



सत्यमेव जयते

Government of Jammu & Kashmir

Office of the Mission Director

J&K Rural Livelihoods Mission

Natraj Lane, Lal Mandi, Jawahar Nagar Srinagar- 190007

H No. 25/A/C, Gandhi Nagar, Jammu 180004

(website: www.umeedjk.in, email: mdjksrlm@gmail.com; Helpline No: 1800 2020 383)



Subject: Implementation of Business Reform Action Plan (BRAP+ 2024) in Jammu & Kashmir (UT) under Mandates of Ease of Doing Business (EoDB)

Circular No. 176 -JKRLM of 2025

Dated: 25-02-2025

In order to ensure successful compliance of Business Reform Action Plan (BRAP+ 2024) circulated by Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce & Industry, Government of India and in line with that Rural Development Department, GoJK under Jammu and Kashmir Rural Livelihoods Mission (UMEED) is implementing comprehensive action plan for Ease of Doing Business (EoDB) in J&K.

Accordingly, following instructions are hereby issued for effective implementation of these reforms, aiming to simplify regulatory frameworks, reduce procedural bottlenecks and create a supportive business environment for Self-Help Group (SHG) members across Jammu & Kashmir, enabling them to scale their enterprises and access larger markets.: -

- i. Mission is taking the services of National Resource Organizations/ Institutions empaneled by Ministry of Rural Development, GoI, New Delhi for providing the support for quality control and product development to Self-Help Groups (SHGs) and others, as and when required, in line with market requirements. This support includes technical assistance and expertise to help meet global standards.
- ii. The services of Institutions like TRIFED and other NROs shall be utilized as and when required for offering technical, research, and development support for the trading and manufacturing of forest-based products. This collaboration has been aimed at enhancing product quality and market competitiveness.
- iii. Information on all regulatory processes, such as registrations, grievances, incentives, grants, subsidies, and tax benefits including specifics on fees, procedures, timelines, and required documents, shall be made available online in the public domain through jkumeed.jk.gov.in (<https://jkumeed.jk.gov.in/>).


(Dr Shubhra Sharma) JKAS,
Mission Director, JKRLM

No: .JKRLM-PS/3/2025-3/7656585/MD

Dated: 25-02-2025