



Background

In recent years, Rajasthan has become the favoured destination for budding entrepreneurs owing to the State's vast potential and resources in the field of minerals, tourism, handicrafts, renewable energy, etc. Leveraging the quality of the business brains of the state, the State Government has put forward several initiatives for the Startups in every sector.

One of the key initiative is iStart Rajasthan which is a flagship initiative by Government of Rajasthan intended to foster innovation, create jobs and facilitate investment. The program aims to nurture innovation and entrepreneurship which would further help in the economic growth and development of the state. Through this initiative, the State Government intends to build an environment where there would be an easy access to knowledge exchange and funding.

iStart was launched in August 2017 at the Kota Digifest. The Kota Digifest was the 1st edition of Digifest in the state providing opportunities to the young population to come up and showcase their talents at a grand stage and get a chance to meet and network with successful startup founders, investors and corporate giants.

In the same vein, the Udaipur Digifest was held on 2nd-3rd December and witnessed huge participation with subsequent launching of several new initiatives by the Government of Rajasthan. During the event, the first iStart Nest incubator was inaugurated by Chief Minister Smt. Vasundhara Raje. The incubator is in Jaipur and would be one of a kind facility providing end-to-end acceleration and connection with venture capitalists across the world absolutely free of cost to Startups.

About the event

Venue: Mohanlal Sukhadia University (MLSU) auditorium, University road, Udaipur, Rajasthan - 313001

Date: 2 December 2017 - 3 December 2017

DoIT&C, Government of Rajasthan organized the 2nd edition of Digifest in the city of Lakes, Udaipur. This 2-day Carnival of technology witnessed an incredible participation from startup and technology enthusiasts from across the state. At the IT festival there were various startups which displayed their ongoing work, business model and how they plan to disrupt the market with their ideas. The Government of Rajasthan organized various contests as part of Hackathon 3.0, expert sessions and showcasing of various eGovernance schemes, all in one go, and huge amount as prize money was distributed across event during the Digifest.




Key Highlights

Hackathon 3.0 - a 24-hour long Hackathon was organized which had more than 1500 participants from various parts of India, working on their desired IT projects. These Hackathon project covered areas of interests like Internet of Things, Artificial Intelligence, Machine learning, Virtual Reality, Big Data, Blockchain and many more. The day-long hackathon was concluded on 6 am Sunday morning and the winners for the same received prizes worth Rs 15 Lakh, 10 Lakh and Rs 7.5 Lakh for the first, second and the third place respectively. In addition, 10 more award categories offered the participants, prizes like Tablets and smartphones as well.



eGovernance Exhibitions - There was a huge space dedicated to the Exhibition where majority of the Rajasthan Government projects were displayed be it E-Mitra, Bhamasha, e-BAZAAR, Rajasthan Recruitment Portal etc. Here majority of the government schemes were displayed and exciting part was it was getting displayed live through VCs to various parts of Rajasthan. There were few stalls which were dedicated to Robotics, Artificial Intelligence, 3D Modeling etc. which showcased how Rajasthan is gearing up for the race to become number one in tech.



DEPARTMENT OF INFORMATION TECHNOLOGY & COMMUNICATION

GADGETS TO USE
UNBOXING | REVIEW | HOW TO'S

eBAZAAR

- Provides single window access for e-Commerce activities for various products
- Aims to promote Rajasthan local artisans and increase their sales through digital platform
- Bridges the rural-urban divide by extending the reach of products
- Developed using dynamic Store Management System
- Integrated with Rajasthan Payment Platform for all commercial transactions, online payments, etc
- Products sold via this platform:
- Electrical products under UJALA scheme

Seminar sessions on IT, Startups and eGovernance - the thrust of the event was towards taking steps for improving the quality of life and making creative cities of the future better through design, innovation, and technology. During the two days' event, people from the corporate world including startups will speak on how technology is impacting life. Speakers from various established firms across the globe like Uber, Microsoft, Autodesk and more participated to boost the morale of IT students and professionals present at the event.

New launches at the Digifest

At the Udaipur Digifest, December 2017 Hon'ble Chief Minister, Smt. Vasundhara Raje launched several initiatives for startups and gifted several other citizen-centric services to State's people. This includes:

- E-gyan darpan
- E-mitra+
- e-Health card - E health card will save time for critical illness and take health security to next level in Rajasthan

- Abhay Command Centre Udaipur



- iStart Nest Jaipur centre - one of a kind incubator providing end-to-end acceleration and connection with venture capitalists for the startups, completely free of cost

Other than this, the 1st hindi Vernacular email by a State was also inaugurated by Mr. Ajay Data. The vernacular email, which was launched on December 3 is the first of its kind in the entire country.

Keynote speakers

The second edition of Rajasthan Digifest witnessed participation of various renowned dignitaries and eminent speakers from the IT, Startup & Financial industry from across the globe. Some of the luminaries at the event were:

- Mr. Mohandas Pai, Chairman Manipal Group
- Mr. Pradeep Nair, MD Autodesk
- Mr. Ritesh Agarwal, Founder OYO Rooms
- Mr. Colin Tooze, Director (Public Affairs) Uber
- Ajay Data (Data Infosys)



Conclusion

The chain of Outreach initiatives started a few months ago picked up pace in the month of December. Rajasthan DigiFest has grown into an esteemed and highly anticipated tech startup event attracting thousands of emerging entrepreneurs, business dignitaries, and aspiring students.

Apart from being a tourism hub, Udaipur is also blossoming into an economic hub with numerous opportunities for start-ups and IT innovators. With the DigiFest in Udaipur in the first week of December, iStart provided a great opportunity to its registered startups to network, connect and showcase their innovative solutions to the greater startup community in the country. The two-day mega event witnessed eminent speakers discussing on thought-provoking ideas, display of latest innovations in the field of IT, workshops for emerging startups and students and the unveiling of latest citizen-centric projects by Government of Rajasthan. And the iStart Nest centre inaugurated in Jaipur now stands out as a top-class facility for entrepreneurs to gain mentorship and connect with investors without putting a strain on their pocket.