



केन्द्र शासित प्रदेश लद्दाख का प्रशासन

Administration of Union Territory of Ladakh

Department of Higher Education

Enterprising Ladakh



Districts of Implementation

Leh, Kargil, Zaskar, Drass,
Sham, Nubra, Changthang

Training Module //

Implemented by



**Entrepreneurship Development Institute of India
Ahmedabad, Gujarat**

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ENTERPRISING LADAKH

Enterprising Ladakh is an initiative of the Department of Higher Education, Union Territory of Ladakh, being implemented by the Entrepreneurship Development Institute of India (EDII), Ahmedabad, Gujarat.

Under this initiative, youth will be trained across various domains of entrepreneurship, including the development of project profiles, preparation of detailed project reports, creation of new enterprises, and diversification of existing ones.

VISION

To scale new heights in harnessing entrepreneurial talents and resources, fostering the growth of diverse, inclusive, and socially responsible enterprises, and driving the region's rapid economic development.

MISSION

To cultivate an inclusive and vibrant entrepreneurial ecosystem in Ladakh by nurturing local talent, instilling entrepreneurial values, and equipping individuals—especially youth and underserved communities—with the knowledge, skills, and support required to build sustainable enterprises. The ultimate goal is to establish Ladakh as a model region for grassroots innovation, enterprise-led development, and community prosperity.

INTERVENTIONS

Environment
Mapping and
Business Opportunity
Identification

Environment Building
& Entrepreneurship
Awareness

Training,
Skilling &
Research

Support to
Existing
Enterprises

Portal &
Dashboard



*Director General EDII Dr. Sunil Shukla meeting with
Hon'ble Lt. Governor and Hon'ble Chief Secretary on 10th July 2024*



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Introduction to Entrepreneurship: Think Like an Entrepreneur

The act of identifying a problem or need and creating a solution (product or service) that adds value and is sustainable. Entrepreneurs are opportunity creators, not just business owners. Entrepreneurship is not just about money; it's also about solving problems, creating impact, and being self-reliant. Entrepreneurship is designing, launching, and running a new business, typically starting as a small enterprise. Entrepreneurs are often seen as innovators, bringing new ideas, products, and services to the market.

The importance of entrepreneurship lies in its ability to drive economic growth, create jobs, and foster innovation. Entrepreneurs play a crucial role in transforming economies by introducing new technologies and business models that can lead to increased productivity and competitiveness.

Entrepreneurs can be categorised into various types based on motivations and business models. Social entrepreneurs focus on creating social value and addressing societal challenges. Serial entrepreneurs repeatedly start new businesses, often selling them once they become successful. Lifestyle entrepreneurs prioritise personal satisfaction and work-life balance over rapid business growth. Understanding these different types helps recognise the diverse motivations and approaches within the entrepreneurial ecosystem.

Common Myths about Entrepreneurs

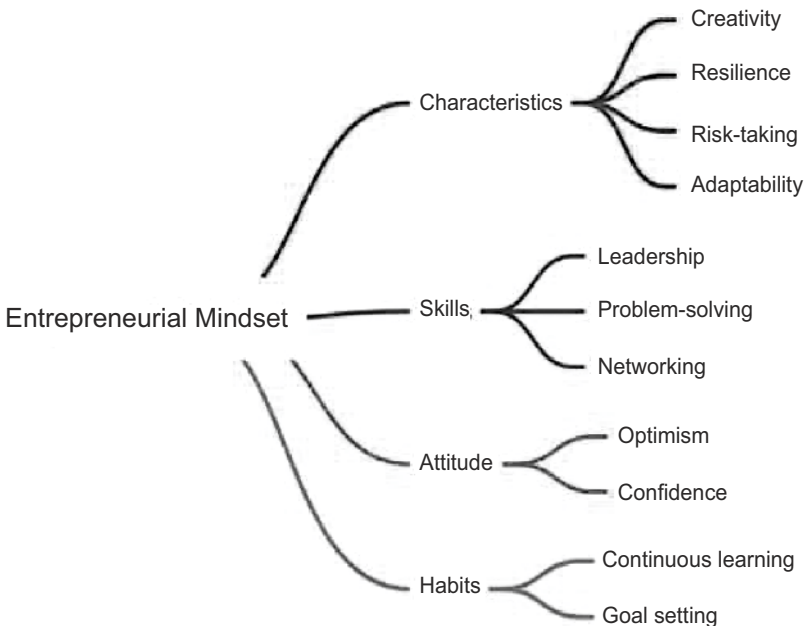
Myth	Reality
Entrepreneurs are born, not made	Anyone can learn to be entrepreneurial
You need a lot of money to start	Many successful startups began with very little
It's only for business students	Entrepreneurship is for everyone—tech, arts, agriculture, etc.
You must have a perfect idea	Success comes from starting, learning, and improving

Entrepreneurial Mindset

An entrepreneurial mindset is a way of thinking and behaving that helps you identify and act on opportunities. Thinking about an idea, exploring it through research and trials, and making sure things keep improving while going through the trials. It is all mindset and helps a person reach higher levels of thought process and entrepreneurial success.

Successful entrepreneurs often share specific characteristics, such as a willingness to take risks, a high level of innovation, resilience in the face of failure, and adaptability to changing market conditions. The entrepreneurial mindset involves a proactive approach to identifying opportunities, solving problems creatively, and persisting despite setbacks. Cultivating this mindset is essential for aspiring entrepreneurs to navigate the challenges of starting and growing a business.

Features of Entrepreneurial Mindset



“Entrepreneurs are not problem avoiders; they are problem solvers.”



Key Traits of an Entrepreneurial Mindset

Initiative	Proactive attitude, willingness to act.
Creativity	Seeing problems as opportunities.
Risk-Taking	Calculated risk, not recklessness.
Resilience	Learning from failure and trying again.
Problem Solving	Focus on solutions, not obstacles.
Adaptability	Open to change, willing to pivot.
Vision	Think big, but start small.
Curiosity	Constantly learning, asking questions.

Understanding Entrepreneurial Motivation

Entrepreneurial motivation refers to the internal and external factors that drive individuals to pursue entrepreneurial activities. Key motivators include:

Desire for Independence: Many entrepreneurs are motivated by the desire to be their bosses and have control over their work environment. This independence allows them to pursue their passions and make decisions that align with their values.

Financial Incentives: The potential for financial gain is a significant motivator for many entrepreneurs. The prospect of creating wealth through successful business ventures encourages individuals to take risks and invest in their ideas.

Social Impact: A growing number of entrepreneurs are driven by the desire to impact their communities or address social issues positively. This social entrepreneurship mindset fosters innovation aimed at solving pressing societal challenges.

Personal Fulfilment: For many, entrepreneurship offers a sense of achievement and personal growth. The ability to turn ideas into reality and overcome challenges provides intrinsic rewards that motivate individuals to persist in their endeavours.

Competencies Required for Successful Entrepreneurship

To navigate the complexities of starting and running a business, entrepreneurs must develop a range of competencies:

Problem-Solving Skills: Effective entrepreneurs possess solid problem-



solving abilities that enable them to identify challenges and devise innovative solutions. This competency is crucial for adapting to changing market conditions and customer needs.

Financial Literacy: Understanding financial concepts such as budgeting, cash flow management, and investment strategies is essential for sustaining a business. Entrepreneurs must be able to make informed financial decisions to ensure long-term viability.

Marketing Acumen: In the digital age, effective marketing strategies are vital for reaching target audiences. Entrepreneurs need to understand digital marketing tools and techniques to effectively promote their products or services.

Networking Skills: Building relationships with customers, suppliers, and other stakeholders is crucial for business success. Networking skills enable entrepreneurs to create valuable connections that can lead to partnerships, collaborations, and new opportunities.

Adaptability: The ability to pivot in response to market changes or unforeseen challenges is a crucial competency for entrepreneurs. Adaptability can mean the difference between success and failure in a fast-paced digital environment.

Entrepreneurship Types

Small Business Entrepreneurship	This includes local businesses like shops, salons, and service providers, such as Kirana stores and <i>tailoring units</i> .
Startup Entrepreneurship	Innovation-driven businesses are aiming for fast growth and scalability. Example: <i>Zomato, Ola, Zerodha</i> .
Social Entrepreneurship	It focuses on solving social problems with sustainable business models, such as SELCO (solar solutions for rural India) and <i>Goonj</i> .
Rural Entrepreneurship	Entrepreneurs operating in rural areas, often in agriculture, handicrafts, or rural tourism. Example: <i>Agritech startups like DeHaat and ventures promoting Pashmina in Ladakh</i> .



Corporate Entrepreneurship	Innovation within large companies by employees. <i>Example: TCS and Reliance are encouraging internal innovation hubs.</i>
Digital Entrepreneurship	Internet-based businesses like e-commerce, edtech, and fintech. <i>Example: BYJU'S, Paytm, Meesho.</i>

Ideation and Business Planning: Shaping Ideas into Enterprises

Ideation: The Birth of a Business Idea

Ideation is the creative process of generating, developing, and communicating new ideas. This is the first and most essential step in entrepreneurship. The idea can be an imagination, thought, experience, or solution. Anything can be an Idea, but it becomes a business idea only when you dream of making something out of it.

Ideation is the creative process of generating, developing, and refining new business ideas. It's the first step toward building a successful venture and solving real-world problems.

Problem Identification

Spot an unmet need, pain point, or gap in the market and recognise the opportunity. Identify trends, shifts in consumer behaviour, or innovations. All this leads to idea generation through brainstorming, mind mapping, the SCAMPER method, idea validation and feasibility through market research, feedback from potential customers, and small-scale prototyping.

The Entrepreneurship Process

While understanding the entrepreneurial process, the rightful question arises: *"What are the major stages involved in the entrepreneurship process?"* The flowchart below will give you a detailed understanding of the various stages involved in the entrepreneurial process. These stages follow similar steps in both manufacturing and service-based businesses. An

entrepreneurial process takes you from an initial idea to a complete business venture creation.

Table: Entrepreneurship Process

1
<i>Self-Discovery:</i> Understanding your strengths and weaknesses and identifying your passion will enable an entrepreneur to look for the correct opportunity.
2
<i>Problem Identification and Idea Exploration:</i> Once you have an idea, look for how that solves the problem or caters to the needs of people. Your idea will be a proposed solution to that problem.
3
<i>Market Research:</i> Sufficient research, observation, and interaction with potential customers will help you understand people's needs and enable you to conceptualise the right business idea. Use your research and experience to define your problem or need.
4
<i>Viable Product Development:</i> Once you gain insight from your market research, you start developing your product/service. This may differ from what you initially thought, as your inferences from market research and other internal and external analyses will guide you in developing your product.
5
<i>Market Testing:</i> Market tests start after the final prototype of the product/service has been designed. This phase is most effective once you have a minimum viable product.



6

Business Planning: Your business plan is a written document comprising market analysis, business description, product or service, marketing and sales, operations and team, financial statements, funding, and development. The plan will help you to chalk out the path of action smoothly.

7

Financing: There are various sources of funding that you may look into. You may start with your savings or approach family and friends. You may also go for a partnership, take a loan from banks or financiers, or go for crowd funding. Also, you may approach different government schemes for grants.

8

Launch: After fulfilling your business plan and financing, you start your business and begin functioning.

9

Growth: In this phase, you grow, expand, scale up or diversify your business. An entrepreneur always looks forward to an exciting future, full of growth and development, or at least a continuation.

10

Harvest: This is an optional stage. In this stage, much later in your business, you may want to exit or be acquired by another company. This allows you to pursue other venture opportunities and start a new entrepreneurial journey.

Steps to Shape your Idea into a Business Plan

Sl. No	Steps	Action
1	Identify a Problem or Need	Start with a real problem you or others face. Ask: "What pain point am I solving?"
2	Idea Generation (Brainstorming)	Think of various solutions. Use techniques like mind mapping, SCAMPER, or the "5 Whys".
3	Validate Your Idea	Talk to potential customers. Run surveys, small trials, or pilot versions (MVP – Minimum Viable Product).
4	Define Your Value Proposition	What makes your idea unique? How does it benefit the customer better than others?
5	Build a Business Model	Key partners Value propositions Customer segments Revenue streams Cost structure Product or service
6	Market Research	Analyse your target audience, competitors, market size, and trends

SWOT Analysis

SWOT analysis is a powerful tool to understand a new business idea. It is a small but powerful process. It gives entrepreneurs a clear view of their current position and helps them know how to be more successful. 'SWOT' stands for *Strengths, Weaknesses, Opportunities, and Threats*. Through this technique, businesses can discover their strengths and potential weaknesses and identify their long-term competitive differentiation and potential threats. New entrepreneurs can use this technique to verify business ideas, find the scope of the market entry and make future predictions.

Strengths <ol style="list-style-type: none">1. What is our competitive advantage?2. What resources do we have?3. What products are performing well?	Weaknesses <ol style="list-style-type: none">1. Where can we improve?2. What products are underperforming?3. Where are we lacking resources?
Opportunities <ol style="list-style-type: none">1. What new technology can we use?2. Can we expand our operations?3. What new segments can we test?	Threats <ol style="list-style-type: none">1. What regulations are changing?2. What are competitors doing?3. How are consumer trends changing?

Evaluate your ideas based on the following

Market Demand: Is there a real need?

Technical Feasibility: Can it be made or delivered?

Financial Viability: Will it be profitable?

Personal Interest & Capability: Do you have the skills/resources?

Entrepreneurship and the Ecosystem

Recently, India has seen a growth in the government's effort to promote entrepreneurship in both sustenance and transformational contexts. Young entrepreneurs with knowledge-intensive venturing offer new hopes with a rising number of startups. In today's India, you will see youths with relevant talents. They do not shy away from converting their acquired knowledge into innovative products and services. Moreover, these vibrant and dynamic youths aspire to be world leaders in the goods and services they have identified, discovered, evaluated, and marketed.

What does the term "environment/ecosystem mean? In any society, the environment includes life's religious, educational, political, and social aspects. An economic opportunity is one of the primary requirements for entrepreneurship to flourish. However, its rise and expansion depend on specific environmental forces that promote or discourage entrepreneurial thinking, behaviour, and efforts.

Social Factors

Every society has certain cultural practices and values which influence the actions of individuals. These practices and values have evolved over the centuries. It should be fair to presume that where social flexibility and mobility are relatively more straightforward, the prospects of entrepreneurship would be better. Certain societies encourage innovations and new ideas, thus approving entrepreneurs' actions and rewards like profits. In a country like India, social(value system) and cultural issues hold their importance, besides issues related to infrastructure.

Education Policies

Our educational methods are changing in today's era. However, the emphasis is still on preparing students for regular jobs rather than making them capable enough to begin something new and stand on their feet. However, the recently announced 'National Education Policy 2020' is expected to change the present system significantly. The interventions are strongly trying to get the changes required to sensitise the younger generation about entrepreneurship, nurturing innovation and creativity amongst students.

Government Policies

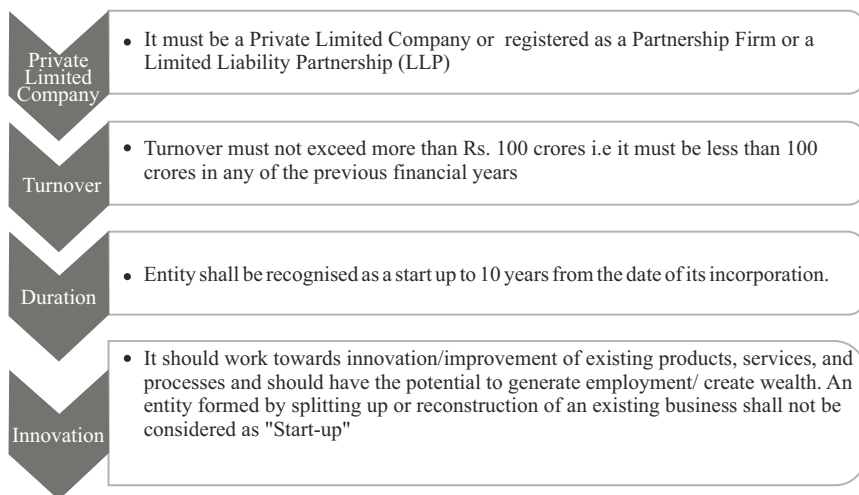
The government/ society must ensure the availability of required resources

for the entrepreneurs and their accessibility. This is because the successful entrepreneur contributes to the well-being of society. Policies relating to various aspects like prices, the availability of capital, labour, and other inputs, demand structure, taxation, income distribution, etc., affect the growth of entrepreneurship to a large extent. Promotional Government activities such as incentives and subsidies contribute substantially to entrepreneurial performance.

Startup Definition

According to the government notification released by the Ministry of Commerce and Industry (Department for Promotion of Industry and Internal Trade), an entity shall be considered a startup in India per G.S.R. 364 (E) guidelines when it fulfils.

Figure: DPIIT Startup definition components



Enablers of Startup Ecosystem in India

Sl. No	Steps	Options
1	Funding Support	Venture Capital & Angel Investors Government schemes like the Fund of Funds for Startups (FFS), Startup India Seed Fund Scheme
2	Incubators and Accelerators	Institutions like Atal Incubation Centres, T-Hub, and IIT-based incubators
3	Government Policies and Initiatives	Startup India Initiative Stand-Up India Scheme Digital India, Make in India
4	Academic and Research Institutions	IITs, IIMs, and other universities play a significant role in ideation, innovation, and Startup creation.
5	Digital Infrastructure	Expanding internet penetration and tools like UPI and Aadhaar that support digital business operations
6	Market Access & Ease of Doing Business	Policies easing company registration, patent filing, and GST compliance

Startup Ecosystem in Leh-Ladakh

The startup ecosystem is a network of interconnected entities—startups, investors, incubators, accelerators, educational institutions, government agencies, and support organisations that work together to support innovation and entrepreneurial growth.

Leh-Ladakh, though geographically remote, has been showing promising signs of startup activity in recent years, particularly in areas like eco-tourism, clean energy, handicrafts, agriculture, and sustainable development.

Key Features of Leh Ladakh's Startup Ecosystem:



Traditional and modern Business Opportunities to engage youth

These opportunities can be obtained based on training policies and creating an entrepreneurial mindset among the young generation. Connecting the local population to these business ideas and business done in and outside the region is also essential.

1. Agriculture, Livestock, horticulture and floriculture businesses

- Fruit and Vegetable cultivation (Greenhouse)
- Farm-to-consumer businesses
- Cold storage for both inter-UT imports and exports of fruits and vegetables
- Flower cultivation (Floriculture), interstate transfer and flower exports
- Medicinal plants cultivation

2. Food processing and fruit processing businesses

- Dried veggies and forest herbs
- Himalayan medicinal plants and garlic paste
- Product-based innovation in flour and rice



- Dried vegetables
- Apple chips, jam and ready-to-eat paste
- Apricot, Pear juice, paste, and drinks
- Himalayan herbs, traditional medicine
- Apple Cider vinegar
- Organic farming
- Regional fruit processing other than known fruits
- Dry fruits like walnuts, resins, almonds

3. Tourism and Manufacturing

- Government-recognised tourist shopping corners
- River voyage
- Identifying representative villages and guides
- Tourism Hotspots
- Bus ride, bike ride and car ride businesses
- Tour and travel businesses
- Unconventional restaurant: Igloo, Wood inspired, Glass inspired, flower-inspired
- Photoshoot, celebration and wedding venue businesses
- Sports goods business

4. Handicrafts and Handloom products

- Shawl making
- Wool processing units
- Pashmina processing units
- Jewellery-making units (silver and artificial)
- Traditional dresses and suits making
- Painting and artistry works
- Hand stitching arts
- Carpet manufacturing
- Wood carving
- Wood design and roof decorations
- Modular kitchen designs



Innovation and IPR

Innovation is developing new ideas, products, services, or methods to improve existing solutions. It can be technological, social, or business-oriented and is critical for economic growth, competitiveness, and social development. Innovations can be minor improvements that we make in everyday life. Innovation is also a mindset. It is more about how we think about the problem than how we can solve it.

Importance of Innovation

Innovation drives productivity and opens up new industries and job opportunities, leading to economic growth.

It helps businesses stay ahead in global and local markets, leading to a competitive advantage.

Every innovation brings a new solution to an existing problem, and varied approaches can address healthcare, education, agriculture, and environmental protection challenges and create solutions to social issues.

Innovations improve access to services, convenience, and sustainability, enhancing the quality of life.

Examples of Innovation

UPI (Unified Payments Interface): Developed by the National Payments Corporation of India (NPCI), UPI revolutionised digital payments, making transactions fast, secure, and widely accessible.

EV Revolution: The electronic vehicle is one of the most relevant innovations in the current times. From buses to scooters, everything is powered by electricity.

Drone Technology: Conceived for a specific purpose, drones are now used for agriculture, goods delivery, fire extinguishers, video shooting, warfare, and more.

Jugaad Innovation: This is a uniquely Indian approach to frugal and flexible innovation. Examples include low-cost water purifiers like Tata Swach and compact electric vehicles like the Reva (now Mahindra e2o).

ISRO's Mars Mission (Mangalyaan): India became the first Asian nation to reach Mars orbit and the first in the world to do so in its maiden attempt, at a fraction of the cost of similar missions.

E-Vidya and DIKSHA Platforms: Government-led digital learning



platforms that became crucial for delivering education during the COVID-19 pandemic.

Intellectual Property Rights and Their Importance

Intellectual Property Rights (IPR) are legal rights granted to creators and inventors to protect their intellectual creations and innovations. These rights ensure that the original creators can control and benefit financially from their inventions, designs, brands, artistic works, and technological innovations.

Types of IPR

Patent	Protects inventions and innovations (e.g., a new machine or process).
Trademark	Protects brand names, logos, slogans, and symbols that distinguish products or services.
Copyright	Protects original literary, artistic, and musical works.
Designs	Protects the unique visual design of objects (e.g., fashion, furniture, Machinery, and equipment).
Geographical Indications	Identifies products with specific geographical origins and qualities (e.g., Darjeeling Tea, Pashmina, and Kashmiri Saffron).

BUSINESS PLAN

A business plan is a strategic document that outlines the path from idea to successful execution.

Key Components of a Business Plan

Market Analysis Target audience Competitors, Market size and trends	Marketing & Sales Strategy Pricing, Promotion Distribution	Product/Service Details Features, benefits, uniqueness
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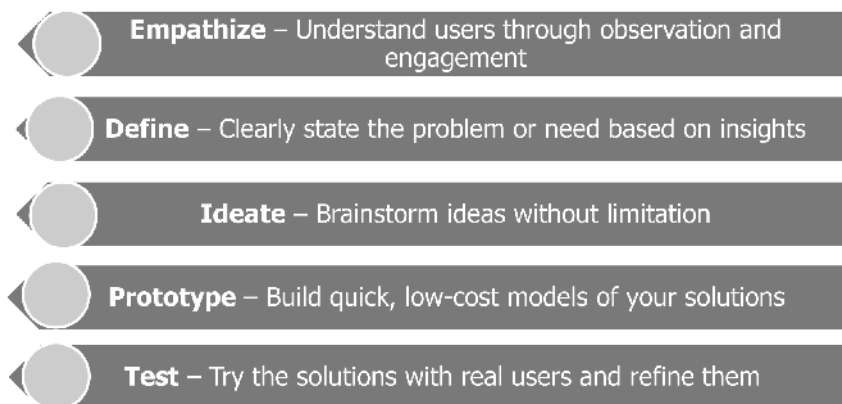
Organisation & Management Business structure Team and roles	Financial Projections Startup costs Revenue forecasts Break-even analysis Funding requirements	Legal & Formal Requirements Business registration (e.g., MSME, GST, FSSAI for food businesses, Licenses and permits, IP protection
Resource Mobilisation Hiring the right team, Bootstrapping, loans, investors, grants, Machinery, land, raw materials	MVP (Minimum Viable Product) & Prototyping Launch a basic product version to test in the market, gather feedback and iterate.	Launching the Enterprise Set up operations Marketing plans, Start sales and distribution Manufacturing, Supply chain, Quality control
Monitoring, Evaluation & Scaling Track performance via KPIs Adapt based on feedback Plan for expansion (new markets, products)		Risk Analysis & Contingency Plans



Design Thinking

Design Thinking is a human-centred, problem-solving approach to understand user needs, challenge assumptions, and create innovative solutions. It is widely used in startups, product design, education, and social innovation.

Five Stages of Design Thinking



Funding Avenues for Budding Startups

Raising capital is one of the most crucial steps for early-stage startups. Below are the key funding sources available to entrepreneurs in India:

Sl. No	Steps	Action
1	Bootstrapping (Self-Funding)	Using personal savings or money from friends and family. It is ideal for early stages to retain complete control.
2	Government Schemes & Grants	Startup India Seed Fund Scheme (SISFS) Up to Rs. 20 lakhs for validation and Rs. 50 lakhs for commercialisation. Pradhan Mantri Mudra Yojana (PMMY) Atal Innovation Mission & Atal Incubation Centres (AICs) SIDBI (Small Industries Development Bank of India)



3	Angel Investors	High-net-worth individuals who fund early-stage startups. Provide not only money but also mentorship and networks. Examples: Indian Angel Network (IAN), Mumbai Angels
4	Venture Capital (VC) Firms	Professional firms that invest in startups with high growth potential. Usually, invest after some traction. Top Indian VCs: Sequoia India, Accel, Blume Ventures, Nexus Venture Partners.
5	Incubators & Accelerators	Provide early-stage startups with funding, mentorship, and office space. Often run by academic institutions, corporations, or governments. Examples: T-Hub (Hyderabad), CIIE (IIM Ahmedabad), NSRCEL (IIM Bangalore), Startup Oasis (Jaipur).
6	Bank Loans & NBFCs	Suitable for startups with assets or a stable business model. Public sector banks and private NBFCs like Bajaj Finserv and Lendingkart offer startup loans.
7	Crowdfunding Platforms	Raise small amounts of money from many people online—platforms: Ketto, Wishberry, Fuel A Dream (mainly for creative or social startups).
8	Corporate Venture Funds	Big companies are investing in startups aligned with their business. Examples are Reliance JioGen Next, Google for Startups, and Flipkart Ventures.
9	Equity vs Debt Financing	Equity: Giving away ownership in exchange for funding. Debt: Borrowing money to be repaid with interest (without giving up control).

Government Schemes for Startup Support in Ladakh

Steps	Action
Startup India Initiative	Offers tax exemptions (3 years), fast-tracked patent filing, self-certification for labour laws, and funding support.
Startup India Seed Fund Scheme (SISFS)	Grants of up to Rs. 20 lakhs for the idea stage and Rs. 50 lakhs for product development or commercialisation.
Pradhan Mantri Mudra Yojana	Loans up to Rs. 10 lakhs under three categories: Shishu, Kishor, and Tarun.
Pradhan Mantri Mudra Yojana (PMMY)	Loans up to Rs. 10 lakhs under three categories: Shishu, Kishor, and Tarun. Supports micro and small enterprises, including traders, artisans, and agri-based units in Ladakh.
Atal Innovation Mission (AIM)	Includes Atal Incubation Centres and Atal Tinkering Labs. Focus on school-level innovation and incubation for youth.
Stand-Up India Scheme	Loans between Rs. 10 lakhs and Rs. 1 crore for SC/ST and women entrepreneurs. Helps marginalised groups in Ladakh access institutional funding.
TREAD Scheme for Women	Training and entrepreneurship development funding for women is provided through NGOs, particularly in remote and tribal areas like Ladakh.
Ladakh Startup Policy (2022) Draft	Financial assistance for setting up businesses, incubation and R&D, Mentoring and capacity building Focus sectors: Streamlining Regulatory Environment, Promoting Entrepreneurship at



	Academic Institutions, handicrafts (e.g. Pashmina), Healthy Matchmaking of Startups and Government, eco-tourism, organic farming, and cold-climate technologies.
Ladakh Skill Development Mission (LSDM)	Promotes vocational training and entrepreneurship skill-building across Leh and Kargil
Support for Eco-Friendly and Traditional Products	The government promotes sustainable businesses (e.g. solar dryer startups, traditional food processing units).
Promotion of Local Handicrafts and GI Tagging	Pashmina, apricot products, and wool-based items are supported under government schemes for local branding, export, and GI registration.

Choosing a Business Structure

Sole Proprietorship: Easy to start, single owner

Partnership: Shared ownership and responsibility

Limited Liability Partnership (LLP): Limited liability with partnership benefits

Private Limited Company: Separate legal entity, more formal structure

The choice affects taxes, liability, and compliance.

Startup Pitch and its Components

A pitch is a short, persuasive presentation of your business idea to potential investors, partners, customers, or mentors.

Problem Statement: What are you solving?

Solution: Your product/service and how it solves the problem.

Market Opportunity: Size and demand of the market.

Business Model: How will you make money?

Traction: Any achievements, sales, or user growth (if available).

Team: Who are you, and what are your strengths?



Every Enterprise Needs

Financial Resources: Initial capital, working capital (from savings, bank loans, investors, etc.)

Human Resources: Skilled labour, technical staff, management

Physical Resources: Land, Machinery, technology, raw materials

Resource planning is critical for smooth operations and cost control.

Branding and Marketing Strategy: To attract and retain customers, you need a strong brand and marketing plan

Brand Identity: Name, logo, tagline

Marketing Channels: Social media, local advertising, partnerships

Pricing Strategy: Competitive and value-based pricing

Sales Plan: Distribution channels (online, retail, wholesale)

Notes

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ABOUT ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA (EDII)

Launched in 1983, EDII is a National Resource Institute in entrepreneurship education, research, training, capacity building, institution-building, MSME growth and startup incubation. The Institute has been set up with the support of premier financial institutions, viz; the IDBI Bank Ltd; ICICI Ltd; IFCI Ltd; State Bank of India and with the backing of the Government of Gujarat. EDII stands on the belief that 'Entrepreneurs are not just born but can also be created by training and well-conceived interventions'.

The Institute was set up during times when there were more disbelievers than believers in entrepreneurship. Since then, it has evolved, curating successful training models, most of which are being replicated widely. The Institute successfully established the credibility of entrepreneurship as a development tool and went on to get recognized as the CENTRE OF EXCELLENCE by the Ministry of Skill Development and Entrepreneurship, Govt. of India.

EDII also undertook the task of institution building by setting up entrepreneurship development centres in several states of the country including initiation of ED centres in many more new states/UTs, such as: Goa, Uttarakhand, Chhattisgarh, Ladakh etc. This effort was broad-based internationally too, with the setting up of Entrepreneurship Development Centres in Cambodia, Laos, Myanmar, Vietnam, Uzbekistan and Rwanda.

EDII activities and projects have been focussed on Policy Advocacy, Knowledge and Research; Entrepreneurship Education; Government Projects; CSR Partnerships; SME Development; Innovation & Technology, and International Outreach. Institute's Technology Incubation Centre, CrAdLE (Centre for Advancing and Launching Enterprises), set up with the support of Department of Science and Technology, Govt. of India, is focused on incubating start-ups in the potential areas of food/agri business, renewable energy and healthcare.

EDII is committed to the goal of boosting entrepreneurship across segments and sectors through innovative models, projects and programmes, thus effectively leading the country towards the mandate of Viksit Bharat.



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Enterprising Ladakh

Districts of Implementation



Kargil



Leh



Zaskar



Changthang



Sham



Nubra



Drass