

## **Successful Completion of Ideathon 2025 at University of Ladakh.**

18 September 2025, UoL: With a vision to inculcate an entrepreneurial mindset and nurture entrepreneurial skills among the youth of Ladakh, the University of Ladakh and Enterprising Ladakh successfully conducted Ideathon 2025 on 18th September 2025 under the flagship initiative Enterprising Ladakh, implemented by EDII Ahmedabad.

Enterprising Ladakh is an initiative of the Department of Higher Education, UT Ladakh, implemented by the Entrepreneurship Development Institute of India (EDII), Ahmedabad, in collaboration with the University of Ladakh under the leadership of the Hon'ble Lieutenant Governor of Ladakh, Chief Secretary, Vice-Chancellor, University of Ladakh, Secretary, Higher/Technical Education & Skill Development. The initiative was conceptualised by Dr Sunil Shukla, Director General, EDII, and Dr Amit Kumar Dwivedi, Director – Projects (Government), EDII, Ahmedabad.

The Ideathon was conceptualised to offer an innovative platform to inspire and empower Ladakh's youth towards entrepreneurship and startups. It is pertinent to mention that a total of 87 business ideas, product prototypes and products were received from participants. Out of the 87 proposals, 20 best ideas, prototypes and products were shortlisted for presentation at the Leh campus of the University of Ladakh.

During the Ideathon, eight participants demonstrated their innovative prototypes and products before the jury members. Participants were from Kargil, Nubra, Leh, Zaskar, and Drass regions and they were encouraged to present solutions under key themes, including: New Age Technologies; Product Design; Tourism & Hospitality; Agriculture & Food Processing; Indian Knowledge System & Culture. Following the product demonstration and presentation by all the participants, the team from GDC Nubra led by Nazia and Padma bagged the first prize of Rs. 10,000/- for their innovative product Whiff from Ldumra (Handmade fragrant incense stick made from local flowers) and the second prize of Rs. 5000/- was bagged by Ms Sanju Kumari and team, from GDC Nubra for the product Organic Apricot Bliss Ball.

Further, five consolation prizes were awarded to five other participants across different themes. The jury members for the evaluation of presentations and product demonstration included Dr Maheshwar (ICAR Leh); Mr Prem Bodh (SBI-RSETI, Leh); Ms Rigzin Angmo (Founder, Nima Gos-Gos) and Mr Vivek Saxena (Farguun Foundation). The entire session was chaired by Prof. Rama Jayasundar, Head, Department of Nuclear Medicine, AIIMS, New Delhi. While speaking on the occasion, Prof. Rama appreciated the participants for their out-of-the-box thinking and encouraged them to participate in such type of events in the future. While highlighting the importance of holding such ideathon, Dr Jigmet Stobdan, Nodal Officer, University of Ladakh, expressed his gratitude to Prof. Saket Kushwaha, Hon'ble Vice-Chancellor, University of Ladakh and EDII officials for their cooperation and guidance. Speaking on the occasion, Dr Diwakar Singh, a faculty EDII, emphasised the novel product creation and market relevance of products for sustainability. Further, he remarked, "The youth of Ladakh are deeply connected to their roots and committed to preserving their culture while innovating for the future".

