Seva Pakhwada:**
  - Students sensitised about skill-based career pathways.
  - Community members informed about government skill schemes (PMKVY, NAPS, Jan ShikshanSansthan, NSQF integration, etc.).

- **Outcome Measurement:**
  - No. of students/community members sensitized (attendance registers, feedback forms).
  - % increase in awareness (through pre/post event quicksurveys).

4. **Placement & Apprenticeship Linkages**

- **Baseline:** Existing placement/apprenticeship figures in ITIs/Polytechnics.
- **Target during Seva Pakhwada:**
  - No. of placement camps/job fairs organised.
  - Apprenticeship offers generated.
- **Outcome Measurement:**
  - No. of offers rolled out/accepted.
  - No. of new MoUs signed with industries.

5. **Community Outreach / Social Impact**
   - **Activities:** Skill Melas, interaction with Self Help Groups (SHGs), entrepreneurship awareness, showcasing success stories.

   - **Outcome Measurement:**
     - No. of SHGs/entrepreneurs connected to skill programmes.
     - No. of self-employment registrations facilitated (PMEGP/Startup Schemes).