

Rajasthan Startup Ecosystem

Monthly
Progress
Report

2017
September Edition



Overview:

iStart-Rajasthan is a flagship initiative by the 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.

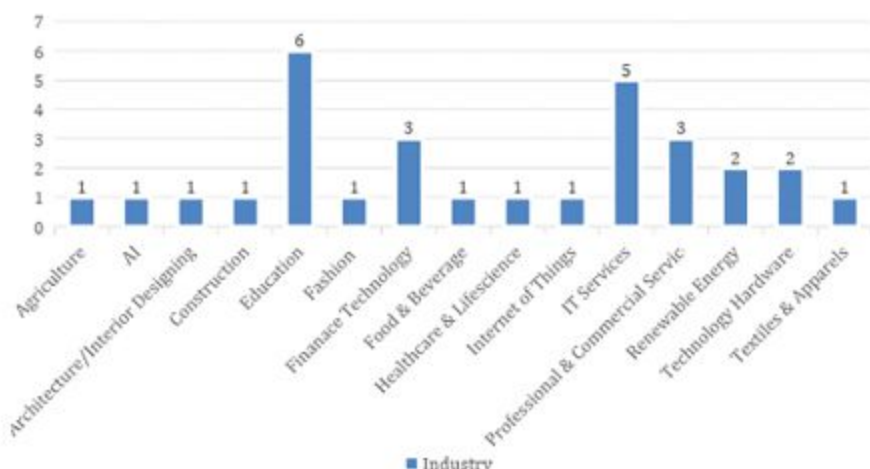
Rajasthan is the home for entrepreneurs and innovative thinkers. Millions of young minds with new ideas, confidence of investors and support from the Government are ready to take ahead the start-up drive. Leveraging this quality of the business-brains of the state, the State Government has put forward several initiatives for the Start-ups in every sector.

With the launch of a single stop platform iStart, for the entire startup ecosystem, the first step towards simplification and streamlining of initiatives for startups was taken in August. This is now taken further ahead, with the decision of setting up its 1st state of the art incubator facility under iStart, in the capital city of Jaipur in the coming months.



Traction

i) Sector - The portal provides multiple sectors under various categories. In the month of September, a wide range of industry startups registered with iStart. However, the most prominently featured sectors were: Education, Professional & Commercial services, IT Services & Renewable Energy.



Business Updates:

Marketing Strategy: For the effective implementation of Startup policy, the Government of Rajasthan aims to execute well-thought out strategies, focused around building awareness of the policy and implementing action plans under the flagship initiative, iStart. Digital marketing is one of the strongest tools for promoting and spreading awareness about iStart. It is even more effective when considering the primary target audience for building the startup ecosystem for the future is the youth of the State. Keeping this in mind, social media accounts for iStart have been active since August 2017 and its effect and reach is visible in the 35% rise in new startup registrations on the iStart portal in September 2017 as compared to the month of August 2017.

Key agenda for next month/upcoming events:

- > Conduct workshops or organise boot-camps to share/transfer knowledge with start-ups
- > Outreach events and seminars at colleges and schools to spread awareness about the various startup policies and initiatives by the Government
- > Spreading awareness about government benefits under the Startup policy to promote creation of and encourage regular activities within entrepreneurship development cells at academic institutes in the State



भारत 2020

