

Yawar SHG Launches Products in Pashkum, EC Kacho Feroz Assures Hill Council Support

Kargil, June 30, 2025 — The Yawar Self Help Group (SHG) formally launched its products at a ceremony held today at Panchayat A in Pashkum. The event was organised by the National Rural Livelihoods Mission (NRLM), showcasing the entrepreneurial efforts of rural women in the region.

Executive Councillor (EC) Kacho Mohammad Feroz was the Chief Guest at the event, which was also attended by Sheikh Ahmad, Block Development Officer (BDO) Dr. Sarwar Shehzad (JKAS), and key NRLM officials including State Project Manager Ankush, District Project Manager Muneer Wanee, and District Mission Manager Abhishek Kumar, alongside the Pashkum block NRLM team.

The programme began with a welcome address by BDO Dr. Shehzad, followed by a presentation by BPM Raziya Batool highlighting Yawar SHG's journey and milestones. A member of the SHG also spoke about her personal transformation through the initiative, drawing applause from the audience.

In his address, EC Kacho Mohammad Feroz commended the women entrepreneurs for their dedication and assured them of continued support from the Hill Council to expand their businesses. Other dignitaries also lauded the SHG's achievements and encouraged more women to participate in similar self-help initiatives.

The event highlighted the growing role of rural women's entrepreneurship in Ladakh and called for greater community engagement in livelihood missions.



