



Kashmir Govt. Polytechnic College Srinagar

Gogji Bagh, Srinagar Kashmir, J&K. Pin 190008.
Working under J&K Department of Skill Development.
(AICTE Approved Polytechnic College)

Successful "Sellers Meet" Held at Kashmir Government Polytechnic Srinagar for Sensitizing and Onboarding Entrepreneurs on the ONDC Platform under Mission YUVA on 27-10-2025.

In a significant step towards empowering local entrepreneurs and fostering digital commerce, the Kashmir Government Polytechnic College (KGP) Srinagar hosted a dynamic "Sellers Meet" event focused on sensitizing and onboarding interested sellers to the Open Network for Digital Commerce (ONDC) platform. Organized under the aegis of Mission YUVA, the initiative aims to equip youth and small business owners with essential digital tools to thrive in the evolving e-commerce landscape.

The event saw enthusiastic participation from over 100+ local sellers, aspiring entrepreneurs, and key stakeholders, underscoring the growing momentum of digital inclusion in the region. Distinguished guests included Sh. Shahzad Alam, IAS, Director of Skill Development, who graced the occasion as the chief guest; Dr. Shafquat Ara, Principal of KGP Srinagar; and Sh. Imtiyaz Ahmad Shaw, Principal of Government Polytechnic for Women, Bemina. Also present were representatives from Mission YUVA, dignitaries from the District Administration, and officials from the Employment Department.

Sh. Shahzad Alam, IAS, provided in-depth details on the ONDC platform, emphasizing its key advantages over traditional e-commerce platforms. He highlighted how ONDC's open, interoperable architecture eliminates platform lock-in, allowing sellers to connect with multiple buyers and logistics providers without exclusivity. During the interactive session, participants received comprehensive guidance on ONDC registration processes, platform navigation, and practical application usage. Expert facilitators demonstrated step-by-step onboarding procedures, highlighting how sellers can leverage the open network to expand their reach, reduce dependency on intermediaries, and access a broader customer base seamlessly. The hands-on approach ensured that attendees left with actionable insights to integrate ONDC into their business operations immediately.

Feedback from the sellers was overwhelmingly positive, with many expressing appreciation for the clarity and relevance of the information shared. "This platform is a game-changer for small sellers like us in Kashmir. The guidance today has demystified digital commerce, and we're excited to get started," shared one participant during the Q&A segment.

In addition to the core program, Sh. Shahzad Alam, IAS, conducted an extensive tour of the KGP Srinagar campus. He visited several departments, interacted with faculty members, and commended the institution's role in skill development and innovation. This Sellers Meet is part of a broader series of initiatives under Mission YUVA, a flagship program of the Government of Jammu & Kashmir designed to promote youth entrepreneurship, skill enhancement, and economic self-reliance. By integrating platforms like ONDC, the mission seeks to create sustainable livelihoods and drive inclusive growth in underserved regions.



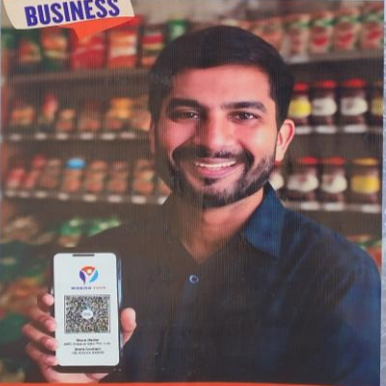

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WELCOME YOU

for
“**Sellers Meet**”

An event for sensitization and onboarding of interested sellers onto the ONDC (Open Network for Digital Commerce) platform under

MISSION YUVA

Venue: KASHMIR GOVT POLYTECHNIC COLLEGE SRINAGAR
Date: 27-10-2025









