



Enterprising Ladakh

Strengthening the Startup
and Entrepreneurship
Ecosystem of Ladakh



सत्यमेव जयते

Supported by
केंद्र शासित प्रदेश लद्दाख
UNION TERRITORY OF
LADAKH
Higher Education Department



उद्योगितां पुरुषसिद्धयुति ददाति

Implemented by
**Entrepreneurship
Development
Institute of India
Ahmedabad**



“

Be it roads, electricity, water, education, power supply, employment, every direction of Ladakh is transforming.”

Shri Narendra Modi
Hon'ble Prime Minister of India
July 26, 2024



Nestled in the Greater Himalayas, the highest plateau in India... Ladakh was recognized as a Union Territory in 2019. This Northern most Union Territory of India has several cutting edge advantages that make it a credible startup destination. Favorable agro-climatic conditions; salt & fresh water lakes; unique culture, crafts, food and tourist destinations; strategic location & easy connectivity with the mainland; highest intensity of solar radiation in India among several other factors make Ladakh one of the most ideal & congenial destinations for innovations, startups, entrepreneurship and investment.

► The Start up Ecosystem of Ladakh

The 2021 Ladakh Innovation & Startup Policy emphasizes on bringing about a transformative upliftment in the UT, on the fronts of startups and entrepreneurship. It stands on the pillars of sustainable growth and development.



“

Locals will be taken along, and development will be ensured. I am confident that the UT administration will work together with me for the betterment of the region.

”

- Shri Kavinder Gupta, Hon'ble Lieutenant Governor, UT of Ladakh

► Impact of Entrepreneurship Orientation on Education, Innovations & Economic Performance

Given the economic and social benefits of entrepreneurship, it is important to orient students towards the discipline. Youths on college campuses can especially be oriented to adopt entrepreneurial skills, harness resources and learn the dynamics of setting up a business.

The Union Territory of Ladakh abounds in natural richness and human capital. To channelize its resources, the UT envisioned entrepreneurial skill development among its youths. Implementation of entrepreneurship pedagogy and practices could orient more youths towards pursuing self-employment as a career, by building knowledge, skills and attitude in them. Simultaneously, efforts could also be initiated towards building a strong and conducive entrepreneurial ecosystem.

In order to enhance the UTs economic progress by bringing in innovations and ensuring optimum utilization of resources, it was felt that there was a strong need for training, informing and educating young minds to embrace setting up and running a business successfully, under broader vision of Enterprising Ladakh, for the implementation of which EDII got into an agreement with Department of Higher Education, UT Administration of Ladakh.



Enterprising Ladakh is an initiative of Department of Higher Education, UT Administration of Ladakh, being implemented by Entrepreneurship Development Institute of India, Ahmedabad.



August 9, 2024: A Memorandum of Understanding was signed between the University of Ladakh and EDII on to propel entrepreneurship in the region. (2nd from R) Prof. S K Mehta, Vice Chancellor, University of Ladakh and (3rd from L) Dr. Sunil Shukla, Director General, EDII during the MoU signing ceremony, with (3rd from R) Dr. Pawan Kotwal IAS, Pro-Chancellor, University of Ladakh. Also present on the occasion were (R-L) Dr. Shubrat Sharma, Dean Research, University of Ladakh; Dr. Mohd. Rafee, Assistant Professor, University of Ladakh and Dr. Amit Dwivedi, Director, Department of Government Projects, EDII.

Enterprising Ladakh

Vision

To scale new peaks in unleashing entrepreneurial talents and resources leading to promotion of diverse, inclusive and socially responsible enterprises for achieving speedy economic development in the region.

Mission

To drive the growth of UT through:

- Instilling entrepreneurial culture amongst native entrepreneurs.
- Augmenting the supply of entrepreneurs through education, training and business advisory services.
- Facilitating the introduction of entrepreneurship courses in the education system to wean away the youth from job-seeking and motivate them to become entrepreneurs and create jobs for others.

Objectives

- Environment-building initiatives across the Union Territory.
- Capacity building and promotion of existing enterprises for sustained growth.
- Knowledge-driven support to enhance the operations and scalability of existing enterprises.
- Promotion and facilitation of new enterprise creation through structured support.
- Strategic research and development studies focused on the micro and small enterprise sector.
- Set up an Entrepreneurship Development Centre for sustained promotion of entrepreneurship in the region.



- Over the two third participants registered on Enterprising Ladakh Portal are women.
 - Female - 387 ● Male - 184
- Over 70 % Participants have no background in entrepreneurship related training.

- Total participants registered : **571**
- Number of Youths Trained : **200**
- Youth Participation in startup quizzes and B plan competitions : **136**
- Innovative student ideas acknowledged : **10**
- Enterprising Ladakh Centres : **13** centres across the Union Territory of Ladakh
- Project profiles developed : **25**

as on July 31, 2025

► Interventions

EDII in conjunction with the University of Ladakh is committed to address the needs in entrepreneurship education, training, policy research, innovations and incubation support across the Union Territory of Ladakh by undertaking:

Creation of project profiles on emerging business opportunities

Ladakh is known for sustainable energy; ethno-religious tourism, handicrafts, AYUSH and wellness; food-processing; pashmina weaving; crafts and many more potential opportunities. Profiles of viable business opportunities are being readied.

Entrepreneurship Awareness Programmes

Through Awareness Programmes, students are being oriented to understand the benefits that come from adopting entrepreneurship as a career.

Entrepreneurship Development Programmes

Entrepreneurship Development Programmes are aimed at building competencies, skills, knowledge and mindset among youths to set up own enterprises.

Certificate Courses in Entrepreneurship for Schools and Colleges

These courses will be introduced to train school and college going youths about the benefits of pursuing entrepreneurship as a career.

Special Programmes for Creating Micro-Enterprises/ startups

EDII will offer training and handholding support for tapping existing resources and ensuring development of MSMEs. Support such as; skill building, networking, marketing, technology, access to funds etc. will be ensured. The UT territory is powered by favourable agro-climatic conditions, food processing industry, handicraft and wellness sectors, and alluring tourist circuit. Under the project training and counselling will be imparted to prospective candidates so that viable business models could be erected around these opportunities.

*(L) Dr. Sunil Shukla,
Director General, EDII
and his team, during visit
to a Production Unit of
Charkha, a promising
brand for Pashmina items
in the region.*



Faculty Development Programmes/Programmes to develop trainers-motivators

In keeping with the National Education Policy 2020, EDII will undertake Faculty Development Programmes on 'Startup Entrepreneurship and Incubation' for University and Polytechnic/ITI/College and School Teachers so that cadres of trained teacher-mentors are put in place to train, guide and handhold students on their path to entrepreneurship.

Support in Creation of 'Startup, Innovation and Entrepreneurship Policy'

Given EDII's experience in diverse areas, research initiatives and policy formulations for Governments and regulatory bodies, the Institute is commended for its unique competence in probing situations and designing tailor-made initiatives to ensure tangible outcomes. The EDII is extend support in drafting the 'Startup, Innovation and Entrepreneurship Policy' for the UT.

Setting up of Entrepreneurship Development Centre in Ladakh

An exclusive Center devoted to Entrepreneurship Development in Ladakh would sow the seeds of entrepreneurship at an early stage in the life of young women and men from the region, thereby motivating them to consider self-employment and entrepreneurship as a preferred career option. The Center will continuously contribute towards building a strong entrepreneurial ecosystem by reaching out to youths, women and other existing & potential entrepreneurs across sections of society.



About University of Ladakh

The University of Ladakh was established in 2019 and is the only trans-Himalayan Institute of higher learning and research. The University has its headquarters in Leh. The University has Campuses in Leh, Kargil and Stakna and has six-degree colleges as constituent colleges. The University offers core and applied academic programmes. With the intent to pursue research activities the University also offers Ph.D. Programmes in various domains. Through educational, research, and social contributions, It is firmly rooted in the motto of meaningfully transforming country and the region in the coming years. We will shape the future of our society.



About Entrepreneurship Development Institute of India (EDII), Ahmedabad

Entrepreneurship Development Institute of India (EDII), Ahmedabad, an autonomous and not-for profit institute, set up in 1983, is an acknowledged National Resource Institute for Entrepreneurship Education, Research, Training, Institution Building, Innovations, Startups and MSME growth. It is supported by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd., State Bank of India (SBI), and the Government of Gujarat. EDII has been recognized as the CENTRE OF EXCELLENCE by the Ministry of Skill Development and Entrepreneurship, Govt. of India. The Institute works with Central and State Government Ministries and Departments, and with Corporates in a collaborative frame. The Institute's efforts in entrepreneurship have been broad based internationally too, with the setting up of Entrepreneurship Development Centres in Cambodia, Laos, Myanmar, Vietnam, Uzbekistan and Rwanda. EDII conducts a variety of programmes and projects through its 7 regional offices, PAN India branch offices and 6 International Affiliates.





Entrepreneurship Development Institute of India

Bhat, Gandhinagar (Dist) 382 428, Gujarat

Phone: 079 - 6910 4900 / 6910 4999

E-mail: info@ediindia.org • Web: www.ediindia.org / www.ediindia.ac.in

Regional Offices :

Central : Bhopal

1st Floor, 50 New MLA Colony, Behind Canara Bank,
Near Depot Chouraha, Bhadbhada Road, Bhopal-462003, Madhya Pradesh
Phone: +91-755-4260015, 2424015 Email: crob@ediindia.org

Eastern : Bhubaneswar

Plot no. 88, 2nd Floor, District Centre,
Chandrasekharpur, Bhubaneswar, Khurda-751 016, Odhisha
Phone: 0674-2747712 Email: ediero@ediindia.org; erob@ediindia.org

National Capital Region : New Delhi

303, Akashdeep Bldg., Barakhamba Road, New Delhi-110 001.
Phone: 011-40115698 Email: ncro@ediindia.org

Northern : Lucknow

7, Meerabai Marg, Dady Villa, Hazrat Ganj,
Lucknow-226 001, Uttar Pradesh
Phone: 0522-2209415 E-mail: nrol@ediindia.org

Northern-Eastern : Guwahati

1st Floor Abhiguna Residency, Opp Radisson Blu Hotel,
Gotanagar, Guwahati, Assam-781011
Phone: 0361-3105560 E-mail: nerog@ediindia.org

Southern : Bengaluru

Santa Monica, 2/2C, 1st Floor, Hayes Road,
Shanthala Nagar, Richmond Town, Bengaluru, Karnataka-560025
Phone: 080-2311 9360/9361 Email: srob@ediindia.org

Western : Vapi

213, 214 & 215, Fortune Square Extn.-2, Vapi Daman Road,
Chela, Vapi Ta-Vapi, Dist. Valsad-396 215, Gujarat
Phone: +91-260-2403434 Email: wrov@ediindia.org

Uttarakhand : Devbhoomi Udyamita Yojana Office :

Doon University Campus (Nr. Main Gate),
Dehradun, Uttarakhand 248001
Phone: 0135 – 2974961
E-mail: duy-uttarakhand@ediindia.org

Goa Office :

5th Floor, EDC Complex,
Dr. A.B. Road, Panaji, Goa 403001
Phone: 91820 02852
Email: goa@ediindia.org

Chhattisgarh : Raipur Office

105, First Floor, Shreeji K Heights, Kalpataru Colony,
Amlidih, Raipur, Chhattisgarh 492006
Phone: 0771-4346712
E-mail: sheeba@ediindia.org

Ladakh : Leh Centre

Near J&K Bank, University of Ladakh,
Leh Campus, Taru, Leh UT-Ladakh - 194101
Phone: 8707728907, 9906207337
E-mail: enterprisingladakh@ediindia.org

EDII Affiliates :

- Lao-PDR India Entrepreneurship Development Centre (LIEDC), Vientiane
- Myanmar-India Entrepreneurship Development Centre (MIEDC), Yangon
- India-Uzbekistan Entrepreneurship Development Centre (IUEDC), Tashkent
- Cambodia-India Entrepreneurship Development Centre (CIEDC), Phnom Penh
- Vietnam-India Entrepreneurship Development Centre (VIEDC), Hanoi
- Rwanda-India Entrepreneurship Development Centre (RIEDC), Kigali