

UP govt to launch 'Youth Adda' to turn job seekers into job creators

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Gorakhpur: In an effort to turn job seekers into job creators, the Uttar Pradesh govt is preparing to launch 'Youth Adda', a customer-facing enterprise ecosystem offering single-window access to skilling, entrepreneurship support, finance and business opportunities for young people.

To be implemented by Uttar Pradesh Industrial Consultants Ltd. (UPICON), the programme plans to set up one Youth Adda in each of the state's 75 districts. Designed as a blended physical-and-digital platform, the centres are intended to bring a wide range of services together, including government schemes, startup assistance, franchise options, MSME facilita-



SET TO ROLL: A Youth Adda setup

tion and mentoring.

The first centre is set to be launched in Gorakhpur, with rollouts in 16 other districts expected soon after, officials said.

UPICON managing director Pravin Singh said the initiative aims to address a persistent challenge for youth, particularly in Tier-2 and Tier-3 cities and rural areas, where information about govt schemes, business finance and training remains spre-

ad across multiple departments and channels. Youth Adda, he said, is structured to simplify access by offering integrated support covering the journey from idea generation to enterprise creation.

According to Singh, the centres will run entrepreneurship development programmes along with digital and vocational training. Courses will also be offered in emerging areas such as artificial intelligence, drone operations, electric vehicle maintenance and digital commerce.

Participants will receive support with business registration and compliance requirements, including GST processes, Udyam registration and onboarding to e-commerce platforms.