



JKEDI

Jammu & Kashmir
Entrepreneurship
Development Institute

Start-UpJK 

START-UP IDEA CHALLENGE 2.0



— IGNITE IDEAS. BUILD START-UPS. CREATE IMPACT. —

WHO CAN APPLY?



All students/
Individuals



Teams



Innovators



Entrepreneurs

SCAN TO REGISTER



<https://jkedi.in/idea2.0/>

WHY PARTICIPATE?



INNOVATE

Turn your ideas
into solutions



PITCH

Present your idea
to experts



WIN

Exciting rewards &
recognition



GET INCUBATED

Mentorship & incubation
support

EXCITING REWARDS

START-UP IDEA CHALLENGE 2.0



₹1,00,000

FIRST PRIZE



₹70,000

SECOND PRIZE



₹50,000

THIRD PRIZE

- ★ Women Innovator Awards (02): ₹25,000 each
- ★ Sustainability Stars (02): ₹25,000 each
- ★ Rural Impact Awards (02): ₹25,000 each
- ★ Emerging Start-Up Awards (02): ₹25,000 each
- ★ District Innovation Excellence Awards (20): ₹15,000 each

IMPORTANT DATES



IDEA SUBMISSION
TILL
30 AUGUST 2026



MENTORSHIP
BOOT CAMP
1 – 10 SEPTEMBER 2026



GRAND FINALE
21 – 22
SEPTEMBER 2026



ACROSS
UNIVERSITIES /
COLLEGES / ITI's

IGNITE IDEAS. BUILD START-UPS. CREATE IMPACT.

