



5th Edition

States' Startup Ecosystem Ranking Jammu And Kashmir

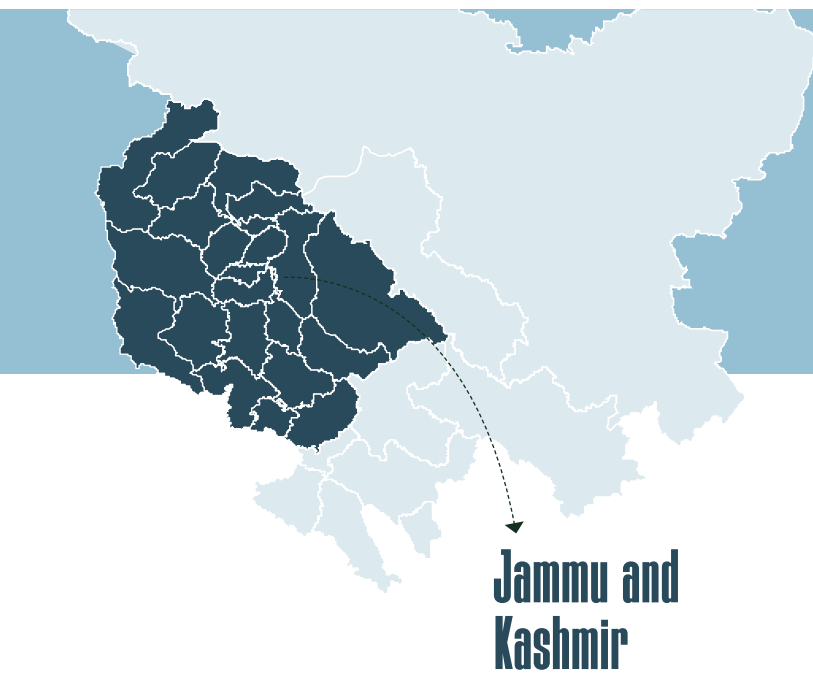
Aspiring Leader



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About the UT



Jammu and Kashmir's startup ecosystem is being dynamically strengthened through the efforts of the Jammu and Kashmir Entrepreneurship Development Institute

The Union Territory of Jammu and Kashmir, located in northern India, comprises of 20 districts - 10 in the Kashmir Valley and 10 in the Jammu Division. The economy thrives on tourism, horticulture, and handicrafts, offering vast potential for eco-tourism, Agri-tech, and food processing ventures.

The economic indicators of Jammu and Kashmir reflect a strong trajectory of growth and diversification. The Union Territory, with a population of around 1.25 Crore (Census 2011), recorded a Gross State Domestic Product (GSDP) of INR 2.6 Lakh Crore in 2024-25 at current prices, and has registered a CAGR of 9.8% between 2011-12 and 2024-25¹. This progress has been fuelled by proactive governance reforms, improved connectivity, and growing private sector participation

across key industries. The Union Territory also achieved exports worth USD 230 Mn in 2024-25, underscoring its expanding role in national and global trade.

Jammu and Kashmir's startup ecosystem is being dynamically strengthened through the efforts of the Jammu and Kashmir Entrepreneurship Development Institute (JKEDI), the nodal agency promoting innovation and entrepreneurship. Under the Jammu and Kashmir Start-up Policy (2024-27), the Union Territory is actively fostering a culture of entrepreneurship through incubation centres, funding opportunities, and mentorship programs. Platforms like StartupJK provide access to schemes such as the Seed Capital Fund Scheme and Youth Startup Loan Scheme, and connections to industry and academia.

With its focus on innovation, inclusivity, and sustainable development, Jammu and Kashmir is emerging as a vibrant hub for startups and a key contributor to India's growing innovation ecosystem.



2. UT Startup Policies and Initiatives

2.1 UT Startup Policies

The Jammu & Kashmir Start-up Policy 2024–2027 aims at positioning the UT as one of India's leading startup ecosystems by 2027. Spearheaded by the Jammu and Kashmir Entrepreneurship Development Institute (JKEDI) as the nodal agency, the policy seeks to foster innovation, entrepreneurship, and inclusive economic growth. It focuses on enabling startups through incubation, funding, mentorship, regulatory reforms, and global market access. With a vision to create at least

2,000 new startups in the next five years, the policy is designed to empower youth, women, and innovators from all regions of Jammu and Kashmir.

Some of the key support provisions include:

01 Seed Funding Support:

Recognized startups under JKEDI can avail one-time seed funding assistance of up to INR 20 Lakhs (in four instalments) to develop prototypes, introduce innovative products, or expand operations.

02 Loan Guarantee Programs:

Startups recognized by JKEDI and DPIIT are eligible to avail loans under the Credit Guarantee Scheme for Startups, providing financial stability without collateral. This initiative enhances credit access and encourages risk-taking among early-stage entrepreneurs.

03

Patent and Intellectual Property Support:

To promote innovation, JKEDI facilitates startups in availing patent-related assistance under central government schemes. It also provides handholding support for patent filing, legal assistance, and awareness programs, ensuring startups can protect and commercialize their intellectual property effectively.

04

Mentorship and Capacity Building:

A dedicated mentorship fund of INR 10 Lakhs has been earmarked to provide technical and strategic mentorship from reputed national and international experts.

05

Infrastructure and Incubation Support:

The policy promotes the creation of state-of-the-art incubation centres and co-working spaces across Jammu and Kashmir. Startups can access office spaces at subsidized rates in JKEDI campuses (Pampore and Bari Brahmana) and affiliated centres, along with high-speed internet, networking facilities, and shared resources for collaboration.

05

Talent Development Initiatives

To nurture an entrepreneurial mindset, JKEDI collaborates with educational institutions to introduce entrepreneurship courses, gap-year programs, and student entrepreneur initiatives. Tinkering labs, innovation cells, and technical training sessions are being established to encourage idea generation and practical learning.

2.2 Key Initiatives Driving Growth

Jammu and Kashmir has been steadily expanding its startup ecosystem through multiple initiatives beyond policy measures. These initiatives focus on building entrepreneurial capacity, providing incubation support, and connecting startups with funding, mentorship, and national networks. Together, they aim to create a vibrant innovation-driven economy that empowers youth and promotes inclusive development across the Union Territory:

Startup Online Platform:

The Startup portal serves as a comprehensive digital hub for entrepreneurs, mentors, investors, and incubators. It streamlines startup registration, provides information about government schemes, and facilitates networking and knowledge-sharing.

Himayat Entrepreneurship Program:

The Himayat Scheme, a flagship initiative of the Ministry of Rural Development implemented by JKEDI with Entrepreneurship Development Institute of India, Ahmedabad (EDI Ahmedabad), aims to tackle unemployment in Jammu and Kashmir by equipping youth, especially from low-income backgrounds, with entrepreneurial and self-employment skills. It addresses the needs of over 6 Lakh registered job seekers, promoting sustainable livelihoods through skill development and enterprise creation.

Startup Idea Challenge and Boot Camps:

To foster innovation and entrepreneurial thinking among youth, Startup Idea Challenge competitions and boot camps are regularly organized across colleges and universities in Jammu and Kashmir. Led by JKEDI, these programs offer mentorship, seed support,

and recognition to promising ideas, helping nurture a vibrant culture of creativity and innovation among students and early-stage entrepreneurs.

● **Deep Tech and Venture Capital Program:**

The Deep Tech & Venture Capital Program organized by JKEDI brings together investors, accelerators, and deep-tech startups. The initiative focuses on connecting local entrepreneurs with national-level venture capital networks, helping them access mentorship, funding, and market exposure.

● **Technology, Design & Innovation Incubation Programme (TDIIP):**

Through TDIIP, JKEDI provides incubation facilities at its Pampore campus for startups in technology, design, and innovation. The program supports business development, finance facilitation, product commercialization, and technical mentorship—enabling early-stage ventures to grow sustainably.



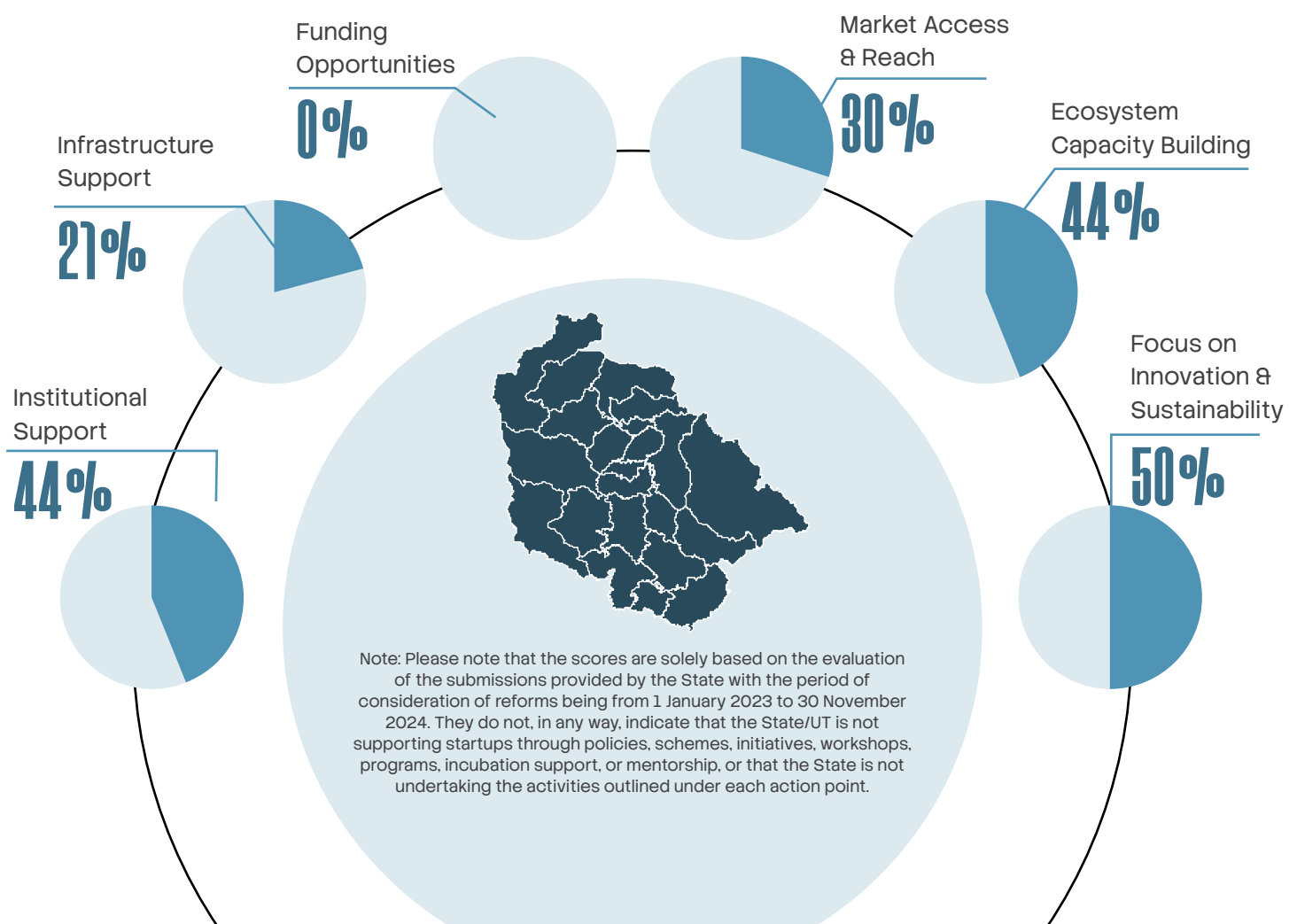
3. UTs' Startup Ecosystem Ranking Results

Jammu & Kashmir (J&K) has participated in all 6 Reform Areas and 19 Action Points under the 5th edition of States' Startup Ecosystem Ranking, and has been positioned as an 'Aspiring Leader' UT in Category A.

Its performance across different reform areas is presented below as percentile scores, which is the relative performance of the UT in each Reform Area as compared to States/UTs in Category A. For example, if the UT has a score of 100th percentile in the 'Institutional Support' Reform Area, this implies that the UT has scored higher than all the participating States/UTs in that Reform Area.

Overall, J&K has been evaluated across 6 Reform Areas that are critical to strengthening and advancing the UT's startup ecosystem. A detailed analysis with insights into the initiatives taken by the UT to promote its startup ecosystem are discussed in the subsequent sections.

Figure 1: Reform area wise scores for Jammu and Kashmir



4. Reform Area 1 - Institutional Support

4.1 Introduction

Institutional Support focuses on the foundational support provided by state governments to foster startup ecosystems. It evaluates whether states have active startup policies, designated nodal departments, and

dedicated teams. It also assesses the extent of support provided by other government departments beyond the nodal agency. Key action points include the presence of a startup policy, identification and development of priority sectors, support for women entrepreneurs, and initiatives for young student entrepreneurs.

It covers 6 action points:



Action Point 1:
Support Provided to Startups
by State/UT Department(s)



Action Point 2:
For Development with a Futuristic
and Disruptive Focus



Action Point 3:
Women Entrepreneurial
Development



Action Point 4:
For the Growth of
Young Entrepreneurs



Action Point 5:
Entrepreneurial Growth in the
Social Innovation Landscape



Action Point 6:
Mentorship Support
Provided to Startups

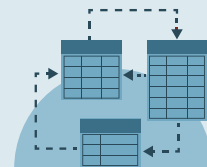
4.2 Performance

90+

Startups supported
(Other than Nodal
Department)



5+



Unique schemes/
initiatives/activities
launched to develop
Priority Sectors

80+

Women-led
Startups

12+



Support structures/ schemes/
initiatives/ activities and/
or programs provided in
educational institutions to
support student entrepreneurs

Institutional support provided to Startups

The UT has put in place an institutional framework to support startups through its Startup Policy Jammu & Kashmir Startup Policy 2024-27, with its nodal department being Jammu & Kashmir Entrepreneurship Development Institute. Several incentives have been extended under this policy, including seed funding support, venture capital fund access, subsidised infrastructure & co-working space, mentorship & ecosystem support. The UT also has a dedicated nodal officer for startup promotion and facilitation.

As per the documentary evidence submitted, more than **90+ startups were benefited by departments other than the nodal department** during the evaluation period.

Development with a Futuristic and Disruptive Focus

The UT has identified priority sectors to guide the development of a futuristic and innovation-driven startup ecosystem. These priority sectors include food processing and allied activities, agriculture & allied sectors including

horticulture and floriculture, education, healthcare & pharmaceuticals, renewable energy, electronics system design and manufacturing among others.

To promote startups operating within the identified priority sectors, **the UT had 5+ schemes, initiatives / policies / activities** operational during the evaluation period. The interventions included training, capacity building, fostering a culture on innovation amongst youths, credit card schemes for artisans and financial assistance to entrepreneurs.

Women Entrepreneurial Development

The UT has undertaken focused measures to promote women entrepreneurship as part of its startup ecosystem development efforts. Dedicated incentives and support mechanisms for women-led startups have been introduced through Tejaswini Scheme and Spurring Entrepreneurship Initiative, covering financial incentives, and market access. These measures aim to improve participation of women entrepreneurs across sectors and regions within the UT.

As per the documentary evidence submitted, the UT has supported more than **80+ unique women-led startups** during the evaluation period.

Growth of Young Entrepreneurs

The UT has implemented structured interventions to encourage entrepreneurship among students and young innovators through educational institutions. These include entrepreneurship awareness programs, incubation and mentoring support, capacity building and industry interaction platforms.

For instance, the Jammu Kashmir Entrepreneurship Development Institute has successfully conducted workshops such as 'Entrepreneurship Awareness Programme', signing of MoU with Govt Polytechnic College for Women to make students industry ready, signing of MoU with IMS Jammu for promoting entrepreneurship & startup services among others.

Overall, during the evaluation period, the UT implemented **12+ such comprehensive support structures / schemes / programs** aimed at supporting student entrepreneurs.



5. Reform Area 2 - Infrastructure Support

5.1 Introduction

Infrastructure Support evaluates the availability and quality of both digital and physical infrastructure provided by states to startups. Digital infrastructure includes state startup portals with features like online registration, grievance redressal, and accessibility in local

languages and for people with disabilities. Physical infrastructure focuses on the establishment and upgrading of incubators, especially those supporting manufacturing and hardware startups. It also assesses the number of startups receiving incubation support and the facilities available to them.

It covers 2 action points:



Action Point 7:
Access to Digital Infrastructure



Action Point 8:
Access to Physical Infrastructure

5.2 Performance

930+

Startups registered on the UT Startup portal



50+

Startups provided incubation support



Access to Digital Infrastructure

The UT has enabled digital access for startups through a unified Startup Portal that serves as a single-window interface for registration,

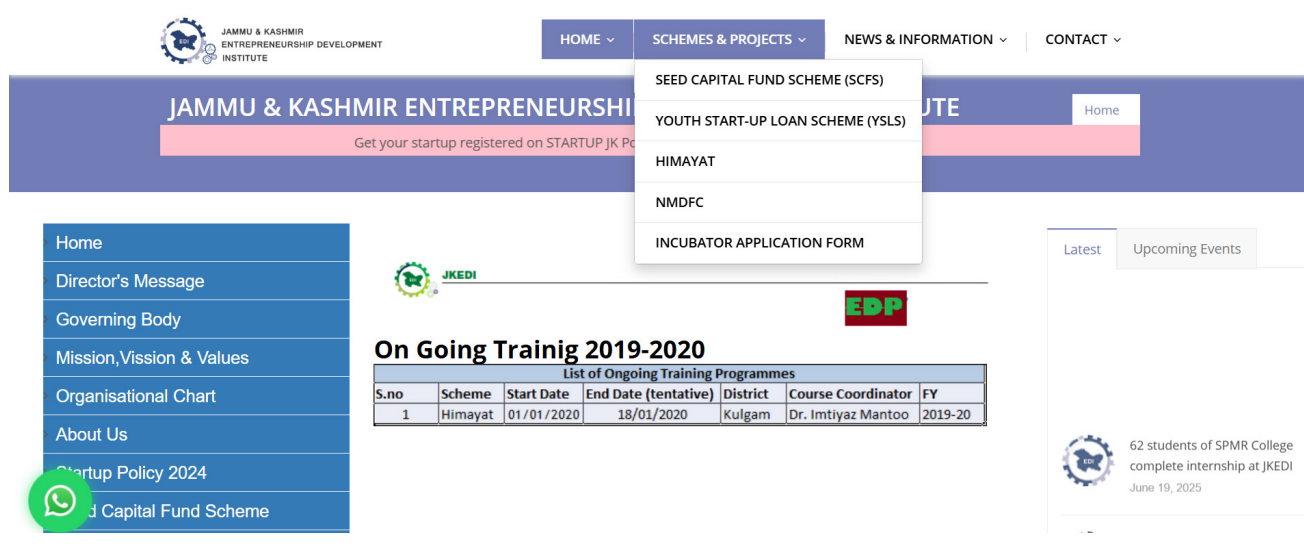
information dissemination, and service delivery. As per the records submitted, **930+ startups are registered on the UT's Startup Portal.**

The UT has ensured that key service delivery

features are available through the digital platform, including a grievance redressal mechanism for startups to submit queries or

complaints. The portal is also accessible in the local or official language of the UT.

Figure 2: The portal of JKEDI providing access to key resources for startups



Access to Physical Infrastructure

The UT has strengthened physical infrastructure support for startups, particularly in manufacturing and hardware sectors, through the establishment and upgradation of

incubators and acceleration facilities. Based on the documentary evidence submitted, **50+ unique startups received incubation or acceleration support across state-supported incubators and accelerators** during the period under consideration.

Figure 3: Centre for Invention, Innovation, Incubation & Training (CIIT), Baramulla



6. Reform Area 3 - Funding Opportunities

6.1 Introduction

Funding Opportunities examine the financial mechanisms established by states to support startups. It includes the creation and management of seed funds, venture funds, and funds of funds, especially those

targeting priority sectors. It also evaluates the number of startups that have received funding through these mechanisms and the extent of collaboration with financial institutions. Additionally, it assesses initiatives like pitching sessions and investor connect programs that facilitate access to private capital.

It covers 3 action points:



Action Point 9:
Access to Funding



Action Point 10:
Number of Startups which have Received Funding through State Supported Funds or Mechanisms



Action Point 11:
State Support in Fundraising Initiatives

6.2 Performance

15+

Startups received funding through State-supported funds or mechanisms



State Supported Funds or Mechanisms

The UT has extended direct financial support to startups through State-supported funds or

funding mechanisms established or facilitated by the government. During the evaluation period, **15+ startups have received funding support** through these mechanisms.

The UT has also undertaken targeted initiatives to facilitate fundraising for startups by enabling structured interactions with angels, investors, and financial institutions. These initiatives include UT-led programs such as 'Women for Startups' and 'Startup leadership conclave', featuring knowledge sessions and industry connect for startups.

The first ever 'Startup leadership conclave' was organized by JKEDI in March 2023, which was

attended by 200+ startups and entrepreneurs from various sectors. The Conclave hosted mentoring sessions and round table discussions where startups and aspiring entrepreneurs interacted with industry leaders. The sessions were on how to launch a startup, ecosystem support and on funding where startup founders learned about various avenues to raise funds among other valuable sessions.

7. Reform Area 4 - Market Access & Reach

7.1 Introduction

Market Access & Reach focuses on how states help startups access markets by relaxing public procurement processes, awarding Government Work Orders, and domestic and international exposure. It evaluates the number of tenders

floated with startup-friendly relaxations, the number of startups awarded work orders, and the reach of market access initiatives across districts. It also considers programs that connect startups with government departments, corporates, and international trade bodies for product showcases and pilot projects.

It covers 3 action points:



Action Point 12:
Market Access Opportunity
Provided to Startups through
Public Procurement



Action Point 13:
Number of Startups
Awarded Purchase Orders
or Work Orders



Action Point 14:
Access to Domestic
and International Market
Access Opportunities

7.2 Performance

5+

Tenders floated by Government agencies with procurement relaxations



Market Access Opportunity Provided to Startups through Public Procurement

The UT has enabled market access for startups by facilitating their participation in public procurement through procedural relaxations in tenders and RFPs issued by State government departments and public sector undertakings. Such relaxations include relaxation of public procurement norms, exemption from prior experience criteria, exemption from prior turnover criteria by Departments such as Industry and Commerce, Jammu and Kashmir among others.

As per the documentary evidence submitted, the UT has floated **5+ tenders / RFPs** during the evaluation period that incorporated startup-specific relaxations.

The UT has also enabled tangible market access for startups by awarding **5+ purchase orders or work orders to unique startups through UT government departments, agencies, and public sector** undertakings such as PWD, Chenab Valley Power Projects etc. during the evaluation period.



8. Reform Area 5 - Ecosystem Capacity Building

8.1 Introduction

Ecosystem Capacity Building evaluates efforts to strengthen the startup ecosystem through training and sensitization programs. It includes workshops for government officials, capacity

development for incubators, and sensitization programs for ecosystem enablers like mentors, investors, and accelerators. The focus is on building awareness, improving stakeholder capabilities, and fostering collaboration across the ecosystem.

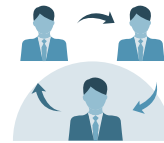
It covers 3 action points:



Action Point 15:
Capacity Building of Officials of State Government Departments on Startup Ecosystem of India



Action Point 16:
Number of State-supported Incubators Trained Through Capacity Development Workshops



Action Point 17:
Number of Programs Conducted to Sensitize Ecosystem Enablers

8.2 Performance

15+

Unique State-sponsored incubators trained



10+

Programs Conducted to Sensitize Ecosystem Enablers (Mentors / Investors / Accelerators / Startups)



Number of government-supported Incubators Trained through Capacity Development Workshops

The UT has undertaken capacity development initiatives to strengthen the operational and managerial capabilities of State-supported incubators through structured training workshops and programs. As per the documentary evidence provided, **15+ UT supported incubators** such as SKIIE Incubation Centre, Kashmir, Islamia College Innovation and Incubation Center (ICSC-IIC), Institute

Incubation & Innovation Council (IIC), IIT Jammu among others have participated in capacity development workshops during the evaluation period.

For instance, a capacity development workshop on startups was conducted in MIET College Kot Bhalwal, Jammu by JKEDI. The workshop aimed to enhance the skills and knowledge of incubators and students in the domain of startups, providing them with insights and practical guidance.

Figure 5: Capacity Development Workshop on Startups



Number of Programs Conducted to Sensitize Ecosystem Enablers

State/UT has conducted targeted programs to sensitize existing and potential ecosystem enablers, focusing on themes such as role of

ecosystem enablers, mentorship frameworks, state startup policies, and other knowledge-based sessions. As per the documentary evidence submitted, the UT has conducted or **supported 10+ sensitization programs** during the evaluation period.

For instance, JKEDI district center Anantnag conducted a Sensitization workshop for Government officials in Anantnag. The main objective of the Program was to sensitize

the officials from the various Government Departments regarding importance of Start-up Ecosystem and Stat-up policy J&K 2024-27.

Figure 4: Sensitization workshop for Government officials in Anantnag



9. Reform Area 6 - Focus on Innovation & Sustainability

9.1 Introduction

Focus on Innovation and Sustainability assess how states promote innovation and sustainability through support for Intellectual Property Rights (IPR), Research

and Development (R&D), and startups focused on climate change and circular economy. It evaluates the presence of policies facilitating IPR, the extent of R&D support, and the number of sustainability-focused startups receiving incentives.

It covers 2 action points:**Action Point 18:**

Initiatives Undertaken by the UT to Facilitate Research and Innovation

**Action Point 19:**

Support to Startups for a Sustainable Focus

Support to Startups for a Sustainable Future

During the evaluation period, initiatives such as UT Startup Policy and Cantonment Board

Jammu Solid Waste Management Bye-Laws, 2020 have supported startups in the circular economy and sustainability domains in the UT.

Figure 6: Section of startup policy which emphasizes focus on sustainability

9.6 Focus Sectors: The Policy shall give special attention to Start-ups with disruptive value additions in the following illustrative focus sectors:

1. Food Processing and Allied activities.
2. Agriculture & allied sectors including Horticulture and Floriculture.
3. Handicrafts & Handlooms and their design element...
4. Education, Healthcare & Pharmaceuticals.
5. Textiles, Apparel & Fashion Technology.
6. Renewable Energy.
7. Electronics System Design and Manufacturing.
8. Information Technology enabled Services.
9. Tourism / Adventure Sports
10. Environment Protection / Green Technologies

10. Way Ahead

- The UT may introduce dedicated policy measures to encourage and support startups operating in the circular economy domain, with clear incentives and implementation mechanisms.
- The UT may strengthen structured mentorship support for startups supported by the government, leveraging experienced industry professionals, domain experts, and successful founders.
- The UT may enhance targeted support for startups working in the public welfare space, enabling solutions that deliver measurable and long-term social impact. It may also define what qualifies as social welfare startups, and strengthen support to such startups through interventions such as capacity building, seed funding, capacity building, incubation support.
- The UT may provide physical infrastructure such as incubation centres, plug-and-play facilities, testing laboratories, and other facilities which can assist startups.
- The UT may setup venture capital funds, funds-of-funds, and other dedicated funds which are focussed towards assisting startups within the UT.
- The UT may organize more events which bring together startups, investors, industry experts, and potential customers so that startups can access markets both at a domestic level as well as international level.
- The UT may conduct more sensitization workshops for enhancing the capability of ecosystem enablers so that they are ready to assist startups.
- The UT may support startups in the sectors such as tourism, including those leveraging technology for sustainable tourism, digital platforms, experiential travel, and local cultural promotion.



11. Annexures

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Figure 2: The portal of JKEDI providing access to key resources for startups

Figure 3: Centre for Invention, Innovation, Incubation & Training (CIIT), Baramulla

Figure 4: Capacity Development Workshop on Startups

Figure 5: Sensitization workshop for Government officials in Anantnag

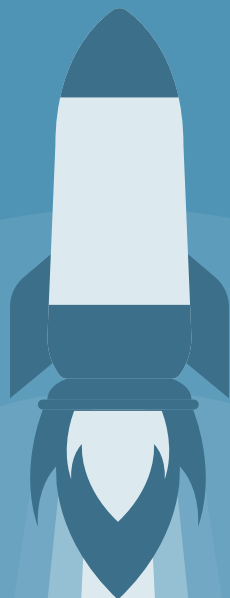
Figure 6: Section of startup policy which emphasizes focus on sustainability

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