



Government of Jammu & Kashmir
DIRECTORATE OF INDUSTRIES AND COMMERCE KASHMIR
1st Floor Sanat Ghar, Qamerwari Road (Behind Bemina Woolen Mills) Srinagar-190018
(Planning Section)

Dr. Fayyaz Muhammad,
CEO & Founder, Help Rush
Block -A, STPI (Software Technology Parks of India),
SIDCO, Rangreth, Srinagar-191132

No: DI&C-(K)/PLG/2025/(CC:7716661)/819-iii/1492-95

Dated: 20.08.2025

Subject: Badging of PM Vishwakarma Beneficiaries Approaching for Onboarding on Help Rush Platform

Sir,

This is in context of the interaction held on 06.08.2025, with your team regarding the Help Rush App and the avenues it offers for craftsmen and service providers.

While acknowledging this initiative of establishing a digital marketplace that links skilled workers with potential clients, I recommend badging of PM Vishwakarma beneficiaries who are on-boarded or shall get onboarded on your platform in future. This approach will not only boost the visibility and credibility of the registered artisans and craftspeople but also enhance their access to the market, build customer trust, and promote sustainable livelihoods. The Directorate will facilitate the verification of the credentials of such beneficiaries as and when required. It is expected that the Help Rush will maintain comprehensive record of all the PM Vishwakarma beneficiaries who have been or will get on boarded and issued badges, upon verification by this Directorate.

Yours faithfully

Khalid Majeed (JKAS)

Director, Industries & Commerce, Kashmir

Copy to the:

1. Principal, Government Polytechnic for Women, Srinagar.
2. Mr. Hakim Mohammad Illyas, Stenographer, Government Polytechnic for Women (Incharge, PM Vishwakarma).
3. SL-PMU Resource Persons deployed to this Directorate for PM Vishwakarma Scheme with the request to submit the weekly progress of number of beneficiaries onboarded.