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## Key outcomes

1. Set up an iStart Zone at Chaos for 4 days
2. Kick-started 7 successful Chaos events
3. Educated students about the iStart Platform
4. Conducted on-the-spot mentoring for students
5. Introduced iStart to PGDM students at IIM Ahmedabad
6. Connected to various stakeholders during the tenure

## Background

## About IIM Chaos



**Chaos, is the annual cultural festival of IIM-Ahmedabad. This four day event attracts India's top tier colleges, schools, private institutions and celebrities, making it an event to look forward to in western India.**

**Chaos 2018 was powered by the iStart Platform.**

## Participation from iStart



An iStart Zone was set up in the heart of IIM Chaos. The Zone included television displays, information cubes and standees.

Students, entrepreneurs, college representatives, professors and corporate individuals visited the Zone to learn more about the initiatives introduced by the Government of Rajasthan, including but not limited to the one of its kind iStart Platform, the startup rating mechanism - the QRate program, the e-Mitra platform, the Bhamashah Technohub and the iStart Nest.

On the spot mentoring sessions were also conducted with entrepreneur attendees.



The standees and cubes were further distributed over the old campus to successfully disseminate information on the digital and entrepreneurship innovation initiatives being undertaken by the Government of Rajasthan

### List of Events Kick-started:

All the top events at Chaos, mentioned below, kick-started with a video on the digital initiatives undertaken by the Government of Rajasthan and an introduction to the iStart platform.

#### Session with SS Rajamouli and Shobu Yarlagadda

An Ignitus Speaker Session was undertaken by the director and producer of Baahubali 1 & 2 for the students of IIM Ahmedabad. The end of the session saw the introduction of Baahubali 2 as a case study under the 'Contemporary Film Industry' elective at IIM-A.

#### Inter-University Group Dance Competition

Chaos saw the participation of college students from Nirma University, PEC University, MICA College and many more. The judges to the event were famous break dancer Shane Mendes and classical dancer

Ms Sonal Bhargav. iStart sponsored prizes for the event, including goodies for the winning teams and a mobile phone for the best performer.

#### **Session with IIM-A PGDM students**

The placement cell at IIM-A requested the presence of iStart for a session with PGDM students on entrepreneurship and State initiatives.

#### **Digital Marketing workshop with Google**

A workshop on social media and digital marketing skills was undertaken by Google and powered by iStart. Ms. Akanksha from the Google Digital marketing and product team took a session with 200 students.

#### **Chaos Debate Competition:**

iStart's presence was requested at the Chaos debate competition. The topic for the debate was "Employment vs. Entrepreneurship". The theme for the overall event was entrepreneurship. Students argued for and against the need of entrepreneurship in the State.

#### **Battle of the Bands:**

Various college bands participated in the Battle of the Bands event and engaged in live music. iStart sponsored 5 prizes. Goodies for the first winning team and a mobile phone for the best performer.

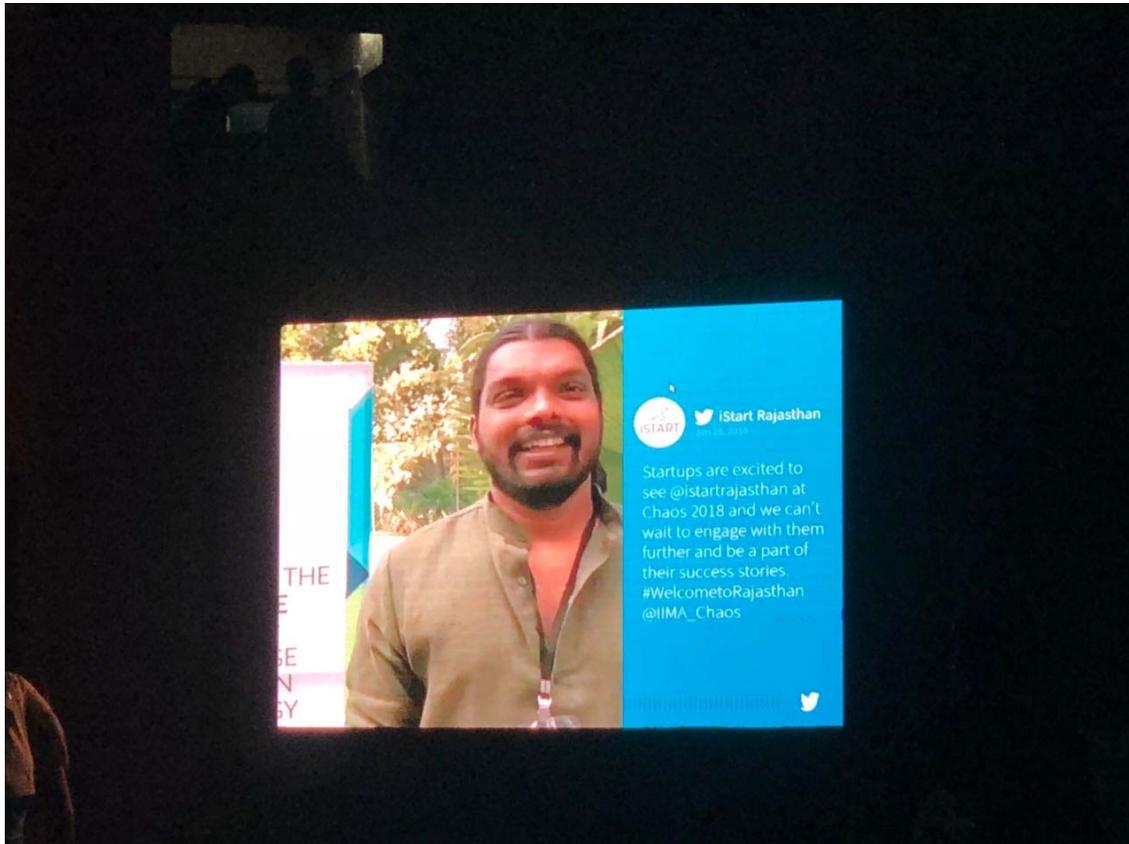
#### **Crescendo:**

Crescendo is Chaos-IIMA's celebrated live solo performance competition. iStart sponsored goodies for the winning team.

#### **Zumba:**

Zumba saw the participation of college students and children, who engaged in a live Zumba session in the open arena at IIM-A old campus. iStart sponsored prizes for the winning individuals.

### **Feedback**



College students, private institutions, startups and various dignitaries learnt about the iStart platform, the Qrate program, the Bhamashah Technohub, iStart Nest, and other successful digital practices undertaken by the State.

Some of the feedback received is attached below:

*"Startups are excited to see iStart at Chaos 2018 and we can't wait to engage with them further and be a part of their success stories."*

- *Founder, Poll Tech Labs*

*"I'd like to thank iStart for associating with us and being present at the event"*

- *Gaurav Sagar, Coordinator Chaos*

## Activities

List of people the iStart team interacted with and informed about the program:

Name	Designation	Institution
	Secretary, E Cell	IIMA
	VP, Kotak Bank	Kotak Bank
	Founder	Poll Tech