



सत्यमेव जयते

Government of India
Ministry of Commerce and Industry
Department for Promotion of Industry and Internal Trade

#startupindia

➤ STATES' STARTUP RANKING 2022 ➤
EMERGING ECOSYSTEMS



LADAKH



TABLE OF CONTENTS

States' Startup Ranking 2022	5
Union Territory (UT) Startup Ecosystem	6
Startup Policies and Incentives	6
Highlights of UT Startup Ecosystem	7
Key Initiatives Driving Growth	7
Institutional Support	9
Introduction	9
UT Performance	9
Way Forward	9
Fostering Innovation & Entrepreneurship	10
Introduction	10
Way Forward	10
Access to Market	11
Introduction	11
Way Forward	11
Incubation and Mentorship Support	12
Introduction	12
Way Forward	12
Funding Support	13
Introduction	13
Way Forward	13
Capacity Building of Enablers	14
Introduction	14
Way Forward	14
Roadmap to a Sustainable Future	15
Introduction	15
Way Forward	15
Annexure	16
List of Figures	16
Abbreviations	17

States' Startup Ranking Results 2022

Ladakh participated in 5 Action Points of the Ranking Framework 2022. Ladakh performance in each of the Reform Area has been graphically represented. Data presented below is the percentile score, which is the relative performance of the State in each Reform Area as compared to other participating States/UTs.

For example, if Ladakh has a score of 100th percentile in the 'Institutional Support' Reform Area, this implies that the State has scored higher than all the participating States/UTs in that Reform Area.

Ladakh has been evaluated on seven Reform Areas that have a significant contribution towards propelling the startup ecosystem in the State. Detailed analysis with insights into the initiatives taken by the State to promote its startup ecosystem are discussed in the subsequent sections.



STARTUP ECOSYSTEM

Ladakh is a union territory in the northern part of India. It is newest UT formed in 2019. Ladakh is a high-altitude desert region, with an average elevation of over 3,000 meters. Ladakh covers about an area of 45,000 square miles (117,000 square km).

The population of Ladakh is around 270,000 people. Ladakhi, Tibetan, Urdu and Balti are the official languages of Ladakh. However, Tibetan and Ladakhi are most common languages spoken by the locals.

Agriculture is a traditional livelihood in Ladakh. Tourism is a major source of income for the local population, and it supports a wide range of businesses, including hotels, restaurants, tour operators, and handicraft shops. Ladakh is also known for its apricot orchards and pashmina goats.

Startup Policies and Incentives

The Ladakh startup ecosystem is still in its early stages of development, but it has the potential to grow rapidly in the coming years. The union territory has a number of unique advantages that make it an attractive place to start a business. The government of Ladakh is also supportive of startups and has introduced a number of policies to support their growth.

UT has not exclusive Startup policy but under different policies and Schemes, UT offers incentives to Industry setup including Startups¹.

Ladakh Electric Vehicle and Allied Infrastructure Policy 2022*

- 1.Capital subsidy
- 2.Training-based certification and placement programme to EV industry helping them to develop the skills and knowledge

Highlights of Ladakh Sustainable Industrial Policy 2022-27*

- Providing special incentives for Women, especially abled persons
- Reimbursement of expenditure incurred towards in preparing DPR
- Reimbursed Stamp Duty and Registration fee to new units
- Reimbursement of purchase and installation of green and environmentally friendly technology
- Reimburse of expenditure incurred towards the procurement of technology, machinery, and equipment

¹Ladakh: A Land of Opportunity for Business and Investment | Invest India

*From secondary research sources

Highlights of UT Startup Ecosystem

The UT Administration has undertaken several initiatives to boost Startups in the UT.

40+

Startups Recognised in period of consideration

Participation in Dubai World Expo 2020 to show case Ladakh products

3 Days Training program on Food Processing & Value addition of Agri-Horti products

Key Initiatives Driving Growth

• Student Startup Entrepreneurship Development Program

Knowledge Support: UT Ladakh conducted an Awareness Campaign in collaboration with the Directorate General of Foreign Trade (DGFT), Export Credit Guarantee Corporation of India (ECGC), Federation of Indian Export Organisations (FIEO), and Sayaansh, an e-commerce portal. The session covered various topics such as Issuance of IEC code, incentive schemes, e-Commerce, how exporters can safeguard their shipments and money of exports.

Capacity Building: A 3-day training program on food processing and value addition of agri-horti produces was organized in Ladakh for budding entrepreneurs and Self-Help Group (SHG) members. The program covered a variety of topics, including new drying techniques for apricot, crispy fruit technology, sea buckthorn processing, value addition, candy/jam preparation, and industrial visits.

A 3-day training program on seabuckthorn, apricot, and pashmina under the One District One Product (ODOP) scheme begins at NIELIT Hall, Leh. The training is organized by Industries & Commerce Department UT Ladakh in collaboration with Invest India Team.

Marketing Support: UT Ladakh participated in the Dubai Expo for two weeks to showcase its unique products.



Institutional Support

Introduction

Institutional Support focuses on the facilitation and execution of the State/UT Startup policy through a comprehensive user-friendly portal and specific incentives provided by various Government stakeholders. This Reform Area focuses on paving the way for easy access of information to Startups and ecosystem stakeholders.

It analyses whether a particular State/UT has a functional Startup portal offering single-window solutions for all Startup/UT ecosystem stakeholders. A holistic Startup portal offers services ranging from Startup registration to an efficient grievance redressal mechanism having quick 30 days of query resolution. The Reform Area also emphasises institutionalised support provided to the Startups from various State/UT Government departments including that of Government policies that are currently active for support to Startups

UT Performance

The UT of Ladakh has submitted a draft startup policy; wherein the UT has emphasized promoting sustainable energy. Through the policy, the UT aims to provide financial incentives, incentives for capacity development, academic connection, and infrastructure support.

Way Forward

1. The UT may develop a dedicated Startup Portal comprising of the features highlighted in the States' Startup Ranking Framework to support and handholding of the startups and entrepreneurs.
2. UT may have an active tracking mechanism for query resolution. The query or grievance resolution must have a set timeframe in days.
3. UT Government departments apart from Nodal Department may provide institutional support to startups. The institutional support could be in the form of hackathons, grand challenges, incubation support, funding support, open data APIs, public procurement support and other sustainable programs.

4. Apart from UT Startup Policy, the UT may make Regulations considering long-term impact of the technology or business model. Under UT sectoral policies or Schemes, Startup ecosystem stakeholders support may be included.

Fostering Innovation & Entrepreneurship

Introduction

Fostering Innovation and Entrepreneurship, as the name of the Reform Area suggests, seeks to encourage the spirit of innovation among aspiring entrepreneurs with a focus on student entrepreneurs, entrepreneurs from higher education institutions (HEIs) and women entrepreneurs. It focuses not only on the assessment of the total number of registered Startups in each State/UT, which is a direct result of the State/UT support but also on the regulatory reforms undertaken to support Startups in diverse sectors.

This Reform Area assesses the extent to which Higher Educational Institutes have been engaged in providing support to student entrepreneurs. It also highlights the value of innovation and entrepreneurship be it students or women. Furthermore, special focus has been drawn towards women-led Startups with specially tailored incentives and schemes to ensure equitable implementation.

Way Forward

1. The UT may focus on designing knowledge support and outreach programs to disseminate the benefits of registering startups, thereby encouraging entrepreneurs to do the same.
2. The UT may organise interaction events for students with successful entrepreneurs and industry experts. Students will get a chance to understand the real-world challenges and opportunities that exist in the Startup Ecosystem through these events.
3. The UT may identify and support more women-led startups and offer non-fiscal support in the form of capacity building, incubation and mentorship.

Access to Market

Introduction

This Reform Area seeks to encourage the State/UT Government to increase participation in the public procurement process for Startups and become an enabler in providing the opportunities to Startups in the domestic and international market. The States/UT are evaluated based on their support to Startups through the organisation of showcase opportunities such as Demo-Day, Buyer-Seller Meet, National and International Events, and relaxation in criteria for Government work orders.

The aim is to steadily increase the number of work orders awarded to Startups by helping them be at par with the established players in their respective sectors.

Way Forward

1. The UT may focus on designing knowledge support and outreach programs to disseminate the benefits of registering startups, thereby encouraging entrepreneurs to do the same.
2. The UT may organise interaction events for students with successful entrepreneurs and industry experts. Students will get a chance to understand the real-world challenges and opportunities that exist in the Startup Ecosystem through these events.
3. The UT may identify and support more women-led startups and offer non-fiscal support in the form of capacity building, incubation and mentorship.

INCUBATION AND MENTORSHIP SUPPORT

Incubation and Mentorship support is provided to States/UTs in the form of financial and infrastructural support to Startups and State-supported incubators. The State/UT Governments are initiating the setting up of new incubators or upgrading existing incubator facilities through various fiscal and non-fiscal incentives along with conduction of acceleration programs across the State/ UT. This Reform Area also aims at ensuring proportionate utilisation of the incubation capacity of the State-supported incubators.

The support provided by the State/UT to the incubators through programs and incentives will in turn help Startups in scaling up and thereby, contribute to the growth of the State/UT Startup ecosystem. The Reform Area measures efforts by the State/UT Government in facilitating mentorship to startups. This has been assessed by the number of startups benefitting from the network of mentors of the States/UTs.

Way Forward

1. The UT may set up incubators to guide young entrepreneurs. The UT may explore the possibility of virtual incubation as well. Support to new incubators can be provided in the form of (a) one-time capital assistance (b) 100% reimbursement of stamp duty and registration fee paid (c) power tariff subsidy (d) 100 % reimbursement for electricity duty paid.
2. The UT may organise the acceleration programs and leverage the virtual format for holding seminars and discussions. In this way, the UT could take advantage of this opportunity to connect with stakeholders outside the UT as well as outside the country.
3. The UT may look to engage and connect with mentors outside the UT, at the national level. The option for virtual mentorship through video calls should be explored to learn from other national and international experiences.

Funding Support

Introduction

All Startups require timely availability of funding for their growth. This Reform Area encourages various State/UT Governments to establish either new Seed or Venture funds or Fund of Funds for Startups or continue supporting the existing ones. It also focuses on the access to these funds established by the State/UT Government.

A special emphasis has been given to state-supported initiatives and programs to mobilise the private investments into the Startup ecosystem by connecting Startups with investors such as workshops, networking events and pitching sessions.

Way Forward

1. The UT may ensure that it offers funding assistance to more startups based on the incentives such as lease rental assistance, utilities tariff assistance, subsidised incubation and patent reimbursement highlighted in its Startup Funding and Incentives package.
2. The UT may organise events, conferences dedicated to outreach related to funding with discussions on funding opportunities and processes and to connect startups with funds as well as investors.

CAPACITY BUILDING OF ENABLERS

Introduction

Capacity building of key stakeholders and enablers is essential for driving the growth of the entire Startup ecosystem. It is vital to provide necessary information to the key ecosystem facilitators to enable startups with the opportunity to contribute to Government initiatives.

This Reform Area assesses sensitisation workshops, programs conducted for Government officials, and workshops conducted to train State-supported incubators. It also focuses on the capacity development of potential private investors to encourage local private investments.

Way Forward

1. The State may conduct monthly programs to sensitise potential investors on investment in Startups.
2. The State Government may hold quarterly sensitisation workshops for various Government departments and officials to encourage them to interact with Startups to understand their concerns.
3. The State may train State-supported incubators through capacity development workshops by collaborating with incubators from other States to explore mutual learning opportunities.

Roadmap to Sustainable Future

Introduction

Roadmap to a Sustainable Future seeks to encourage the spirit of innovation in rural startups, and at the same time focus on sectors like renewable energy, sustainability, and climate change with an emphasis given to startups working on Circular Economy.

The aim is to steadily increase the number of startups working in the space of renewable energy and sustainability and follow India's direction of attaining a more inclusive and greener world.

Way Forward

1. The UT may develop a clear definition of startups which qualify as working in the field of sustainability, renewable energy, climate change and circular economy may be established as an amendment to the Startup Policy.
2. The UT may develop specific incentives for the Startups working in the field of sustainability, renewable energy, climate change and circular economy and consider amending any existing policy or incentive for Startups in the UT to support these Startups.
3. The UT may undertake sensitisation workshops with Startups, Incubators and other stakeholders in the field of sustainability, renewable energy, climate change and circular economy.

Annexure

Abbreviations

UT: Union Territory

PwD: Persons with Disabilities

HEIs: Higher Educational Institutes

PSUs: Public Sector Undertakings

DGFT: Directorate General of Foreign Trade

ECGC: Export Credit Guarantee Corporation of India

FIEO: Federation of Indian Export Organisations

SHG: Self-Help Group

ODOP: One District One Product

#startupindia

CONTACT US
www.startupindia.gov.in
1800 115 565



