

Ladakh eyes robust Startup base through skilling, incubation and market linkages

LG reviews plan to expand market access for Ladakhi Startups

■ EARTH NEWS SERVICE

LEH: In a calibrated move to scale up entrepreneurship in Ladakh, the Entrepreneurship Development Institute of India and the Union Territory administration have drawn up a detailed roadmap centred on youth-led enterprises, improved market linkages and integration with e-commerce platforms, signalling a shift towards a more structured startup ecosystem in the region.

The contours of this strategy emerged during a review meeting chaired by Lieutenant Governor Vinai Kumar Saxena, where officials assessed the progress of the



Entrepreneurship Ladakh programme and deliberated on next-phase interventions to strengthen enterprise de-

velopment across districts.

At the core of the plan is an effort to build a steady pipeline of student entrepre-

neurs by embedding targeted support in colleges and industrial training institutes. The approach includes fo-

cused inputs on product design, packaging and branding, coupled with facilitating access to online marketplaces to help local ventures move beyond limited regional demand.

Officials indicated that connecting Ladakhi entrepreneurs to national platforms—both physical and digital—would be critical in expanding the commercial viability of local products, many of which remain constrained by scale and visibility.

The EDII delegation, led by Director General Dr. Sunil Shukla, presented an overview of outcomes achieved so far, particularly in skill development ► P11