

**The Administration of Union Territory of Ladakh
Lieutenant Governor's Secretariat**

Press Release

Entrepreneurship, self-employment crucial for economic growth: LG Kavinder

Attends culmination ceremony of Phase 1 of Jan Hit Campaign

Launches e-portal of Aspiration to Inspiration Block to District programme

Asks Youth to Pursue Self-Employment & Skill Development for a prosperous future

Kargil, Oct 23: Hon'ble Lieutenant Governor of Ladakh, Shri Kavinder Gupta, emphasised that entrepreneurship and self-employment are crucial for economic growth, job creation and innovation as they boost a nation's economy by generating wealth, and improving the standard of living. Entrepreneurship drives innovation and competition, while self-employment provides a career path, especially during periods of high unemployment.

The Lt Governor was speaking during the culmination ceremony of Phase 1 of Jan Hit Campaign organised by District Administration Kargil at Hussaini Park, which witnessed the enthusiastic participation of public, self-help groups, artisans, youth and beneficiaries of centrally-sponsored schemes.

Commending the efforts of District Administration Kargil for effectively implementing government welfare programmes/schemes and ensuring visible progress over the last 100 days, the Hon'ble Lt Governor stressed that government-sponsored central schemes are vital for driving national development and ensuring equitable growth, especially among beneficiaries in marginalised communities and underdeveloped regions. These programmes target a wide range of social and economic issues, serving as a powerful tool for poverty alleviation, infrastructure development and human capital formation. He highlighted the importance of making the public aware of various centrally-sponsored schemes among youth, women and artisans from Kargil so that they avail full benefit of the schemes to improve their means of livelihood, benefiting their family members.

Highlighting the significance of self-employment and entrepreneurship, the Hon'ble Lt Governor said, "Not everyone can be provided with a government job and therefore the focus should be on skill development and self-employment opportunities."

Reiterating the commitment of Government of India and UT Administration to ensure holistic development of Ladakh and the uplift of every strata of society, the Hon'ble Lt Governor highlighted that 70 entrepreneurs have benefited under the PMEGP and PMFME schemes, terming it a "very positive step towards economic empowerment." He highlighted 30 loan cases that were recently sanctioned, reflecting the administration's strong commitment to public welfare and economic development.

The Hon'ble Lt Governor highlighted the benefits of the 'Aspiration to Inspiration – From Block to District' initiative, acknowledging it as a step in the right direction to encourage innovation and self-reliance at the grassroots level.

The Hon'ble Lt Governor also launched the e-portal of the Aspiration to Inspiration Block to District programme, marking a significant step towards digitisation and accessibility of government initiatives. He congratulated the concerned departments and expressed happiness over the District Administration's proactive approach and the progress achieved under various sectors, including agriculture, horticulture, fisheries, and health.

Earlier, the Hon'ble Lt Governor, accompanied by CEC LAHDC Kargil Dr. Mohd Jaffer Akhoon, MP Ladakh Mohammad Hanifa Jan, Executive Councillors, and other dignitaries, visited various stalls set up at the camp. He interacted with officials and beneficiaries, and also reviewed the implementation of government schemes at the ground level.

In his remarks, CEC Dr. Mohd Jaffer Akhoon commended the District Administration for organising the campaign and reiterated the Council's commitment to strengthening grassroots governance. He stated that such initiatives bridge the gap between the administration and the people while ensuring transparency and efficiency in service delivery.

MP Ladakh Mohammad Hanifa Jan, in his address, said that the Jan Hit Campaign has played a crucial role in spreading awareness about welfare schemes, enabling more people to benefit from government initiatives. He appreciated the district officers for their coordinated efforts and assured all possible support for the ongoing and future development initiatives in Kargil.

During the event, Deputy Commissioner Kargil, Rakesh Kumar, briefed the gathering about the 'Aspiration to Inspiration: Block to District' programme, its objectives, and its impact on empowering local entrepreneurs.

Earlier, General Manager, District Industries Centre (DIC) Kargil, briefed the gathering about the objectives and achievements of the Jan Hit Campaign. Vote of thanks was delivered by Tsering Motup, Lead Bank Manager.

Sanction letters, certificates and awards were distributed among the beneficiaries and achievers. The event marked a significant milestone in the District Administration's outreach and public welfare efforts, reaffirming the government's commitment to inclusive growth, entrepreneurship, and participatory governance in Ladakh.

